

City of Statesville, NC

Real Estate Market Analysis Report Land Development Plan Update



Prepared For:
The City of Statesville
In conjunction with Clarion Associates

Rose & Associates Southeast, Inc.

www.roseassociates.com

June 2020



ROSE
ASSOCIATES

The conclusions set forth are based upon information provided by public records, municipal officials, business owners, and market and demographic data obtained by Rose & Associates Southeast, Inc.

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COVID-19 Statement: All data and work compiled in this report was prior to State and Federal guidelines limiting business activities and assumes normal market conditions and business operations prior to Covid-19. Data collected is through March 2020. Copyright 2020, Rose & Associates Southeast, Inc.

Section 1

Executive Summary



Executive Summary

Rose & Associates was engaged, together with Clarion Associates to conduct a series of analysis to update the City of Statesville Land Development Plan (“LDP”). The goals for the real estate market analysis include supporting land uses that are driven by local dynamics, current market trends and aspirational goals for a livable city. The findings and recommendations of this report include the following sections:

Locational Analysis

Findings:

- The Land Development Plan area is strategically located along two intersecting interstates which service North Carolina from north to south and east to west.
- The Area includes several key assets that depend upon the location and transportation network.
- The Area includes opportunities for investment through the Federal Opportunity Zone program.

Recommendations:

- Statesville and its economic development partners should strive to highlight its unique position within the state as to location, visibility and accessibility – as well as linkages to several modes of transportation: truck, air and rail.
- Statesville and its economic development partners should consider a certified sites program and highlight opportunities within the Opportunity Zones.

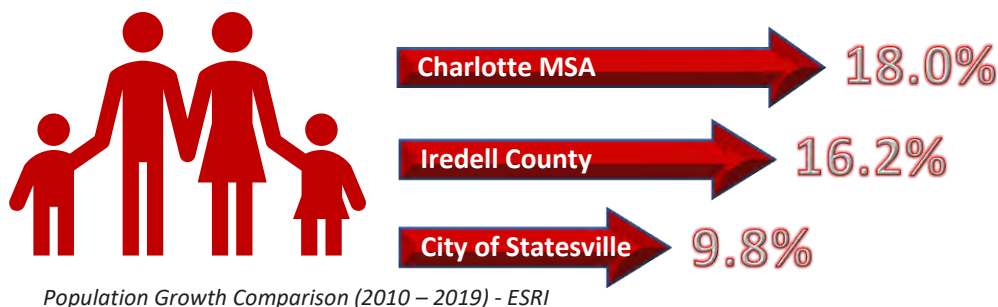
Community Dynamics

Findings:

- Statesville and the Land Development Plan area has suffered from stagnant growth, high unemployment and limited economic mobility for its residents.

Recommendations:

- Statesville and its economic development partners should strive to improve economic mobility through education and workforce training initiatives with educational institutions, business and industry.
- Statesville should consider strategies that grow community wealth through residential migration, tourism, community capital and imports/exports.
- Statesville should consider strategies that review and improve quality of life for its residents, which in turn will attract visitors, new residents, business and investment.



Community Snapshot

Statesville City, NC



INCOME

- \$36,111** Median Household Income
- \$22,693** Per Capita Income
- \$33,024** Median Net Worth

BUSINESS

- 1,893** Total Businesses
- 27,953** Total Employees

COMMUTERS

- 17%** Spend 7+ hours commuting to and from work per week
- 84.3%** Drove Alone to Work

EDUCATION

- 16%** No High School Diploma
- 24%** High School Diploma
- 34%** Some College
- 21%** Bachelor's/Grad/Prof Degree

KEY FACTS

- 26,954** Population
- 10,945** Households
- 39.2** Median Age
- \$30,781** Median Disposable Income

EMPLOYMENT

- 50%** White Collar
- 31%** Blue Collar
- 19%** Services
- 5.8%** Unemployment Rate

Real Estate

Findings:

- The Statesville housing market is stagnant, with aging housing inventory and limited options for housing choice – both in terms of product style and pricing.
- The community dynamics of demographics and economics have limited the market to primarily retail and industrial development – and much of the existing product is obsolete.

Recommendations:

- The results of our analysis suggest that a high priority for Statesville might include addressing housing needs, which impacts economic mobility and business recruitment.
- Strategies to attract business and industry that support medical and/or office uses would assist in creating an office market in key areas, such as downtown or gateway interchanges through mixed-use development.
- A program for small business and entrepreneurship might be considered in partnership with educational institutions, economic development organizations and the business community.
- Focus areas for development should prioritize revitalizing gateway areas that already have infrastructure investment – this includes redevelopment of obsolete buildings, underutilized sites and adaptive reuse of structures that are no longer viable for their existing use.

Strategies for Success

Findings:

- Statesville strives to increase public and private investment to improve quality of life yet struggles to define what that is.
- Statesville struggles with building consensus both internally among staff and elected officials; and externally with its constituents and surrounding jurisdictions.

Recommendations:

- There are opportunities within the Land Development Plan area for building community wealth through strategies to attract residents by expanding housing options; attract visitors by expanding tourism marketing; attract business and investment through growth and investment.
- The Land Development Plan is an opportunity to focus not only on land use and real estate, but also provide a foundation for community and economic development goals by defining and creating strategies around improving quality of life.

Focus on Community Development to improve Quality of Life
Create an Enabling Environment to drive public & private investment
Maximize Locational Advantages through marketing & ambassadors
Utilize Existing Infrastructure Investments to prioritize development

Section 2

Introduction



Introduction

Scope & Purpose

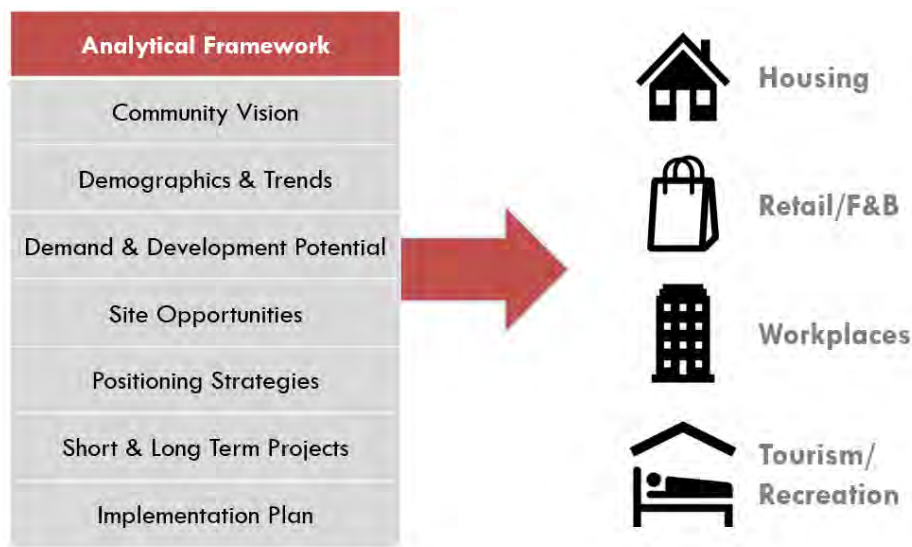
Our market analysis re-evaluated the Statesville Land Development Plan in three of six phases:

Phase 1 – Project Launch. The team toured the City’s various corridors and surrounding areas. We received feedback on interviews conducted with the client team, city staff and stakeholders. We collected demographic, economic, and real estate data from both public and proprietary sources at various geographic levels. The market analysis builds upon prior studies produced by the City, including but not limited to:

- 2019 Affordable Housing Market Study
- Statesville Mobility + Development Plan (August 2019)
- ICEDC Annual Report (2018 – 2019)
- 2018 – 2019 Home Consortium Action Plan
- CBD & NC-115 Corridor Plan (June 2007)
- Statesville Land Development Plan (2004)

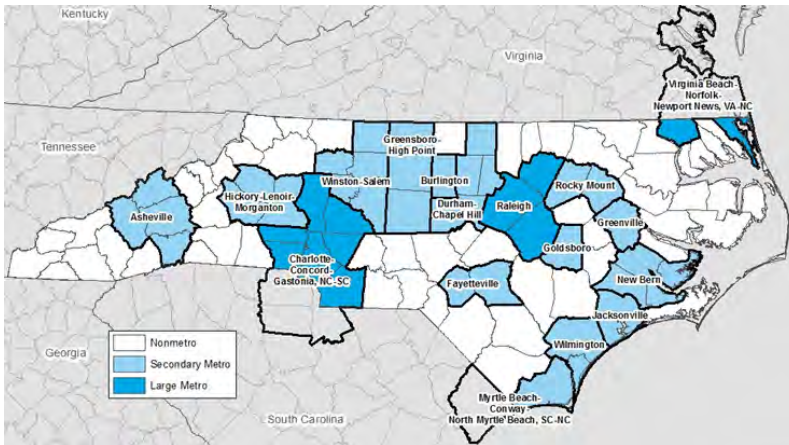
Phase 2 – Strategic Community Analysis. The outcome of Phase 1 leads us to key indicators which determine product types and identify targeted sites in preparing a Real Estate Market Analysis. The analysis assists in framing a plan that is market driven, applicable to current and future development, and consistent with the principles of “highest and best use” and other methodologies to determine appropriate market demand and product types. This represents the primary body of our work.

Phase 4 – Plan Development. Our collaboration with Clarion will provide a final plan document that is supported by market dynamics.

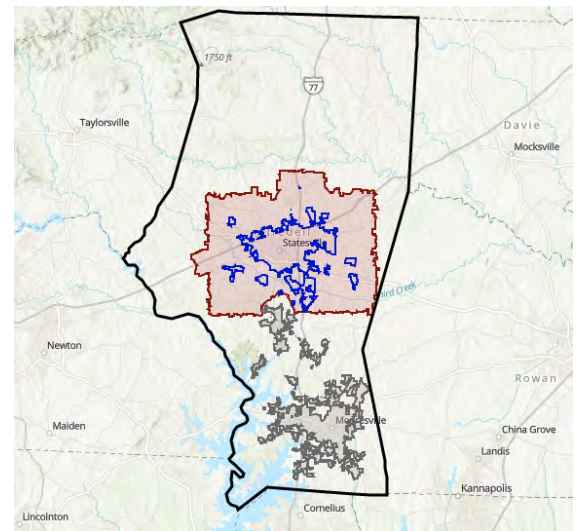


Locational Analysis

North Carolina has 15 Metropolitan Statistical Areas. A Metropolitan Statistical Area (MSA) – also known as a Metro – is defined as having at least one urbanized area with a population of 50,000 or more, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting patterns. Charlotte-Gastonia-Concord, NC-SC is now redefined as the Charlotte-Concord-Gastonia, NC-SC. The City of Statesville is the seat of Iredell County located within the Charlotte-Concord-Gastonia MSA. It is positioned within the piedmont region of North Carolina nestled in the middle of the three prominent metro areas of Charlotte, Winston-Salem and Hickory, NC. While each are approximately 30 miles away, Statesville provides employment, housing and recreation for the surrounding area.



Source: Census Bureau MSA designations; July 2015 - NC Commerce



Land Plan Area within Iredell County
Source: ESRI; Rose Associates

Statesville is strategically located at the intersection of two major interstates: I-77 that traverses North Carolina from north to south; and I-40 that traverses the state from east to west. In addition to two interstates, several US and NC Highways provide critical linkages in and around Statesville and provide several prominent commercial corridors and gateways throughout the City. In total, five highways service the City including: US Highways 21, 64, 70, and NC Highways 90 and 115.

Norfolk Southern Rail and the Alexander Railroad serve Iredell County, according to the Iredell County Economic Development Corporation (IEDC). Norfolk Southern provides freight rail service linking Statesville and Mooresville to other regional assets.

According to the Iredell Economic Development Corporation, Statesville Regional Airport (SRA) is a General Aviation (GA) airport owned by the City of Statesville, conveniently located less than two miles from I-40 and 4 miles from I-77. It serves the immediate region with quick, convenient flight access to regional and national markets for many corporations in and around Iredell County. SRA lies outside of the airspace of Charlotte Douglass International Airport, allowing flights to take off and depart much more rapidly than in other nearby airports. The roughly 450 acres of land include building pads, hangars and a 7,000-foot runway, and houses \$155 million worth of aircraft from various corporations and private owners. Iredell has one of the highest percentages of corporate aircraft registrations of surrounding counties, with 43 percent of the 249 registered aircrafts being corporate. Corporations like Victory Air and several NASCAR racing teams occupy the airport. An economic impact study of aviation released in January 2019 by the NC Department of

Transportation found the SRA generated a \$134.5 million annual boost to the Iredell economy, a payroll of \$38.5 million and collected \$8.414 million in state and local taxes.

In order to position the airport to compete for future growth, the city and county completed several strategic moves. They added a south parallel taxiway with 10 additional hangars to the south side of the terminal. Together they purchased 33 acres to expand the airport to potentially add 25 more hangars once the land is developed. In 2019 Statesville purchased the fixed based operator (FBO), Statesville Flying Service, which provides fuel and oil to airport customers, aircraft maintenance, hangar space and other related airport services.

Several new projects will replace the electronic landing system, expand the safety area to build a 1,000-foot extension at the end of the runway & provide additional parking for planes and cars. The last project would prepare 40 acres at the airport for possible hangar development, having “pad-ready” areas where private owners can construct individual hangers. This is expected to increase the number of multi-million-dollar jets stored at the airport.

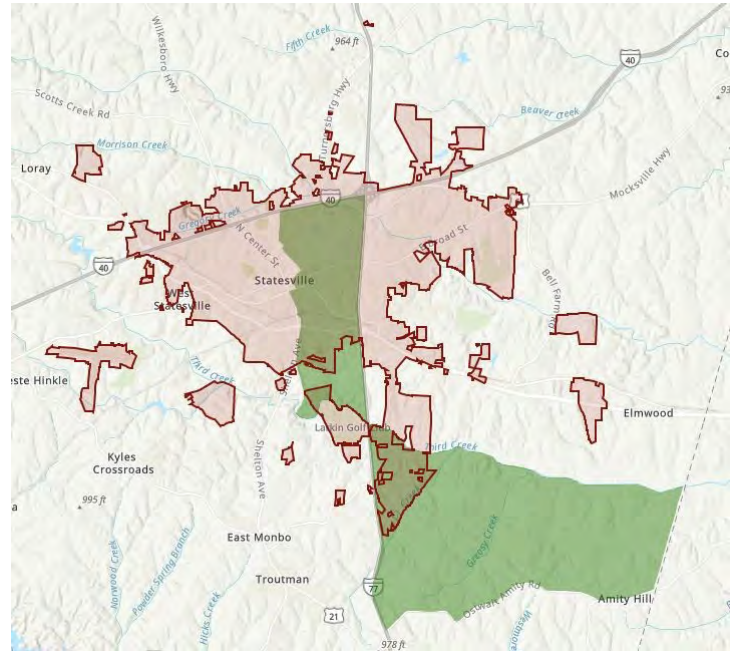
In addition, Statesville has a variety of other assets that draw workers, visitors and residents to the city, including but not limited to:

- 
- **Mitchell Community College**
 - **Statesville Regional Airport**
 - **Davis Regional Medical**
 - **Iredell Hospital**
 - **Statesville Business Parks**
 - **Twin Oak Golf Course**
 - **Downtown Statesville**
 - **Fort Dobbs**
 - **Larkin, Lakewood & Statesville Golf**
 - **Mac Anderson Park**
 - **Statesville Park & Soccer Complex**

The City of Statesville boundaries are noncontiguous due to prior annexations. The green areas shown here highlight two Opportunity Zones (OZ).

The Opportunity Zones program was established by Congress in the Tax Cut and Jobs Act as an innovative approach to spurring long-term private sector investments in low-income urban and rural communities nationwide.

The program establishes a mechanism that enables investors with capital gains tax liabilities across the country to receive favorable tax treatment for investing in Opportunity Funds that are certified by the U.S. Treasury Department. The Opportunity Funds use the capital invested to make equity investments in businesses and real estate in Opportunity Zones designated by each state. Opportunity Zone designations stay in place for ten years and cannot be modified after initial designation. Incentives for investors to place capital within these zones are highlighted below.



Opportunity Zones (Green) - Statesville

Investment Length	Benefits Received
Fewer than 5 years	Deferred payment of existing capital gains until the date that the Opportunity Fund investment is sold or exchanged
5 - 7 years	Benefits above + 10% of tax on existing capital gain is canceled
7 - 10 years	Deferred payment of existing capital gains until December 31, 2026 or the date that the Opportunity Fund investment is sold or exchanged (whichever comes first) + 15% of tax on existing capital gain is canceled
Greater than 10 years	Benefits of 7 - 10 year investment + investors pay no capital gains tax on the Opportunity Fund investment (investments are exempt from any capital gains beyond those which were previously deferred)

Source: New Markets Support Company

Section 3

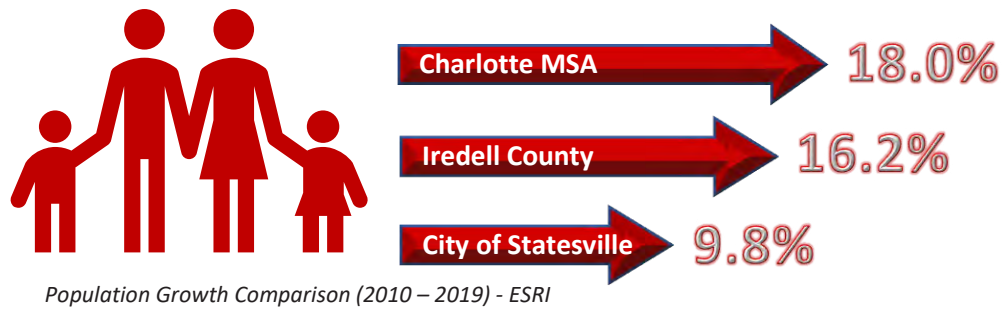
Community Dynamics



Community Dynamics

Demographics

The City of Statesville, with a 2019 estimated population of 26,954, makes up approximately 15% of Iredell County's population. Statesville's past growth has lagged behind that of the County and the MSA. Projected annual growth is estimated at 1% until 2024. With an average household size of 2.39 and median age of 39.2, Statesville's demographic is skewed slightly older, with smaller households compared to other communities within the county and MSA.

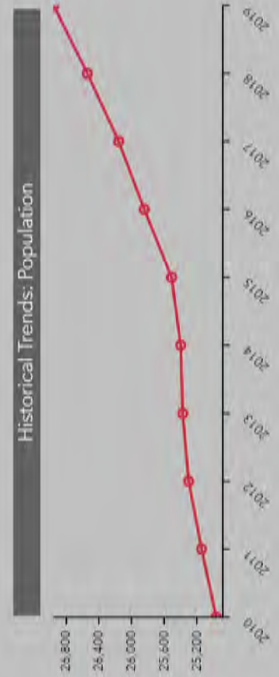


POPULATION TRENDS AND KEY INDICATORS

Statesville City, NC

Population	26,954	Households	10,945	Avg Size Household	2.39	Median Age	39.2	Median Household Income	\$36,111	Median Home Value	\$149,846	2010-2019 Households: Annual Growth Rate	1.01%	2024 Total Households	11,512	2019-2024 Households: Annual Growth Rate	1.02%
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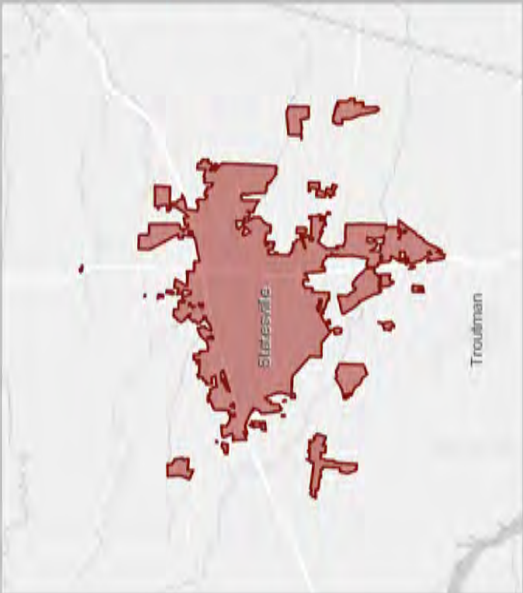
MORTGAGE INDICATORS



POPULATION BY GENERATION



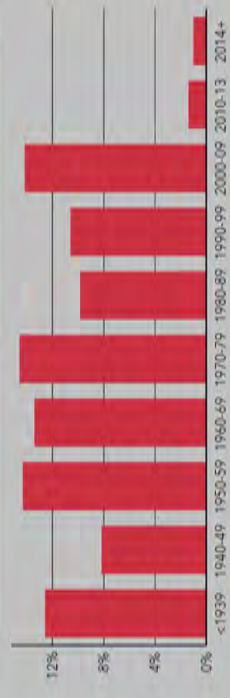
POPULATION BY AGE



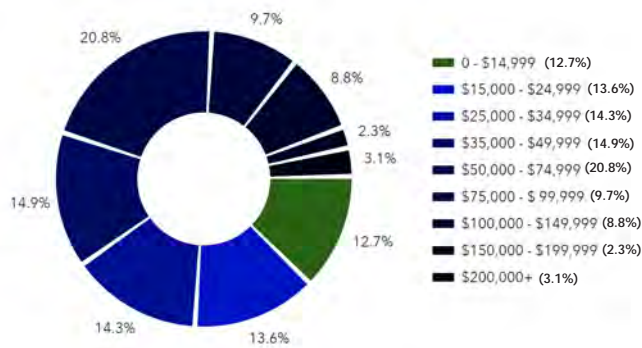
Home Value



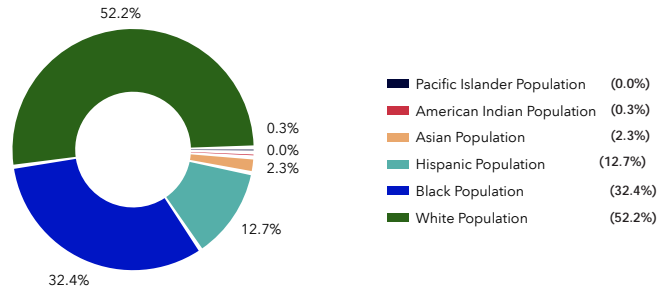
Housing: Year Built



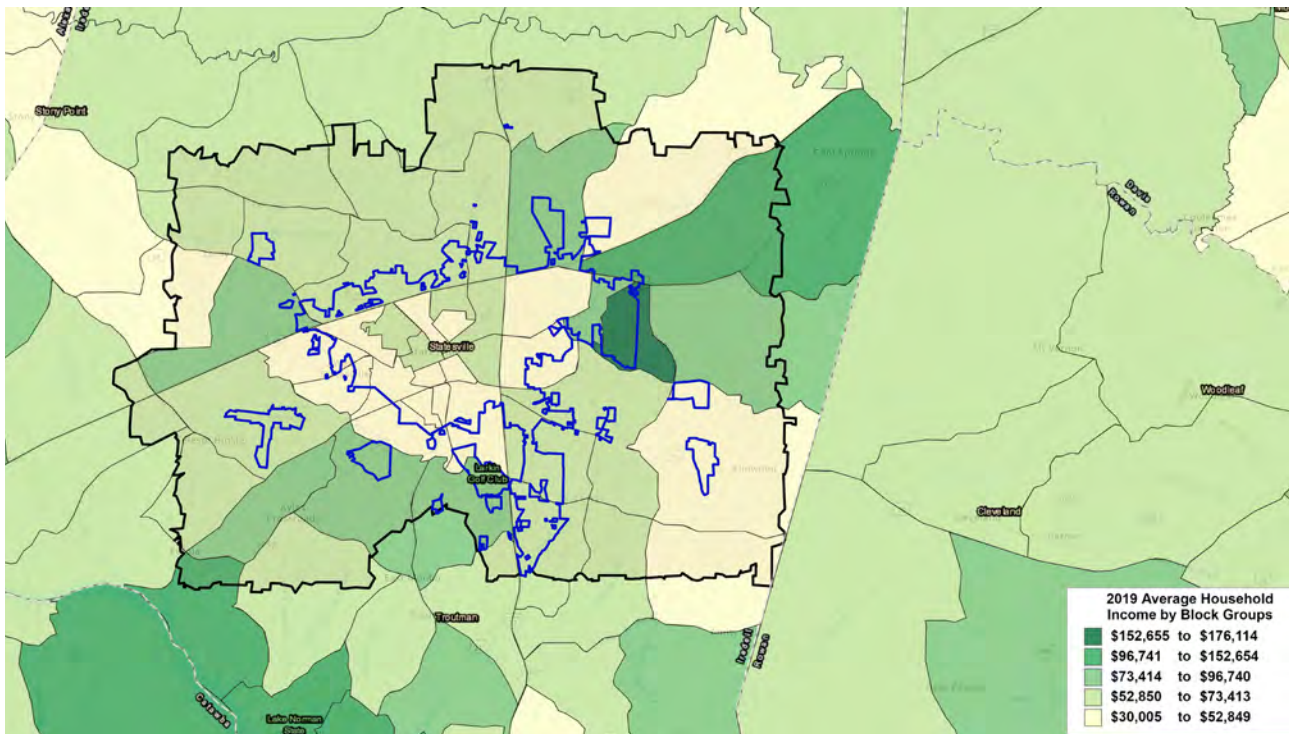
2019 Household Incomes



2019 Racial Demographic



Statesville households are comprised of a variety of income levels, with 48.5% of households earning incomes of \$35,000 a year or less. The household incomes, shown by census block group in the map below, highlights the concentrations of upper and lower incomes throughout the Land Development Plan area. South of downtown on the Highway 70/Shelton Avenue corridor is among the lowest income housing block groups in Iredell County.



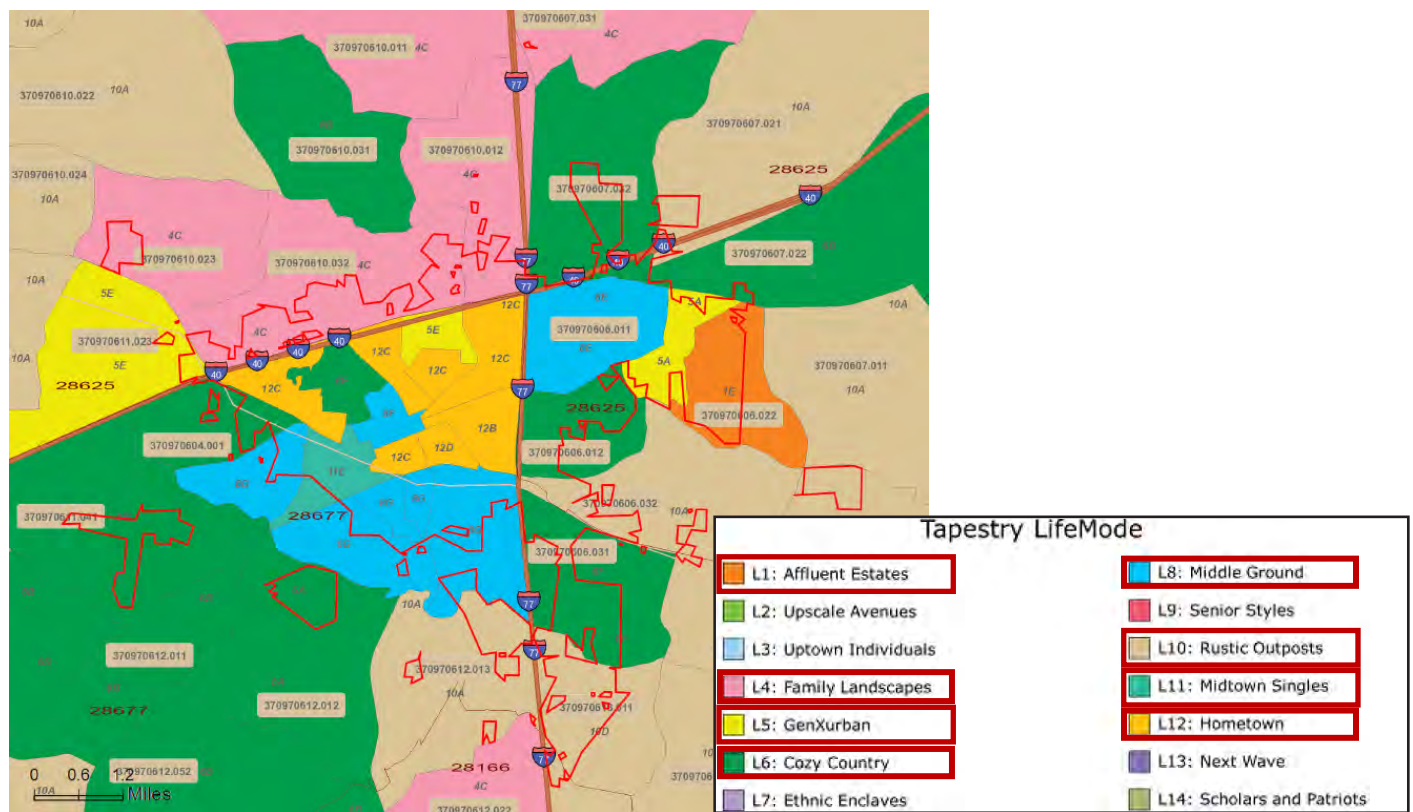
Household Incomes – Land Plan Area & Statesville Limits

ESRI, Rose Associates

Lifestyle Segmentation






Lifestyle Segmentation, as defined by ESRI's Tapestry®, combines demographic and socio-economic data to further understand community culture and lifestyle characteristics including housing, consumer, and entertainment preferences. The entire U.S. population is categorized within 14 Tapestry LifeMode groups, from which 65 Lifestyle Segments can be identified, grouped from rural to urban center populations.

Statesville contains 8 of the 14 LifeMode groups, exhibiting a socioeconomic diverse population. These LifeMode groups, ranked by percentage of households within the city limits, include: Hometown (32.1%), Middle Ground (28.6%), Cozy Country Living (15.4%), Family Landscapes (7.3%), GenXurban (6.7%), Rustic Outposts (3.5%), Midtown Singles (3.4%), and Affluent Estates (3.0%).



Additional demographic information can be found in the Appendix

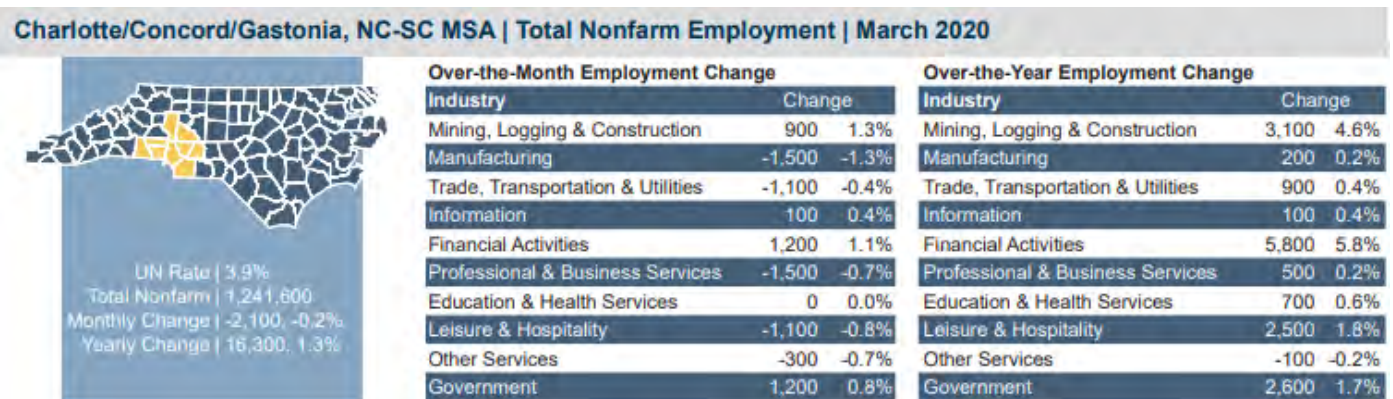
Tapestry Segments further define each of these LifeMode groups by highlighting more specific lifestyle characteristics. This assists in understanding housing, shopping, and entertainment preferences. For the purpose of this study we focus on the top five Tapestry Segments, which together comprise 68.4% of all the households in Statesville. A brief snapshot of each of these top segments are displayed below.

	Tapestry Segment (LifeMode)	Housing Type	Household Type	Employment	Education	Percentage of Households
	Small Town Simplicity (12C) (Hometown)	Single Family; Half Own Half Rent	Singles	Services; Professional	HS Diploma	23.5%
	Heartland Communities (6F) (Cozy Country Living)	Single Family; Mostly Own	Married Couples	Services; Professional	HS Diploma	14.3%
	Front Porches (8E) (Middle Ground)	Single Family; Half Own Half Rent	Singles; Young Families	Administration; Services; Professional	HS Diploma	12.2%
	Hardscrabble Road (8G) (Middle Ground)	Single Family; Duplexes Mostly Rent	Married Couples	Manufacturing; Services	HS Diploma; Some College	11.1%
	Middleburg (4C) (Family Landscapes)	Single Family; Mostly Own	Married Couples w/ Kids	Professional; Services	College Degree	7.3%

Additional information on Tapestry Segments can be found in the Appendix

Economics

Local employment is assessed by many data points including the employed, the unemployed and the growth of the labor force. Often, the percentage of civilian population aged 16 or higher that is employed or seeking employment is defined as the labor force participation rate. However, these figures do not consider those that are unemployable (due to lack of skills or minimum educational attainment), workers who have dropped out of the workforce, and the unemployed. This is also reflected in the household income data.



Forecasts done by UNC Belk College of Business¹ indicate state net jobs to drop by 300,000 for the year, a 6.5 percent decrease as a result of the economic shutdown due to the pandemic, ending a 10-year period of growth. The unemployment rate is predicted to peak mid-year at 17.0%, and by December 2020 drop to 9.9%. A majority of the state's economic sectors are expected to experience output decreases, with the sectors largest employment drops including hospitality and leisure services (-25.8%), other services (-7.8%), retail trade (-7.0%), transportation and warehousing (-7.3%), and manufacturing (-6.0%). Assessing the drivers of the local economy and how they will be impacted by market conditions will gauge how to best position land uses in order to adapt to changing economic dynamics.

Economic Base

Economic Base Analysis is used to determine what industry sectors drive the local economy and determine real estate demand. The underlying theme suggests that jobs drive demand for real estate. In other words, for every base industry job that is created, a multiplier effect increases overall employment, increasing both population and household income. There are two types of jobs: those which export goods and services outside the community (also referred to as basic employment), and those which service the local community (otherwise referred to as non-basic or service employment). These directly correlate to wages when comparing high wage versus low wage employment, often found in service industries.

The ratio of the county percentage of employment as compared to U.S. employment, or location quotient ("LQ"), identifies which basic industry sectors contribute the greatest local economic growth.

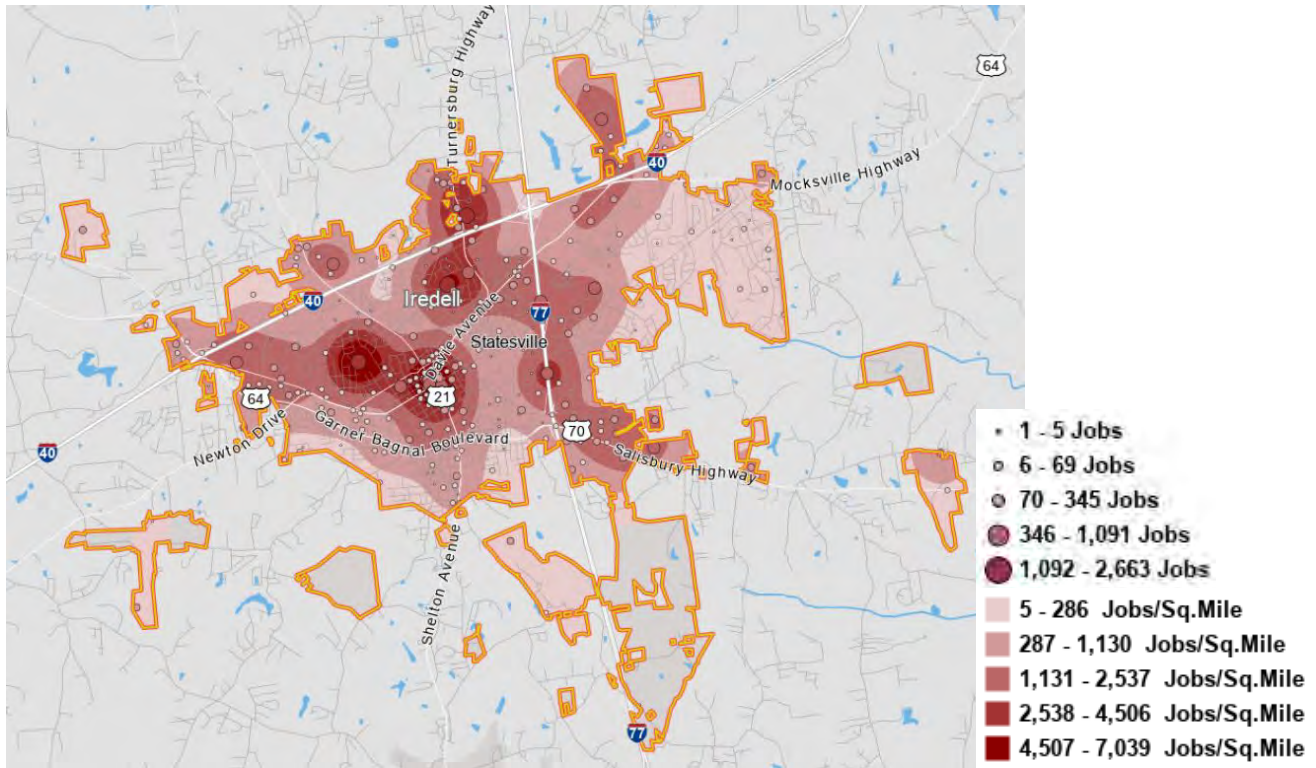
¹ <https://belkcollege.uncc.edu/sites/belkcollege.uncc.edu/files/media/May%202020%20-%20Economic-forecast-final.pdf>

The sectors with an LQ greater than 1.00 demonstrate higher than U.S. averages and are the primary drivers of the local economy, which impact product/land use type. However, leading industries based on LQ may vary from those industries providing the highest percentages of employment. The table shown includes only those sectors whose LQ is greater than 1.00, thus the primary drivers of the Iredell County economy:

Economic Base Industry Key Sectors (NAICS) Iredell County 2018	LQ	% Annual Average Employment	Land Use Type
Total Annual Average Employment: 58,547			
Agriculture, forestry, fishing and hunting (11)			
Animal production and aquaculture (112)	2.42	0.55%	Agricultural
Utilities (22)			
Utilities (221)	1.46	0.69%	Industrial
Construction (23)			
Heavy and civil engineering construction (237)	1.11	0.98%	Industrial
Specialty trade contractors (238)	1.29	5.09%	Industrial
Manufacturing (31-33)			
Textile mills (313)	14.28	1.37%	Industrial
Textile product mills (314)	5.50	0.55%	Industrial
Paper manufacturing (322)	3.24	1.02%	Industrial
Chemical manufacturing (325)	1.89	1.36%	Industrial
Plastics and rubber products manufacturing (326)	3.49	2.20%	Industrial
Nonmetallic mineral product manufacturing (327)	2.84	1.02%	Industrial
Primary metal manufacturing (331)	2.07	0.68%	Industrial
Fabricated metal product manufacturing (332)	1.46	1.85%	Industrial
Machinery manufacturing (333)	2.90	2.78%	Industrial
Electrical equipment and appliance mfg. (335)	3.11	1.07%	Industrial
Transportation equipment manufacturing (336)	1.63	2.39%	Industrial
Furniture and related product manufacturing (337)	1.66	0.56%	Industrial
Wholesale Trade (42)			
Merchant wholesalers, durable goods (423)	1.14	3.09%	Industrial
Electronic markets and agents and brokers (425)	3.00	1.41%	Industrial
Retail Trade (44-45)			
Motor vehicle and parts dealers (441)	1.57	2.73%	Retail
Building material and garden supply stores (444)	2.37	2.67%	Retail
Food and beverage stores (445)	1.16	3.06%	Retail
Health and personal care stores (446)	1.12	1.02%	Retail
Gasoline stations (447)	1.38	1.11%	Retail
Sports, hobby, music instrument, book stores (487)	1.04	0.83%	Retail
General merchandise stores (452)	1.28	3.43%	Retail
Miscellaneous store retailers (453)	1.33	0.96%	Retail
Transportation and Warehousing (48-49)			
Warehousing and storage (493)	2.13	2.10%	Industrial
Administrative and Waste Services (56)			
Administrative and support services (561)	1.02	7.78%	Office
Waste management and remediation services (562)	1.40	0.52%	Other
Arts, Entertainment and Recreation (71)			
Performing arts and spectator sports (711)	4.99	2.16%	Other
Accommodation and Food Services (72)			
Food services and drinking places (722)	1.08	11.02%	Retail
Other Services, Except Public Administration (81)			
Repair and maintenance (811)	1.25	1.43%	Other
NOTE: While Health care and social assistance (62) was not a primary driver, the employment figures for this sector was 11.94% of the average annual employment for 2018.			

As noted above, the primary economic drivers include manufacturing and agriculture. However, larger concentrations of employment are found in healthcare, retail, and education.

The image below from the United States Census Bureau "OnTheMap" is comprised of data points for all 50 states taken in a 16-year period using census data and state partnerships to provide a visual representation of job location and densities in each area. The concentrated employment clusters in Statesville shown below highlight dense job areas around Iredell-Statesville school facilities, Mitchell Community College, the Iredell Memorial Hospital campus, ancillary retail centers along the I-77/40 corridors such as Crossroads Shopping Center and downtown Statesville.



Source: OnTheMap 2017 – US Census

In 2017, the Centralina Council of Government completed a Comprehensive Economic Development Strategy identifying the key industry clusters for growth opportunity. Iredell County Economic Development Corporation has identified niche sectors within these target clusters for corporate recruitment, existing industry expansion and workforce development initiatives:

- **Advanced Manufacturing**
- **Financial Services**
- **Health**
- **Logistics & Transportation**
- **Information Technology**
- **Agriculture**

Workforce

One of the most important criteria in site selection by companies seeking to relocate is talent. Therefore, workforce development is an important strategy in attracting jobs and investment. The key determining factor for workforce is educational attainment. The correlation between education and income is highlighted below to illustrate comparisons:

2019	Population Age 25+	High School Diploma	Bachelor's Degree or Higher	Per Capita Income	Median Household Income
Charlotte MSA	1,772,733	23.6%	36.1%	\$33,849	\$62,323
City of Statesville	18,563	29.2%	21.3%	\$22,693	\$36,111
Town of Mooresville	30,788	22.4%	36.1%	\$32,311	\$65,400
Land Plan Area	39,627	32.2%	20.7%	\$24,390	\$43,188

Source: ESRI; Rose Associates

North Carolina School Report Cards reports on school performance for each county in the state. Within the Iredell-Statesville school system, 35 schools are reported, with the 2018-2019 district profile ranking 17 of 35 schools as A or B. During the same period, 25 schools were reported to have School Academic growth met or exceeded. School Academic Growth represents the academic progress of a student compared to the average progress of students across the state in a given grade and/or subject. When the state has compelling evidence that the students in a school are progressing far above the average, the school is exceeding expected growth. When there is evidence that the students in a school are progressing consistent with the average, the school is meeting expected growth.

Mitchell Community College, a public community college with an historical campus located just west of downtown, is an educational asset for the City of Statesville. With an enrollment of 3,500 it has emerged as a premier quality healthcare education provider, ranking one of the highest in the Associate Nursing Degree programs in the state. Additionally, Mitchell recently invested \$11.7 million dollars into a 40,000 SF new health sciences facility that will expand the nursing program enrollment capacity and is set to open Fall 2020. Additional programs are offered in engineering, technological, agricultural, and liberal arts studies.

Successful future growth must include strategies to create an educated workforce. Offering quality employment opportunities will provide economic mobility for its residents, expand business development, and create future real estate demand to support those businesses. This can include workforce training and partnerships with existing and developing industries in Statesville and educational institutions to offer cost effective education and job readiness.

Section 4

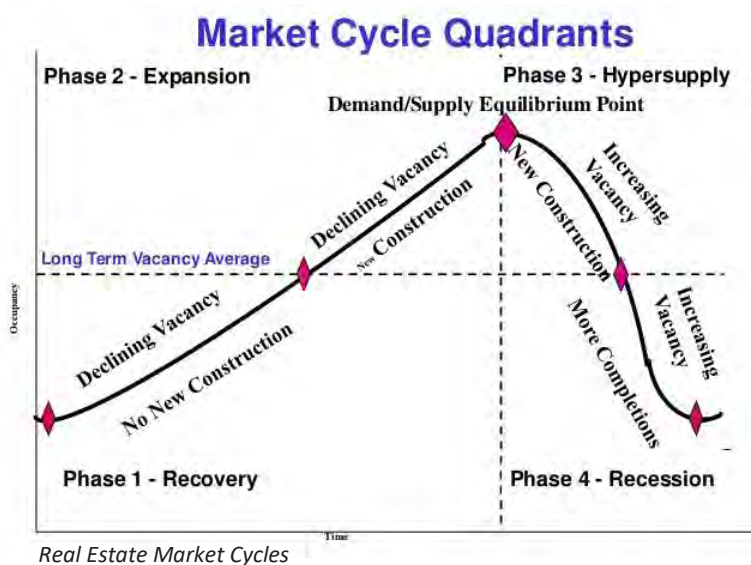
Real Estate



Real Estate

Real estate market data represents both a snapshot in real time and prevailing economic cycles and trends. Current and proposed future land use strategies are considered along with market cycles and trends, as demand for space is driven by several factors including, but not limited to, the local economy and job growth, transportation, infrastructure, land entitlements and quality of life.

Real Estate market dynamics are driven by the economy, at both the national and local level. The U.S. economy is growing at its fastest rate since the recession ended in mid-2009. Despite this, the 2019 Covid pandemic, over the course of two months, has eroded the past 10 years of growth. And so, as with the U.S. economy and stock markets, real estate markets are also cyclical responding to shocks in the system (see below).



Real estate cycles may be tracked by product type and submarket data, which include specific smaller geographic areas within a region. These are important elements when determining local market capture² in the context of the larger regional marketplace. CoStar, a national commercial real estate data provider, tracks and reports product supply data by major metropolitan areas (MSA) and each county or submarket within these MSAs. The data includes the total square footage of space (SF) for each product category, available space (vacant space and vacancy rate), absorption of vacant space, and average rental rates. Industry standards suggest that low vacancy rates (5% or below) indicate full occupancy or market equilibrium, while high vacancy rates (10% or above) suggest product oversupply, and in some instances, product obsolescence.

The results of our analysis suggest that a high priority for Statesville might include addressing housing needs, which impacts economic mobility and business recruitment.

² Local market capture is the amount or percentage of capture in the submarket as compared to the larger regional market. The submarkets and capture rates vary by product type.

Housing

As this is being written, the impacts of the pandemic are unclear; however, the housing market is likely to change. Housing starts will be fewer, the affordability issue will be exacerbated, and housing values and sales will change. Data will show the housing market in Statesville was stagnant before the pandemic and had not fully recovered from the recession of 2008. Demographic and socioeconomic dynamics together with education and employment opportunities influence housing. The factors influencing housing in Statesville are no exception: slow growth, household contraction, and increased household size.

Because housing affordability is a major issue throughout our country and this region, we start by looking at that issue. Detailed housing studies or initiatives have been considered in the context of the Land Plan. The 2018-2019 Consolidated Action Plan by the Cabarrus/Iredell/Rowan HOME Consortium outlined a 5-year plan to develop housing under Community Development Block Grants (CDBG) administered by the U.S. Department of Housing and Urban Development (HUD) for the production of affordable housing. Additionally, Statesville commissioned a report: "2019 Affordable Housing Market Study" (AHMS). This is a very thorough analysis of the affordability issue along with recommendations for addressing this problem; therefore, rather than rehash the findings, we simply refer to that study as a supplemental document.

The information below relates to housing affordability which may include low income housing, tax credit housing, workforce housing and attainable housing – for those who are cost burdened. This includes housing both for lease and for sale:

Economic conditions strongly impact housing demand and housing choices. Income which has already been considered is the most important economic factor but there are others worth noting:



Housing Market Trends:

Affordability

Aging in Place

Multi-Generational Households

2019 Affordable Housing Market Study

"Every resident of Statesville, North Carolina deserves a decent, safe, and affordable place to live, in a neighborhood that provides opportunities to succeed. The market alone is not always able to meet that need, and so, governments at all levels must work together to help. The City of Statesville is facing a housing market dilemma. Much of the available housing stock is not affordable to low- and moderate-income households and working families, whose housing costs often amount to 30% or more of their incomes."

Recommendations include:

- ~Strategies for ensuring long-term affordability
- ~Collaborative public and private sector strategies to support the development of quality, affordable housing
- ~Tools and strategies to promote affordable housing for moderate-, low-, and very-low income households

- The 2017 unemployment rate for residents of Statesville was 11.7% while at the same time the unemployment figure for the Charlotte region was less than 4%, including many of the surrounding counties.
- In 2017, 26.2% of Statesville residents were living below the poverty line, which was substantially above the national and North Carolina figures. Those most impacted were females aged 25 to 34 and males aged 6 to 11 – single mothers.
- 11,078 of the residents of Statesville were employed in the city. The higher employment categories and associated wages include:

Sector	# of Jobs	Median Income
Manufacturing	2,477	\$32,837
Educational Services, Health Care, Social Assistance	2,402	\$27,825
Retail Trade	1,676	\$19,541
Arts, Entertainment, Recreation and Accommodation/Food Service	1,305	\$12,676
Professional, scientific and management and Administrative and Waste Services	928	\$22,330
Finance, Insurance and Real Estate	500	\$42,500
Public Administration	272	\$41,912
Wholesale Trade	111	\$52,188

This shows that the higher paying jobs have relatively few employees, and those with the most employees have low salaries. The numbers are not surprising in retail and hospitality; however, manufacturing is usually viewed as a great benefit because those jobs pay well, but in Statesville that may not be true.

Affordable (also referred to as “attainable”) housing is defined as modestly priced nonsubsidized housing that is affordable to households with incomes between 80 and 120 percent of the area median income (AMI). Guidelines are established annually by State Housing Finance Agencies and the FDIC.

The affordable limits for 2019 as defined by the FDIC for the Iredell MSA include rents between \$638 - \$1,058 (1-5 bedrooms) for the 50% rent limit, and between \$811 – 1,319 (1-5 bedrooms) for the 60% rent limit. The adjusted income limits for for-sale housing ranges from \$28,300 - \$45,250 from very low income to 115% of the AMI. The median household income in Statesville is \$36,111 for 2019, according to ESRI.

According to the North Carolina Housing Finance Agency the 2020 State mandated limits for housing tax credits for Iredell County are as follows which provide guidelines as to ranges of affordability for both for sale and for rent homes:

Iredell % Of Median Income	Income Limit for Family Size Median Income: \$73,100 (1)								Rent Limits				
	One Person	Two Person	Three Person	Four Person	Five Person	Six Person	Seven Person	Eight Person	Efficiency	1/BR	2/BR	3/BR	4/BR
30%	15,420	17,640	19,830	22,020	23,790	25,560	27,330	29,070	385	413	495	572	639
35%	17,990	20,580	23,135	25,690	27,755	29,820	31,885	33,915	449	482	578	668	745
40%	20,560	23,520	26,440	29,360	31,720	34,080	36,440	38,760	514	551	661	763	852
45%	23,130	26,460	29,745	33,030	35,685	38,340	40,995	43,605	578	619	743	858	958
50%	25,700	29,400	33,050	36,700	39,650	42,600	45,550	48,450	642	688	826	954	1,065

Source: North Carolina Housing Finance Agency

In the Consolidated Study, the number of households that were cost burdened, indicating more than 30 of gross income was spent on housing and utilities, were compared across the 32 counties included in the study. In Iredell County, 26.1% of households were cost burdened: 20.1% of homeowners and 42.9% of renters. The Affordable Housing Market Study found an even starker situation for renters in Statesville. “In 2017, 405 renter-households (8.1% of all households that rent) were spending between 30 to 34.9% of their income on gross rent and 2,065 renter-households (41.5%) were spending 35% or more of their income on gross rent. In total 55.5% of Statesville households that occupy rental housing were cost-burdened in 2017 (U.S. Census Bureau, 2017)” (p. 11 of Market Study). Households that spend more than 50% on housing and utilities are viewed as severely cost-burdened. In 2017 as many as 27.7% of renter households in Statesville paid 50% or more for housing.

Seeing so many severely cost burdened households might cause one to think that rents are extremely high and have risen sharply, but that is not the case in Statesville. Median gross rent in Statesville increased from \$651 a month to \$713 a month from 2010 to 2017, but median household income only increased 1.6% during this same period.

Housing Supply

The issue of affordable or attainable housing has resulted in demand for smaller units and shared housing, including multi-generational living environments.

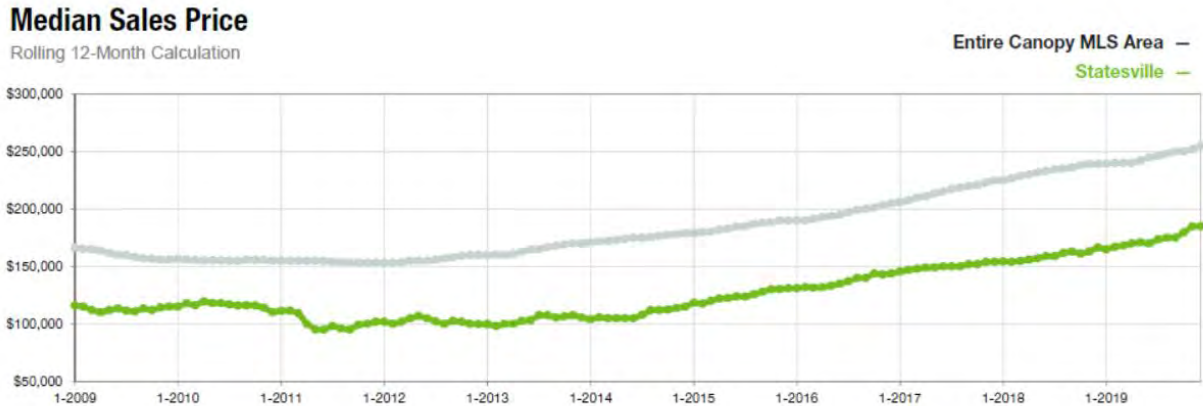
Referring to the Affordable Housing Market Study, the number of owner-occupied housing units decreased from 2010 to 2017. According to 2019 estimates from ESRI, there are 12,648 housing units in Statesville, of which 50.1% are owner occupied, 36.4% are renter occupied and 13.5% are vacant. The housing market in Statesville is challenged by older housing stock and the predominance of single-family homes, with some neighborhoods having a substantial number of rental homes. The community has a reputation of being more affordable than surrounding areas, which includes public housing. The Housing Profile below provides a snapshot of the housing dynamics from 2014 – 2018 in the region:

Housing Profile 2014-2018 ACS Estimates	Iredell County	City of Statesville	Land Plan Area
Total Housing Units (ACS Estimate)	72,834	11,474	23,762
Single Family Detached	72.8%	66.8%	71.6%
Single Family Attached (1-4 units)	5.5%	13.9%	7.2%
Multifamily Attached (5+ units)	8.0%	17.5%	8.8%
Mobile Home	13.6%	1.6%	12.4%
Median Year Built	1992	1972	1980
Built 2010 or later	6.3%	3.1%	2.8%
Built 2000 to 2009	25.8%	16.3%	17.8%
Built 1990 to 1999	22.7%	9.0%	17.1%
Built 1980 to 1989	11.2%	9.6%	12.1%
Built 1970 to 1979	11.2%	14.3%	14.9%
Built 1960 to 1969	8.0%	12.5%	11.1%
Built 1950 to 1959	6.4%	15.0%	10.6%
Built prior to 1949	8.4%	20.3%	13.7%
Majority Housing Built:	2000 - 2009	Prior to 1949	2000 - 2009

Source: ACS Housing Summary; ESRI; Rose Associates

For Sale Housing

The Charlotte regional housing market was among the strongest in the nation in 2019. Year-end figures from the Charlotte Regional Realtors Association report indicated supply inventory of 1.6 months, with the median sale price peaking at \$260,000 and average sale price at \$309,689. Following a similar trajectory, the Iredell County report had a 2.2-month supply, with the median sales price of \$268,730 and average sales price at \$330,413. By contrast the Statesville report also had a 2-month supply inventory, with the median sale price peaking at \$185,000 and average sale price at \$198,701.



Current as of January 5, 2020. All data from Canopy MLS, Inc. Report provided by the Charlotte Regional Realtor® Association. Report © 2020 ShowingTime.

For Rent (Multifamily) Housing

CoStar reports on over 174,900 multi-family units of 1 – 5 Star rated apartment space in the greater Charlotte multi-family market which consists of 18 submarkets within NC and SC.

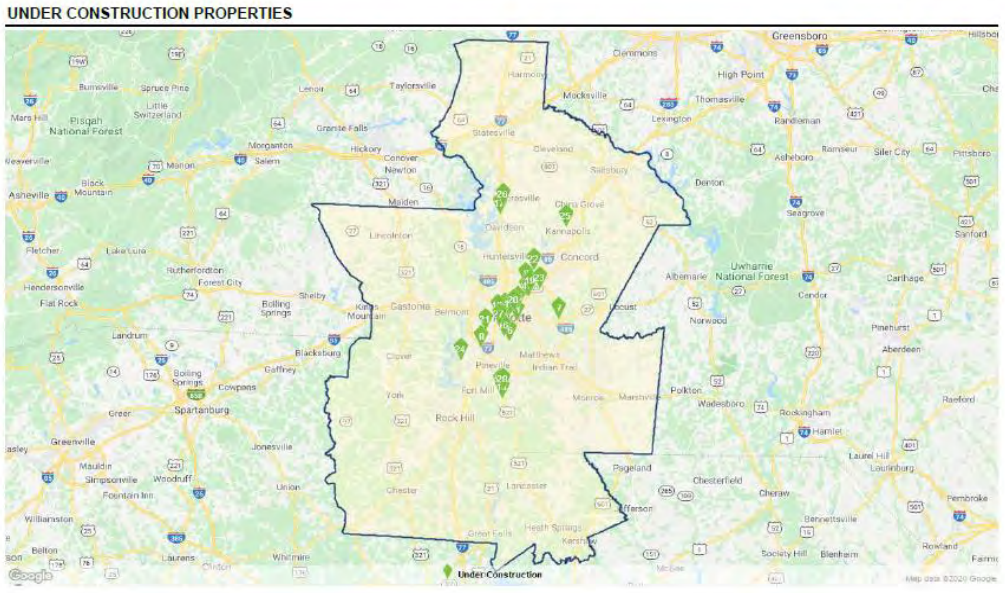
Employment announcements and expansions in the Charlotte metro in recent years have fueled strong multi-family demand which outpaced new deliveries during 2018-2019 bringing vacancies in line with historic averages after many years of product over- supply. Of note and visible on the construction map below, most multifamily development has occurred along the LYNX Blue line and in dense urban areas with ease of access to employment centers.

The Iredell county multi-family submarket, ranking 13th of the 18 submarkets, contained 6,316 units capturing 3.6% of the multi-family product for the reporting period of March 2019 - March 2020.

Average asking rents in the submarket were \$1,052 compared to average asking rents of \$1,186 per unit for the Charlotte market. Average asking rent growth for the submarket was 3.1%, ranking 13th with average asking rent growth of 3.2% for the overall market outpacing the national average for the second year in a row.

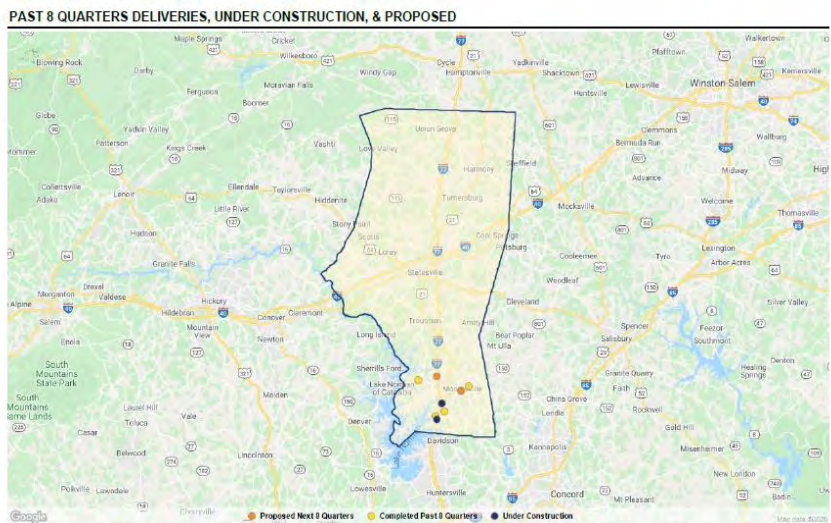
Submarket vacancies were 7.2%, ranked 10th, with average vacancy rates of 7.8% for the overall Charlotte multifamily market. Net absorption was reported at 4.5% with the submarket absorbing 282 new units during the reporting period compared with 7,262 total units absorbed in the overall market.

Through March 2020, there were 112,906 units under construction in the Charlotte market comprised of 7,809 units with 4 & 5 Star ranking and 5,097 units ranked 3 Star by CoStar. The majority of new units being constructed are in and around Charlotte along the I-85 and Blue Line Rail Corridor as shown below:



The Iredell County submarket reported 632 units under construction; 288 units rated at 4 & 5 Star and 344 units rated at 3 Star. Of note, these projects are occurring in the southern portion of Iredell County with none under construction in Statesville for the 12-month reporting period.

The map below shows 612 units delivered over the past two years (in gold); 552 units forecast to be delivered over the next two years are noted in blue and 366 proposed units are noted in orange. Multifamily development activity is typically clustered in urban areas or near large employment centers, which has occurred, and is projected to continue, in the southern portion of Iredell County in and around Mooresville.



Housing Opportunity

During the project launch phase, housing affordability and preserving historic residential neighborhoods were among the top priorities regarding land use. The demand for housing is driven primarily by job growth. Other factors such as access to quality education, housing affordability and public safety are key components to the housing segment. In addition, migration to the area for those relocating for lifestyle or other quality of life components have placed pressure on the local housing market. Therefore, a range of demand may be estimated based upon both natural population growth and job growth. Clearly job growth is the primary driver for the Charlotte regional housing market. The changing demographic dynamics of an aging population, millennial attraction to the region and multi-cultural and multi-generational households also influence the Land Plan Area. As previously described, lifestyle segmentation assists in understanding housing choice and its many forms – single family, multifamily and senior housing as housing preferences by the diverse population impacting the Land Plan Area.

The City of Statesville reported permitted projects from 2015 – 2019 included 625 single-family and 65 multifamily homes. Approved projects incorporate 762 lots. From January to March this year, an additional 56 permits have been issued for single family construction and none for multi-family. Currently, permitted projects in the Land Plan Area would absorb the pending supply over the next 2 years depending on market cycles.

Land Plan Area Estimates	Housing (all types)
Estimated Annual Demand (units)	230-650 units
Current Pipeline Supply (units)	762 units
Estimated Absorption (years)	2+ years

Housing Demand and Housing Gaps

The most obvious demand is for more affordable housing and that demand is greatest at the very lowest end of the income scale, a finding that is evident in the Affordable Housing Market Study.

A second less evident but nevertheless important need in affordable housing is for workforce housing. The types of work and related pay scale found in Statesville indicate that perhaps a number of critical employees might find it difficult to find modern housing at a price that they can afford in the city. People working in health care, education, policemen, firemen, EMTs, and government workers are some of those critical workers. This workforce housing along with some possible incentives for these employees to live in town would be a start toward having a more viable housing market.

Another less noticeable housing gap but also important is at the other end of the income spectrum. There are a few patches of homes that might attract people of greater wealth, particularly those already associated with the city through their work or interests. Because of Statesville's location it is easy for those with greater wealth to find the kind of higher end housing that they desire in South Iredell on the lake, near Winston-Salem in the golf course communities like Bermuda Run, or in the exclusive mountain communities such as Roaring Gap. The city would greatly benefit if it could persuade some of this higher end housing demand to reside in town.

These observations about higher value housing and affordable housing cover two rather significant gaps in existing housing options in the study area. However, within the mid-range housing pattern, some options are available in Statesville. In terms of housing gaps, one of the most evident gaps is the lack of housing options. The only option for someone wanting to buy a home is a single-family detached unit usually on a relatively large lot and usually from a dated inventory. The most obvious option to this situation is townhomes or condos, but there are others such as patio homes, small lot subdivisions, age restricted or age appropriately designed units which may be any of these types of units.

The data indicate an almost total lack of modern rental opportunities. Traditionally, it was believed that only people with no other options would rent. But as a result of the 2008 recession, which is likely to be buttressed by the pandemic, some people want to rent as a lifestyle choice. This is particularly true of millennials and GenZers, who are the groups most cost burdened. It is also true of many older adults who don't want the responsibility of owning a place.

Trends

One of the most interesting developments over the last few years is that the lifestyle desired and sometimes demanded by millennials and older adults is essentially the same. The key feature is the desire for community. Both groups roundly accept the notion that they are social animals. The community that they desire is walkable, compact, bicycle friendly, denser, smaller living units, with restaurants, breweries, donut shops, coffee shops, ice cream shops, food trucks, entertainment venues, and recreational activities. They also covet more difficult to find amenities: a library, a college, a bookstore, and a downtown. Older adults also place a high premium on health care access and safety.

Of course, no place is likely to have all of these amenities, but the more of these that a place has the more likely it will attract both millennials and older adults. Statesville enjoys the benefit of having an historical community college, a burgeoning downtown, and numerous historic housing districts. How important are these amenities? In the recent Urban Institute study, interviews with economic development leaders in the region found many of them openly expressing the view that their job now includes what might be called community development, which means that they now realize that to recruit industry they have to be more active in making sure the community has the amenities that are necessary to entice the kind of industry that they want to bring to their community. We found examples in the Charlotte region of economic developers supporting, and sometimes funding, the building of modern apartment complexes, repurposing old downtown hotels into apartments or condos, and attracting or retaining downtown restaurants.

Summary

In summary, Statesville's housing situation is stagnant, which is to a certain degree reflective of the lack of growth in the city. The housing tends to be old and dated and probably in some instances poorly maintained. Rent and housing costs are relatively affordable, but incomes are low leading to a high level of housing cost burden. How to become a full participant in the rapid growth that is occurring in other parts of the Charlotte region, including South Iredell and Mooresville, is not readily apparent. In the last decade or two, Charlotte inspired growth has reached as far as Troutman. Statesville is forty miles from downtown Charlotte, and in no direction has Charlotte had much impact on growth that far from the core of the city. So as Charlotte continues to grow so will its growth boundary. With that in mind, some areas to the south of Statesville have potential to bring new and dynamic housing growth to the area. The Barium Springs property and the Larkin property on the east side of I-77 along with the development that has occurred around the Larkin golf course can open a new window for higher end housing with the requisite amenities. However, for this potential development to connect with the city of Statesville, the issue of lower end housing and low wealth population in South Statesville identified in the market study has to be resolved.

A few things can be considered as the city works on assisting the community's poorest populations to become more upwardly mobile while enhancing their neighborhoods and nearby corridors in ways that benefit these residents and the larger city population. As mentioned in the study, perhaps incentives can be used to have people working in critical positions in the city to take up residence in the city. As is occurring in other places, perhaps economic development leaders can help identify the most needed amenities and implement a plan to make them happen. Hopefully the Vance Hotel repurposing can continue to fruition which will add an interesting dimension to the housing situation. Supported uses to accommodate new residents include "granny flats" – also known as Accessory Dwelling Units (ADUs) – as well as additional (smaller) single family homes, townhomes, apartments and duplexes/triplexes may be considered. As with anything, a plan is needed, but what is needed most is action. People have to see activity and results.

Retail

Shopping & Entertainment

The retail industry is dramatically changing and exercising caution as it focuses on profitability and online sales over expansion through new store openings. Retail store closures and bankruptcies have been in the news for several years. Retail formats are shrinking and shifting from traditional malls and shopping centers to mixed-use and urban Main Street formats that appeal to residents and students as well as visitors traveling to and through the area. These market trends influence this product type significantly as food-oriented uses and experiences dominate the retail industry.



Retail Market Trends:
E-Commerce
Experiential Retail
Store Closures/Bankruptcies
Shrinking Footprints

Retail Supply

CoStar reports on the greater Charlotte retail market containing over 146,710,458 Square Feet ("SF") of retail space in 17 submarkets for the March 2019 - March 2020 reporting period.

The Iredell County submarket contains two core retail activity areas: Mooresville and Statesville. Mooresville's proximity to Charlotte, together with affluent residential growth and business attraction has created demand for a dense offering of retail goods and services. Statesville provides destination shopping for the city and the surrounding rural communities in the market area. Of note, the Mooresville area outperforms Statesville in trade area population, household income and daytime population which has influenced location decisions for national and regional retailers.

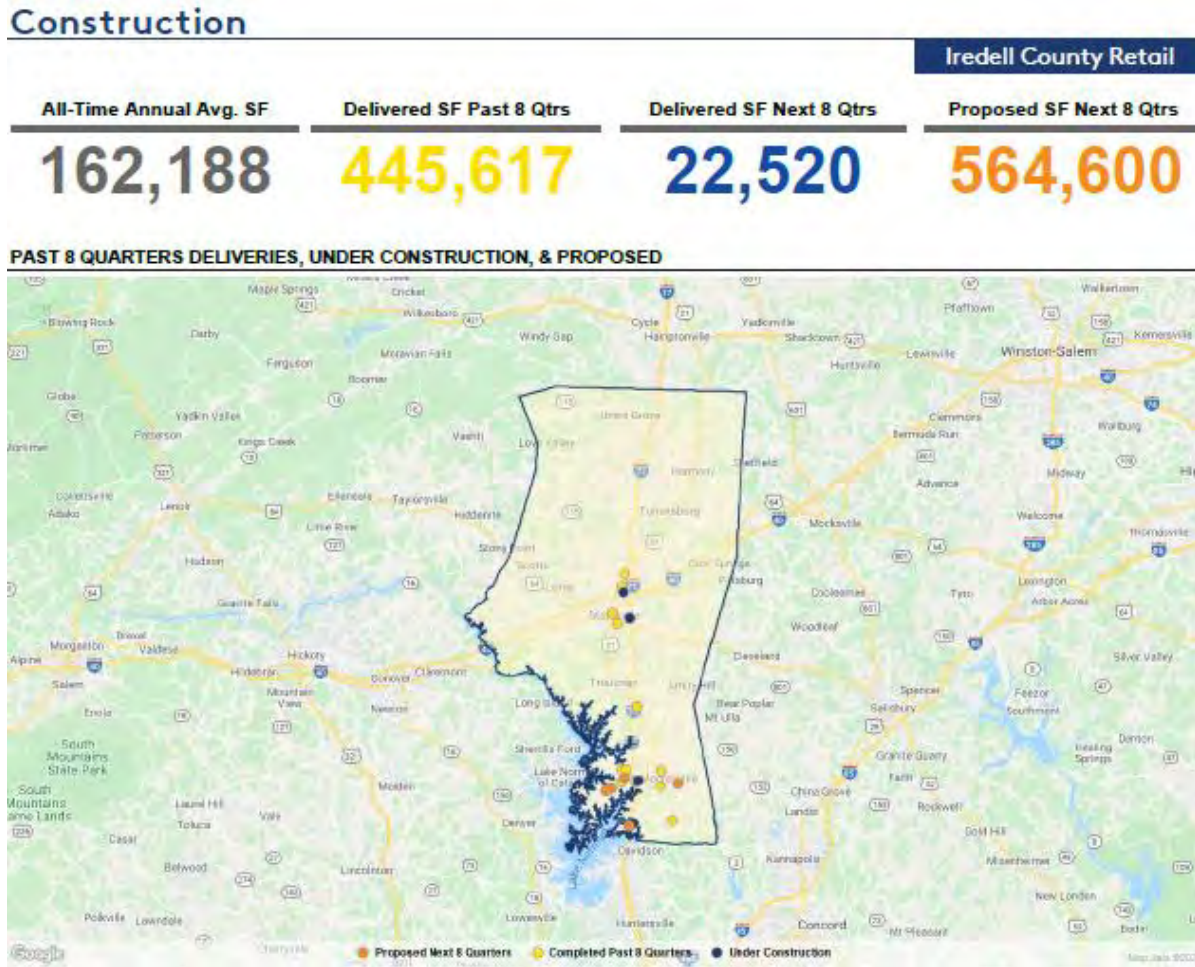
The Iredell County Submarket is ranked sixth out of the seventeen submarkets with 11,688,333 SF of retail space located in 866 buildings and accounting for 8% of retail inventory in the overall CoStar Charlotte Retail market.

Deliveries: The submarket reported 256,000 SF of new retail space during the 12-month reporting period with the new Costco in Mooresville capturing 155,000 SF of the sixteen new deliveries reported by CoStar. Within the submarket, retail construction activity in and around Mooresville has been historically greater than the retail construction activity in the northern submarket.

Construction: Construction in the overall Charlotte retail market has been conservative, falling short of demand during the past 10 years. Historically, deliveries have fallen by almost 50% to 1 million SF annually due to e-commerce from an historic average of 2 million SF delivered each year. This trend is expected to continue with the effects of COVID and should be considered with recommendations for retail space in the study area. In addition, CoStar notes developers typically follow higher income communities. CoStar predicts new retail will likely follow new multi-family product in urban areas and grocery anchored mixed-use developments.

The Iredell county submarket ranks 15th in new retail space under construction (just ahead of Gaston and Chester counties) with four buildings totaling 23,000 SF under construction during the reporting period and 564,600 SF of proposed product over the next 2 years.

This is best captured in the following map showing **Proposed construction for the next 8 quarters, none in the Statesville area; Completed during the past 8 quarters, four in the Statesville area; and Under Construction, two in the Statesville area.**



Iredell County Retail Construction

Source: Costar

Average rents for the submarket were \$17.16/ SF ranking 11th of 17 submarkets with the overall Charlotte retail market reporting average rents at \$19.77/SF. Within the submarket rent growth was reported at a healthy 5.9%, slightly below the overall Charlotte market of 6.4% for the reporting period.

A 1.6% decrease in the vacancy rate created a historic low vacancy of 5.9% within the submarket yet ranked 16th of the 17 submarkets and well above the 4.2% vacancy rate reported in the overall Charlotte market.

Net-Absorption: Net absorption reported was reported at 56,100 SF, 0.5 % of the overall retail absorption of the Charlotte retail market of 371,000 SF for the 12-month reporting period.

A review of the retail categories and vacancies provide a snapshot of demand/vacancies within the Iredell County submarket:

Malls

- Malls total over 525,000 SF of space in the submarket.
- Malls reported the highest vacancy rate, 18.9% for the 12 - month reporting period.
- Iredell County Malls represent 4% of the overall Mall space in the Costar Charlotte market.

Power Centers

- 1,000,000 SF
- Power centers reported 9.6% vacancies.
- Iredell County Power Centers represent 8% of total Power Center retail space in the overall Charlotte market.

Neighborhood Centers

- Over 4,300,000 SF
- 6.8% vacancy rate
- Iredell County Neighborhood Centers represents over 10% of the Neighborhood Centers retail space in the overall market.

"MILLENNIALS ARE EXPECTED TO DRIVE GROWTH IN SUBURBAN SHOPPING AS THEY AGE, FORM FAMILIES AND SEEK PLACES TO LIVE AS AFFORDABILITY CONCERNS RISE IN URBAN AREAS. DEVELOPERS OF SUBURBAN DESTINATIONS WANT TO CREATE MIXED-USE DISTRICTS THAT HAVE AN URBAN FEEL AND ARE WALKABLE."

- GARRICK BROWN, CUSHMAN & WAKEFIELD @ 2016 ICSC CONVENTION

Strip Centers

- 422,000 SF
- 6.5% vacancy rate
- Iredell County Strip Centers capture 5.1% of the overall Charlotte Strip Center market.

General Retail

- Ranks #1 in total retail space in the submarket with over 5,394,000 SF of space.
- This category reported the lowest vacancy rate in the submarket categories; 3.2% for the reporting period.
- Represents 7.5% of the overall Charlotte General Retail space.

Based upon the information above and current estimated capture rates, the annual demand for space suggests that the primary market is oversupplied with retail space. However, as obsolete space is removed from the market and new product offerings are provided in downtown and in mixed-use developments, this demand will continue to grow with population and income.

Plan Area Estimates	Retail/Restaurant
Estimated Submarket Capture	10%
Estimated Annual Demand (sq. ft.)	15,750 +/- sq. ft.
Current Pipeline Supply (sq. ft.)	22,520 +/- sq. ft.
Estimated Absorption (years)	2-3 years

Retail Opportunity

Retail Trade accounts for 17.01% of Iredell County's annual average employment and contributes to the region's economic base. Retail gaps compare the actual dollar expenditures within each category measured against demand within a given trade area. Negative gaps (**surplus**) suggest oversupply or a market where customers are drawn in from outside the area as in destination-oriented retail as found in the Crossroads and North Pointe Commons shopping areas (US Hwy 21). Positive gaps (**leakage**) indicate areas of opportunity for additional retail within a geographic or trade area. Where gaps exist in select categories, the potential expenditures must meet the income thresholds of per square foot sales. The ESRI surplus and leakage for the industry group sectors (3-digit NAICS) and subsectors (4-digit NAICS) in the Land Plan Area can be found below. While there are negative gaps (surplus) in most group sectors, subsectors that demonstrate leakage and potential retail opportunities include Furniture, Electronic & Appliance, Specialty Food, Sporting Goods/Hobby, and Drinking Places categories:

Land Plan Area

2017 Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$609,599,004	\$1,195,267,851	-\$585,668,847	-32.4	522
Total Retail Trade	44-45	\$552,619,445	\$1,098,327,142	-\$545,707,697	-33.1	393
Total Food & Drink	722	\$56,979,559	\$96,940,710	-\$39,961,151	-26.0	129
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$120,923,617	\$471,350,996	-\$350,427,379	-59.2	68
Automobile Dealers	4411	\$99,365,434	\$412,323,875	-\$312,958,441	-61.2	36
Other Motor Vehicle Dealers	4412	\$9,855,627	\$26,660,881	-\$16,805,254	-46.0	8
Auto Parts, Accessories & Tire Stores	4413	\$11,702,556	\$32,366,240	-\$20,663,684	-46.9	23
Furniture & Home Furnishings Stores	442	\$20,705,856	\$17,364,694	\$3,341,162	8.8	25
Furniture Stores	4421	\$12,581,407	\$9,544,268	\$3,037,139	13.7	12
Home Furnishings Stores	4422	\$8,124,448	\$7,820,426	\$304,022	1.9	12
Electronics & Appliance Stores	443	\$15,911,193	\$9,360,919	\$6,550,274	25.9	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,070,413	\$83,251,105	-\$43,180,692	-35.0	41
Bldg Material & Supplies Dealers	4441	\$37,517,169	\$74,285,608	-\$36,768,439	-32.9	30
Lawn & Garden Equip & Supply Stores	4442	\$2,553,243	\$8,965,497	-\$6,412,254	-55.7	11
Food & Beverage Stores	445	\$95,805,481	\$126,273,894	-\$30,468,413	-13.7	50
Grocery Stores	4451	\$89,114,290	\$119,316,286	-\$30,201,996	-14.5	37
Specialty Food Stores	4452	\$3,497,881	\$2,666,488	\$831,393	13.5	10
Beer, Wine & Liquor Stores	4453	\$3,193,309	\$4,291,120	-\$1,097,811	-14.7	3
Health & Personal Care Stores	446,4461	\$35,246,377	\$65,521,159	-\$30,274,782	-30.0	29
Gasoline Stations	447,4471	\$60,301,861	\$117,014,710	-\$56,712,849	-32.0	34
Clothing & Clothing Accessories Stores	448	\$25,096,033	\$35,539,482	-\$10,443,449	-17.2	37
Clothing Stores	4481	\$16,580,207	\$20,889,062	-\$4,308,855	-11.5	21
Shoe Stores	4482	\$4,028,640	\$6,248,242	-\$2,219,602	-21.6	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,487,187	\$8,402,178	-\$3,914,991	-30.4	11
Sporting Goods, Hobby, Book & Music Stores	451	\$14,309,111	\$12,777,771	\$1,531,340	5.7	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,110,203	\$11,088,701	\$1,021,502	4.4	19
Book, Periodical & Music Stores	4512	\$2,198,908	\$1,689,070	\$509,838	13.1	2
General Merchandise Stores	452	\$90,257,747	\$106,316,486	-\$16,058,739	-8.2	29
Department Stores Excluding Leased Depts.	4521	\$64,747,469	\$75,242,453	-\$10,494,984	-7.5	7
Other General Merchandise Stores	4529	\$25,510,279	\$31,074,033	-\$5,563,754	-9.8	22
Miscellaneous Store Retailers	453	\$24,433,174	\$50,370,441	-\$25,937,267	-34.7	45
Florists	4531	\$797,736	\$1,256,946	-\$459,210	-22.3	4
Office Supplies, Stationery & Gift Stores	4532	\$4,906,926	\$3,597,509	\$1,309,417	15.4	5
Used Merchandise Stores	4533	\$2,691,093	\$2,574,807	\$116,286	2.2	10
Other Miscellaneous Store Retailers	4539	\$16,037,419	\$42,941,179	-\$26,903,760	-45.6	26
Nonstore Retailers	454	\$9,558,582	\$3,185,484	\$6,373,098	50.0	2
Electronic Shopping & Mail-Order Houses	4541	\$6,636,056	\$2,952,876	\$3,683,180	38.4	1
Vending Machine Operators	4542	\$520,856	\$0	\$520,856	100.0	0
Direct Selling Establishments	4543	\$2,401,670	\$232,608	\$2,169,062	82.3	1
Food Services & Drinking Places	722	\$56,979,559	\$96,940,710	-\$39,961,151	-26.0	129
Special Food Services	7223	\$533,401	\$1,232,595	-\$699,194	-39.6	3
Drinking Places - Alcoholic Beverages	7224	\$3,806,684	\$715,901	\$3,090,783	68.3	2
Restaurants/Other Eating Places	7225	\$52,639,473	\$94,992,214	-\$42,352,741	-28.7	124

Source: ESRI Rose Associates

Workplaces

Workspace: Industrial and Office

The successful recruitment of new business generally results in demand in the form of workspace, such as office and industrial buildings. The next generation of space reflects the behaviors and attitudes of a changing workforce and impacts the design of traditional office and industrial space. New work environments are less formal structures that are flexible and offer open spaces where workers can collaborate or perhaps be used for light assembly. These structures may look more like a brewery or coffee house than a traditional office or industrial building, as the workspace environment has now become a recruiting tool. Artificial Intelligence (AI) and automation are substantially influencing the industrial segment, while shared offices and co-working space drive the office sector.



Industrial Market Trends:

AI/Automation
Shrinking SF/Employee
Shared Office/Co-Working
Mixed-Use Environments

According to industrial data and tech company Thomas, a survey of 1,000 U.S. manufacturing and industrial suppliers found that interest in bringing operations back to the U.S. jumped from 10% to 64% since March. Commercial real estate firm Colliers International notes that this push will lead to an additional 750 million to 1 billion square feet in the US, with the biggest demand boost coming from southeastern states. This is evidenced by recent announcements in Statesville, including ZND US who in May announced 43 new jobs and a \$5.8m investment: <https://www.businesstodaync.com/znd-us-opens-manufacturing-operation-in-statesville/>

Industrial Supply

CoStar reports on three categories of industrial space which CoStar defines as:

- Logistics: "Logistics property refers to a hall area that is used for storage, order picking and distribution of goods. They often have a similar layout but differ in their use by the individual company."
- Specialized Industrial: "A type of building(s) adapted for a combination of uses such as assemblage, processing, and/or manufacturing products from raw materials or fabricated parts."
- Flex: "Flex-space provides companies with access to flexible but dependable office space on a lease term of anywhere from one month to three years. Flex space is short for flexible space. Flexibility in this case refers to a range of ability to build out the space with varying degrees of office space."

CoStar reports on the Charlotte industrial market containing 331.1 M SF of industrial space within 22 submarkets for the 12 - month reporting period March 2019 – 2020.

The Iredell County submarket contains 30,497,092 Sf of total industrial space and 9.2% of the total industrial product in the Charlotte metro ranking 3rd of the 22 submarkets. The submarket delivered 66,000 SF of new industrial space during the 12 - month reporting period and has four buildings totaling over 1 M SF under construction.

With vacancies at 3% the submarket ranked 3rd out of the 22 submarkets with over 56,000 SF of industrial space absorbed compared with the Charlotte metro's 6.8% vacancy and 2.8M SF absorbed during the reporting period.

Rent growth in the submarket was reported at 5% compared to 4.7% rent growth in the overall metro market. Average market rents for all categories were reported at \$5.58/SF, ranking 16th of 22 markets.

The Iredell County submarket contains 30,497,092 SF of total industrial space with over 50% consisting of Logistics space, and the focus of new construction.

Product Type	Square Feet	Vacancy Rate	Market Rent	Under Construction
Logistics	17,420,891	3.4%	\$5.09	1,082,000 SF
Specialized Industrial	9,975,547	1.4%	\$4.57	0
Flex	3,100,654	5.6%	\$11.83	0
Submarket Total	30,497,092	3%	\$5.58	1,082,000 SF

In recent years, steady demand for industrial space in the Charlotte market has supported steady rent growth of 4.7% and net absorption outpacing net supply. Yet CoStar reported, (pre-COVID), the years of expansion may be in the past indicating slowing rent growth and absorption with vacancies expected to increase following numerous speculative projects in the Charlotte market, including the 1 million SF speculative logistics building in Troutman Industrial Park scheduled for completion in May 2020 and leasing for \$4.65/SF, offering competitive pricing within the submarket.

Office Supply

CoStar reports on the greater Charlotte office market consisting of 119,987,843 SF within 24 submarkets including the Iredell County submarket for the March 2019 to March 2020 reporting period. Office space is rated by stars: 1, 2, 3, 4 & 5 Star, 5 being the newest/highest quality.

Containing over 5 million SF of office space, the Iredell submarket contains 4.2% of the Charlotte office market and ranks 9th in overall office space. Iredell County submarket office vacancies were 4.6% for the reporting period ranking 7th of the 24 reporting submarkets.

- The lowest vacancies were in 1- & 2-Star buildings comprising of 32% of the submarket's inventory
- 3 Star space accounted for 50% of the market with vacancies at 5.6%.
- 4- & 5-Star buildings captured close to 19% of the submarket reporting higher vacancies of 6.1%

Sub- market rents of \$23.27/SF ranked 18th of the 24 submarkets compared with average rents for the Charlotte office market reported at \$29.41/SF. Rents in the submarket have increased by 6.6% during the reporting period reflecting the strong rent growth in the overall Charlotte office market which has been one of the nation's fastest growing in recent quarters. Yet rent growth is forecast to slow to 1.7% (pre-COVID reporting).

The Iredell submarket delivered over 210,000 SF of new office space over the past two years with CoStar reporting 58,000 SF of proposed office space for the next two years. Of note, the submarket deliveries peaked in late 2019, outpacing all-time average deliveries of 25,000 SF.

Deliveries have been clustered around the Mooresville area of the Iredell submarket with no reporting of new office product delivered in the Statesville area of the submarket during the past two years ending March 2020.

There were no new deliveries during the 12-month reporting period. CoStar reported two buildings totaling 41,000 SF of office space under construction. By comparison, 6.2M SF of office construction was reported in the Charlotte market, to include both urban and suburban construction during the same period.

The submarket reported absorption of 155,000 SF for the 12 - month reporting period, 6% of the Charlotte market reported 2.4M SF during the reporting period. The submarket is forecast to have 23,000 SF of absorption thru March 2021, less than 2% of the 1.5M SF forecast to be absorbed over the next 12 months in the total Charlotte office market.

Industrial Opportunity

The locational analysis suggests that Statesville and the Land Development Plan area are prime for industrial expansion, particularly in logistics, warehouse and distribution. The Covid pandemic has shifted retail to more online formats. Its competitive advantage with regard to transportation linkages, land costs and local taxes positions it well as compared to Mecklenburg and surrounding counties, particularly Cabarrus County which recently changed its industrial zoning to discourage additional warehouse or distribution development. Industrial trends in tracking and technology render many of the existing offerings obsolete – thus land area to provide for new development should be considered with direct access to major interstate routes. However, many existing buildings in older industrial areas, though obsolete, could be considered for demolition/redevelopment or adaptive reuse.

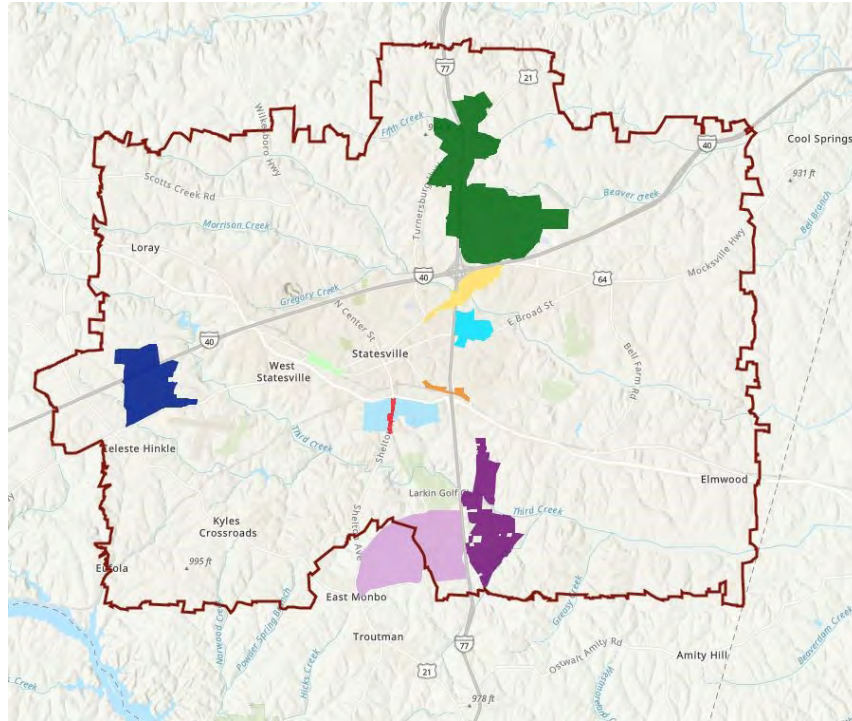
Office Opportunity

The Statesville downtown provides the majority of office inventory in the Land Development Plan area. Smaller infill residential and commercial buildings dot the landscape along commercial corridors. Trends in office space suggest that quality of life, amenities and transportation access by modes other than cars will drive this product segment. Conversion of historic housing, adaptive reuse of existing buildings and infill development in and around the downtown provide the greatest opportunity for small scale office development.

Plan Area Estimates	Office	Industrial (Flex)
Estimated Submarket Capture	10%	20%
Estimated Annual Demand (sq. ft.)	4,200 +/- sq. ft.	51,300 +/- sq. ft.
Current Pipeline Supply (sq. ft.)	41,000 +/- sq. ft.	1,082,000 +/- sq. ft.
Estimated Absorption (years)	8-10 years	10+ years

Focus Areas

The team identified ten focus areas within the Land Development Plan area that offer the best opportunity for revitalization, redevelopment and future growth. Key intersections were mapped surrounding these areas defining Primary Trade Areas to further guide potential future land uses.



Focus Area	Existing Uses	Interstate Access
Barium Springs	Institutional/Vacant	Yes
Broad St/Signal Hill Mall	High Density Retail/Commercial	Yes
Davie Avenue/US 64	Low Density Residential/Retail	No
Front St/US 64	Commercial & Industrial	No
Jane Sowers North	Industrial/Agricultural	Yes
Larkin Regional Commerce Park	Rural/Vacant	Yes
Salisbury Road	Commercial/Industrial	Yes
Shelton Avenue	Service Commercial	No
Southside Neighborhoods	Low Density Housing	No
Stamey Farm Road	Industrial/Vacant	Yes

When evaluating each of the focus areas, we begin to determine the primary trade area for each for further analysis of highest and best use to inform the Land Development Plan.

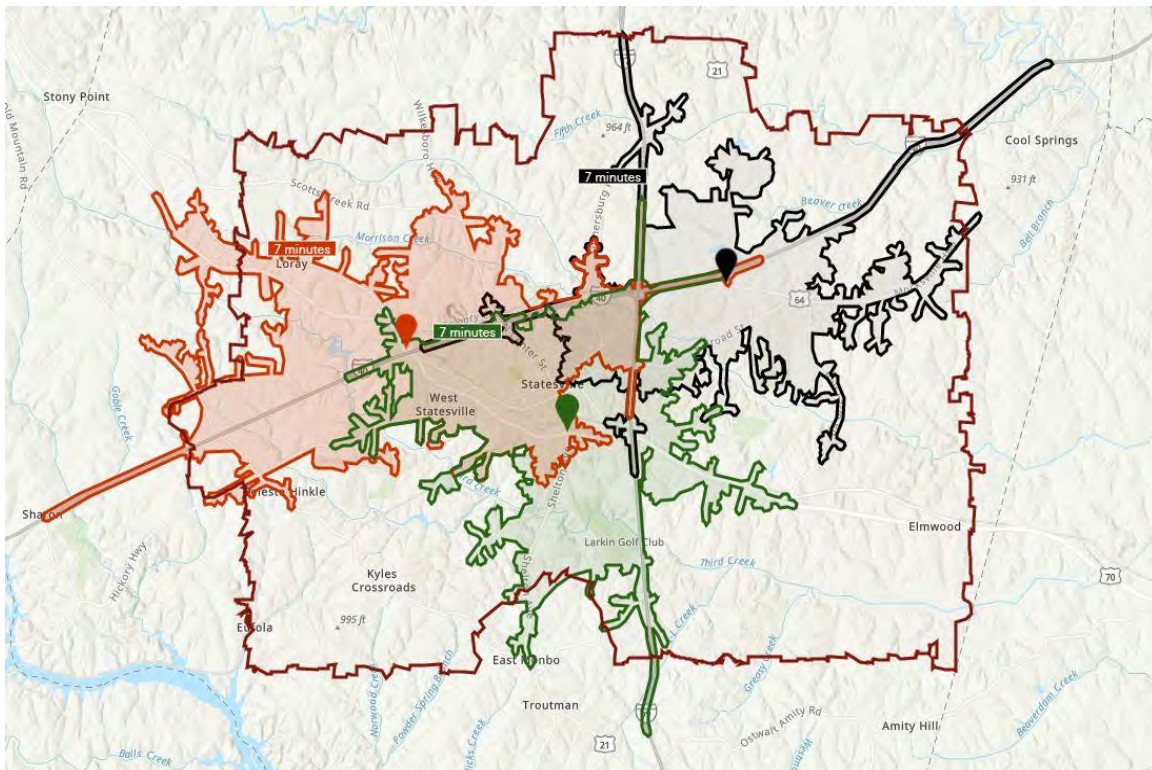
Trade Areas

Trade areas are defined by the distance in which a location may attract employees, visitors, or consumers. Within each trade area, thresholds are measured to determine adequate capacity, or demand, for a particular use. Often trade areas are defined by a radius distance around a site in terms of miles. While a useful benchmark, trade areas are more accurately defined based upon drive-time indicated by traffic volume, convenience, and the number of alternative route options within the trade area.

Larger **destination-oriented** uses or central places such as major employers, colleges/universities, hospitals and major retail centers for furniture, clothing, specialty items and automobiles have a larger trade area, or distance that an employee or consumer would be willing to drive - generally 30+ minutes or more.

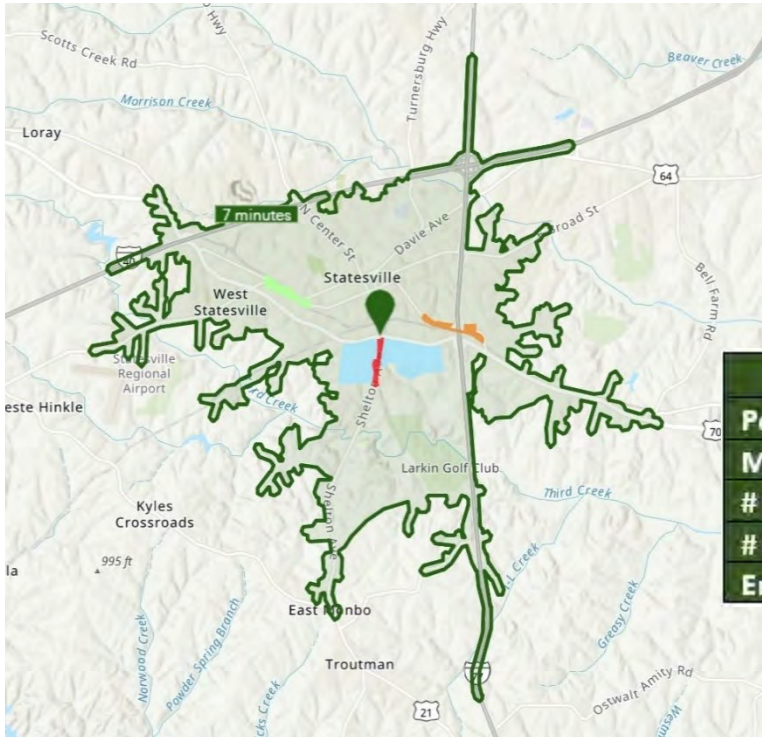
Local employment and small service businesses that support purchases made for daily living, such as gas, food, drugs, grocery and household items, and local services draw from a smaller, more **convenience-oriented** trade area. The average consumer will generally not travel more than 10+/- minutes for these purchases and services.

The location of each of the focus areas are concentrated in and around interstate interchanges and/or key intersections. Wider destination-oriented trade areas substantially overlap, while local convenience-oriented trade areas begin to differentiate and offer a snapshot of key intersections within the focus area clusters. These provide access to major employers and assets within the Land Development Plan area, including Downtown Statesville, Iredell Memorial Health Campus, and Interstates 40 & 77. Multiple interstate interchanges and transportation linkages suggest three primary trade areas would capture these assets and each of the focus areas - defined within overlapping 7-minute drive times of key intersections as shown below:



Statesville Land Plan Area – Primary Trade Areas; ESRI, Rose Associates

Source: ESRI Rose Associates

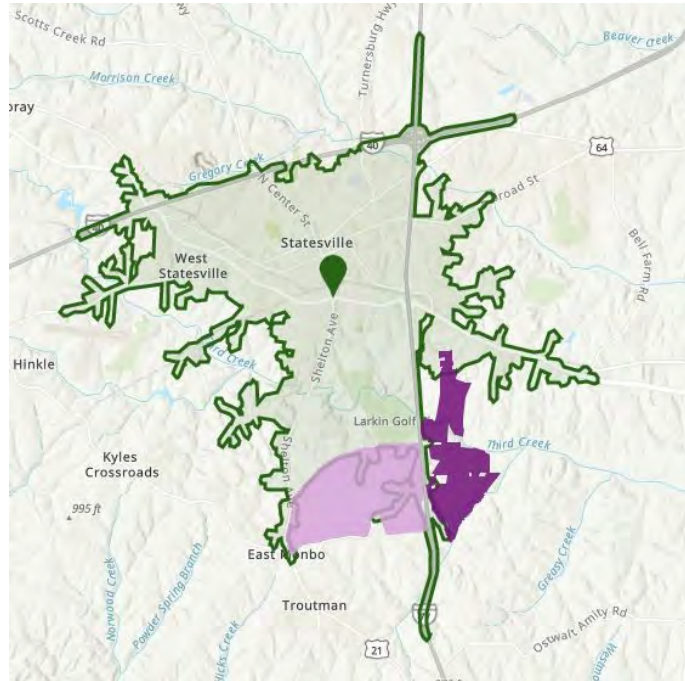


Trade Area 1 - Revitalization	
Population	21,820
Median Household Income	\$33,848
# Housing Units	8,869
# Businesses	1,355
Employee to Resident Ratio	.83

Key Themes:
 Focus on redevelopment of underutilized sites and adaptive reuse of obsolete buildings to provide walkable, livable neighborhoods and corridors that connect to downtown. Gateway Improvements for the Salisbury Rd interchange of I-77 (exit 49B).

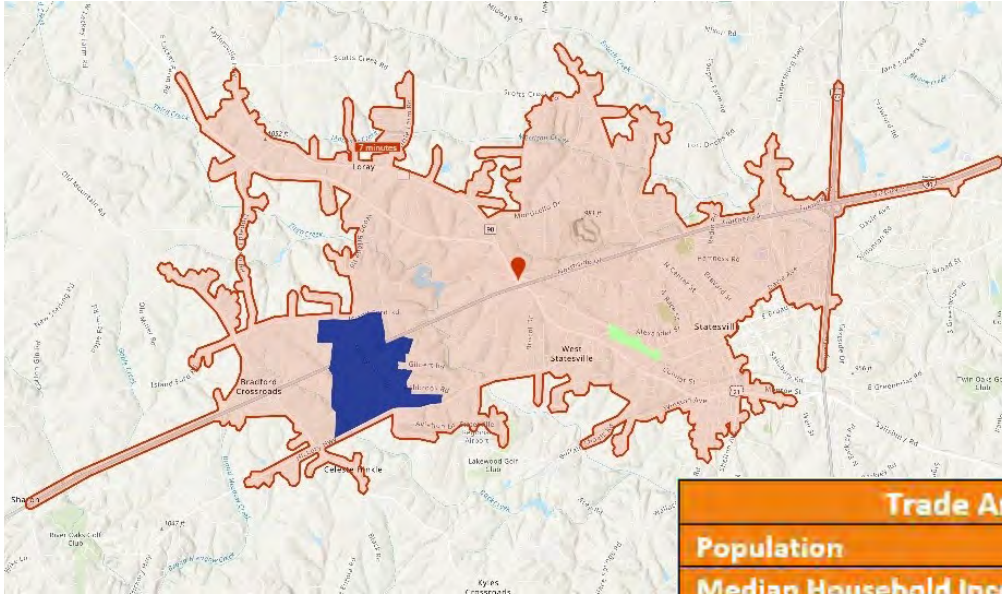
Trade Area 1 Shelton Avenue (115) & E Garner Bagnal Blvd (70)	Focus Area	Housing	Retail	Workspace
	Front St/ US 64	1-4 Family	Service Oriented	Mixed-Use
	Salisbury Road	-	Destination Oriented	Gateway Infill
	Shelton Avenue	Multifamily	Service Oriented	Infill - Local
	Southside Neighborhoods	1-4 Family	Neighborhood	-

Immediately adjacent to Trade Area 1 are two Focus Areas: Barium Springs (institutional) and Larkin Regional Commerce Park (vacant land). These are large sites that are currently planned for future master planned developments. They do not appear within the Trade Areas due to limited roadways and population within each of them.



Key Themes:
Future Growth area connecting to South Iredell with lifestyle themed mixed-use development to include higher end housing to the west of the interstate, and an employment campus to the east of the interstate. Gateway improvements surrounding the Amity Hill Rd. interchange of I-77 (exit 45)

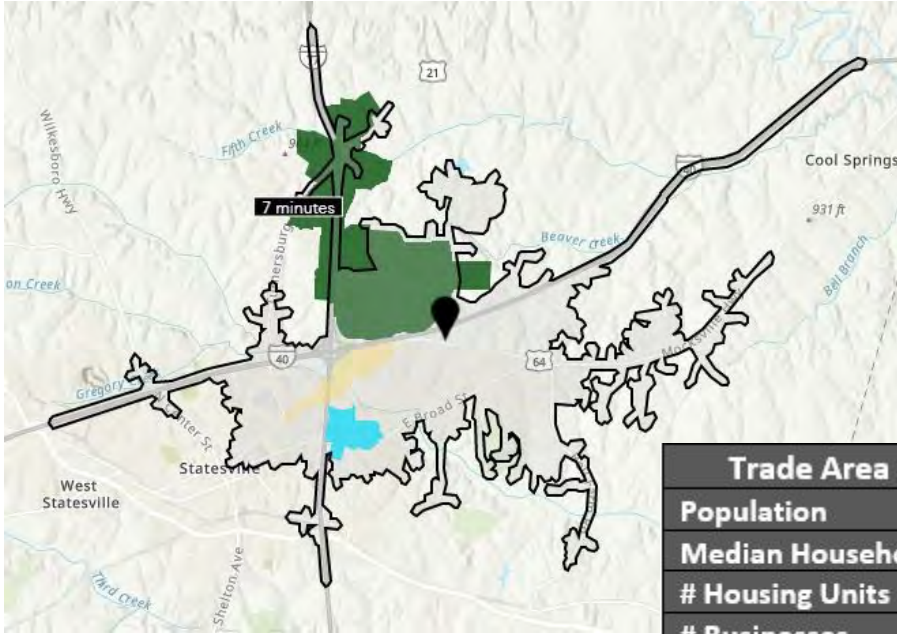
Trade Area 1 Shelton Avenue (115) & E Garner Bagnal Blvd (70)	Focus Area	Housing	Retail	Workspace
	Barium Springs	1-4 Family; Multifamily	Lifestyle Destination Oriented	Mixed-Use
	Larkin Regional Commerce Park	-	Service Oriented	Gateway Employment Campus



Trade Area 2 - Growth	
Population	20,361
Median Household Income	\$36,381
# Housing Units	8,278
# Businesses	1,221
Employee to Resident Ratio	.76

Key Themes:
Focus on new industrial development around airport/interchange and redevelopment of underutilized sites to provide employment opportunities and expanded housing options. Gateway improvements surrounding the Stamey Farm Rd. interchange of I-40 (exit 146)

Trade Area 2 W Front St. (64) & I-40 Intersection	Focus Area	Housing	Retail	Workplace
	Front St/US 64	1-4 Family	Lifestyle Destination Oriented	Mixed Use
	Stamey Farm Road	1-4 Family	Convenience Oriented	Gateway Airport/Industrial



Trade Area 3 – Redevelopment & Growth	
Population	13,608
Median Household Income	\$42,657
# Housing Units	5,396
# Businesses	835
Employee to Resident Ratio	.83

Key Themes:
 Focus on development of new northern district to provide future employment and housing options. Redevelopment of existing underutilized sites and adaptive reuse of the mall and obsolete buildings to provide expanded living and employment opportunities. Gateway improvements surrounding the Broad St. interchange of I-77 (exit 50) and Highway 21 interchange of I-77 (exit 54)

	Focus Area	Housing	Retail	Workspace
Trade Area 3 Mocksville Highway & I-40 Intersection	Broad St/Signal Hill Mall	Multifamily	Convenience Oriented	Flex/Industrial/Medical
	Davie Avenue	1-4 Family	Lifestyle Destination Oriented	Mixed-Use Infill
	Jane Sowers North	Multifamily	Service Oriented	Gateway Employment

Section 5

Strategies for Success



Strategies for Success

The following elements contribute to community wealth, which assist in improving quality of life. Each plays a role in the local economy and supports the Land Development Plan recommendations. Each deserve some intentional effort to create Statesville as a destination to live, work and play.

Community Wealth



Residential Migration - Whether driven by job growth, quality of life or retirement, inbound residential migration grows the population while households and capital flow within a community. Statesville needs to reverse the trend of outbound migration by offering new choices for housing and highlighting lifestyle attributes. In addition to new areas along the interstate, Downtown and historic neighborhoods can play a role in offering a mix of new, modern, multigenerational housing.

Tourism - Iredell County is ranked 18th in NC Visitor expenditures with \$271.66 million. Over 2000 people are employed in hospitality related jobs with more than \$45 million in payroll. The state collects \$14.85 million in visitor taxes while receiving \$8.35 million in local taxes and 2017 have seen 49 years of unbroken growth in the county.

Most often a visitor's initial contact with a new place is as a tourist. They have a good experience, come back, begin to like the area, repeat visit, then move to Statesville. They may also to decide start, move or grow a business. Statesville's tourism has been built upon its proximity to Lake Norman and its 46-year annual Carolina Balloon Fest. Although Statesville is best known for this festival, Downtown Statesville is host to 26 lesser known but well attended festivals, events, and celebrations year-round. With the advantage of accessibility and just minutes off two major Interstates, I-40 & I-77, Downtown Statesville is surrounded by 4 historic districts with distinct architectural diversity. Visitors are welcomed by 53 unique shopping and venues, including 22 dining and bars among its 365 businesses.



Source: Carolina Balloon Fest

The goal is to build upon the existing attractions by creating year-round activities tied to current annual events. Locational advantage should be marketed considering its proximity to the Yadkin Valley wineries to the north and east, the Furniture Market in Hickory to the west, and Lake Norman, NASCAR and other destinations to the south. Expanding tourism in Statesville will further impact local investment and provide additional market opportunities for housing, retail and entertainment.

Community Capital



Community Capital - How can discretionary income and local savings, both short and long-term, be tapped for local economic expansion? Capital is coming into Statesville through retail centers concentrated along Highway 21, offering regional shopping and other smaller neighborhood centers. This together with the evolving dining and retail found in the downtown area expands local and regional demand. Creating more opportunities to keep money circulating in the local economy through strong housing, business and entrepreneurial growth will secure Statesville's future as a vibrant community.

Imports & Exports - The foundation of the region's Economic Base reflects the difference between high paying jobs that export goods and services, and local service jobs. Both are important to balance the local economy. Statesville has been successful bringing employment to the community, however, it could also focus on two areas: expanding its position in the region for logistics, warehouse and distribution, and training and retaining an educated workforce offering incentives and places for existing companies to grow and attract relocating companies. Additionally, a focused effort on bringing young entrepreneurs, crafters, makers, and artists seeking small, affordable, and connected small towns/cities can expand small business development and drive demand both in the downtown and in redevelopment/revitalization areas.



Statesville Tax Revenues by Property Type						
	2017					
	Assesed Value	% of Total	Tax Rates*	Tax Revenue	% Change	
Residential	1,085,150,460	51.89%	0.46	\$ 4,991,692.12	-	
Commercial	660,606,071	31.59%	0.46	\$ 3,038,787.93	-	
Industrial	345,451,935	16.52%	0.46	\$ 1,589,078.90	-	
Total:	2,091,208,466	100%		\$ 9,619,558.94	-	

*Tax rates are per \$100 of assesed value.

	2018					
	Assesed Value	% of Total	Tax Rates*	Tax Revenue	% Change	
Residential	1,107,064,668	51.72%	0.4811	\$ 5,326,088.12	6.70%	
Commercial	670,431,031	31.32%	0.4811	\$ 3,225,443.69	6.14%	
Industrial	363,179,205	16.97%	0.4811	\$ 1,747,255.16	9.95%	
Total:	2,140,674,904	100%		\$ 10,298,786.96	7.06%	

*Tax rates are per \$100 of assesed value.

	2019					
	Assesed Value	% of Total	Tax Rates*	Tax Revenue	% Change	
Residential	1,223,855,862	53.47%	0.5478	\$ 6,704,282.41	25.88%	
Commercial	681,744,113	29.78%	0.5478	\$ 3,734,594.25	15.79%	
Industrial	383,465,155	16.75%	0.5478	\$ 2,100,622.12	20.22%	
Total:	2,289,065,130	100%		\$ 12,539,498.78	21.76%	

*Tax rates are per \$100 of assesed value.

Quality of Life

Quality of Life is a subjective concept that embodies not only economic development, but community development. While not comprehensive, quality of life includes the following elements:

Character – The character of a place is determined by one’s experience when visiting, living or working in the community. From streetscapes to landscapes, placemaking determines one’s view of their community – from esthetics to reputation.

Economy – The local economy should balance the tax base, provide attainable housing for its workforce, and provide upward economic mobility for its citizens. Job growth is often the focus, however, building bridges between business interests and local residents will promote community investment.

Infrastructure – This includes roads, public utilities and other services. However, this may also include the areas that make a place livable, such as access to parks, public space, shopping and recreation.

Education – Having access to good education through adult life provides expanded learning and job opportunities. Good schools impact housing markets, business recruitment and job opportunities.

Housing – Public safety begins at home, and strong, stable neighborhoods nurture both families and communities.

To build upon the work that Statesville has done thus far, it should strive to continue to build its quality of life, by working together and in collaborative partnership with regional and state governments and other organizations. Some key areas for success might include:

- Create an enabling environment through its regulating documents of zoning and ordinances to expand housing options, grow businesses and encourage private investment. This includes enabling staff to carry out the mission of the community with programs and processes that can allow this to occur.
- Maximize locational advantages by creating a local marketing campaign to highlight its location and accessibility. Staff, elected officials, community organization and residents may all become ambassadors in “selling” the community to future visitors, residents and businesses.
- Utilize existing infrastructure investments by focusing on areas of redevelopment and revitalization. Make this a priority before investing more infrastructure in outlying areas.

Section 6 Appendix



Appendix

- Community Profile
- Tapestry Report
- Retail Marketplace Profile



Community Profile

Iredell County, NC
Iredell County, NC (37097)
Geography: County

Prepared by Esri

	Iredell Count...
Population Summary	
2000 Total Population	122,660
2010 Total Population	159,437
2019 Total Population	185,276
2019 Group Quarters	1,247
2024 Total Population	200,756
2019-2024 Annual Rate	1.62%
2019 Total Daytime Population	180,414
Workers	84,308
Residents	96,106
Household Summary	
2000 Households	47,360
2000 Average Household Size	2.56
2010 Households	61,215
2010 Average Household Size	2.58
2019 Households	70,655
2019 Average Household Size	2.60
2024 Households	76,383
2024 Average Household Size	2.61
2019-2024 Annual Rate	1.57%
2010 Families	43,945
2010 Average Family Size	3.04
2019 Families	50,161
2019 Average Family Size	3.09
2024 Families	54,025
2024 Average Family Size	3.10
2019-2024 Annual Rate	1.50%
Housing Unit Summary	
2000 Housing Units	51,918
Owner Occupied Housing Units	68.7%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	8.8%
2010 Housing Units	69,013
Owner Occupied Housing Units	64.8%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	11.3%
2019 Housing Units	78,959
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	10.5%
2024 Housing Units	85,071
Owner Occupied Housing Units	67.1%
Renter Occupied Housing Units	22.7%
Vacant Housing Units	10.2%
Median Household Income	
2019	\$57,171
2024	\$65,824
Median Home Value	
2019	\$209,577
2024	\$251,026
Per Capita Income	
2019	\$31,943
2024	\$36,565
Median Age	
2010	38.7
2019	40.5
2024	41.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Iredell County, NC
Iredell County, NC (37097)
Geography: County

Prepared by Esri

	Iredell Count...
2019 Households by Income	
Household Income Base	70,655
<\$15,000	9.4%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	5.9%
\$200,000+	6.9%
Average Household Income	\$83,739
2024 Households by Income	
Household Income Base	76,383
<\$15,000	7.6%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	8.0%
\$200,000+	8.0%
Average Household Income	\$96,081
2019 Owner Occupied Housing Units by Value	
Total	52,200
<\$50,000	5.2%
\$50,000 - \$99,999	10.6%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	8.5%
\$300,000 - \$399,999	11.3%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	9.0%
\$750,000 - \$999,999	3.9%
\$1,000,000 - \$1,499,999	2.1%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.5%
Average Home Value	\$308,284
2024 Owner Occupied Housing Units by Value	
Total	57,091
<\$50,000	4.3%
\$50,000 - \$99,999	8.8%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	15.3%
\$200,000 - \$249,999	8.5%
\$250,000 - \$299,999	9.3%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	10.5%
\$750,000 - \$999,999	4.5%
\$1,000,000 - \$1,499,999	2.5%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.6%
Average Home Value	\$338,756

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Iredell County, NC
Iredell County, NC (37097)
Geography: County

Prepared by Esri

	Iredell Count...
2010 Population by Age	
Total	159,437
0 - 4	6.3%
5 - 9	7.1%
10 - 14	7.5%
15 - 24	12.4%
25 - 34	11.4%
35 - 44	15.0%
45 - 54	15.7%
55 - 64	11.8%
65 - 74	7.5%
75 - 84	4.0%
85 +	1.3%
18 +	74.5%
2019 Population by Age	
Total	185,276
0 - 4	5.7%
5 - 9	6.2%
10 - 14	6.7%
15 - 24	11.8%
25 - 34	12.7%
35 - 44	12.7%
45 - 54	14.4%
55 - 64	13.8%
65 - 74	9.8%
75 - 84	4.7%
85 +	1.5%
18 +	77.6%
2024 Population by Age	
Total	200,756
0 - 4	5.6%
5 - 9	6.0%
10 - 14	6.5%
15 - 24	11.1%
25 - 34	12.5%
35 - 44	13.1%
45 - 54	13.1%
55 - 64	13.8%
65 - 74	10.7%
75 - 84	5.9%
85 +	1.7%
18 +	78.0%
2010 Population by Sex	
Males	78,491
Females	80,946
2019 Population by Sex	
Males	91,653
Females	93,623
2024 Population by Sex	
Males	99,492
Females	101,264

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Iredell County, NC
 Iredell County, NC (37097)
 Geography: County

Prepared by Esri

	Iredell Count...
2010 Population by Race/Ethnicity	
Total	159,437
White Alone	80.7%
Black Alone	11.9%
American Indian Alone	0.3%
Asian Alone	1.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.4%
Two or More Races	1.8%
Hispanic Origin	6.8%
Diversity Index	41.9
2019 Population by Race/Ethnicity	
Total	185,276
White Alone	78.6%
Black Alone	12.0%
American Indian Alone	0.3%
Asian Alone	2.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.9%
Two or More Races	2.4%
Hispanic Origin	8.0%
Diversity Index	46.0
2024 Population by Race/Ethnicity	
Total	200,756
White Alone	77.1%
Black Alone	11.9%
American Indian Alone	0.3%
Asian Alone	3.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.5%
Two or More Races	2.6%
Hispanic Origin	9.1%
Diversity Index	49.2
2010 Population by Relationship and Household Type	
Total	159,437
In Households	99.2%
In Family Households	85.9%
Householder	27.6%
Spouse	21.0%
Child	32.0%
Other relative	3.3%
Nonrelative	2.0%
In Nonfamily Households	13.3%
In Group Quarters	0.8%
Institutionalized Population	0.6%
Noninstitutionalized Population	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Iredell County, NC
Iredell County, NC (37097)
Geography: County

Prepared by Esri

	Iredell Count...
2019 Population 25+ by Educational Attainment	
Total	129,051
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	6.4%
High School Graduate	23.5%
GED/Alternative Credential	4.4%
Some College, No Degree	22.7%
Associate Degree	10.1%
Bachelor's Degree	20.2%
Graduate/Professional Degree	8.9%
2019 Population 15+ by Marital Status	
Total	150,838
Never Married	28.1%
Married	55.8%
Widowed	5.4%
Divorced	10.7%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.1%
Civilian Unemployed (Unemployment Rate)	3.9%
2019 Employed Population 16+ by Industry	
Total	90,494
Agriculture/Mining	0.8%
Construction	7.0%
Manufacturing	19.5%
Wholesale Trade	2.8%
Retail Trade	13.2%
Transportation/Utilities	5.0%
Information	0.7%
Finance/Insurance/Real Estate	5.3%
Services	43.6%
Public Administration	2.3%
2019 Employed Population 16+ by Occupation	
Total	90,494
White Collar	56.4%
Management/Business/Financial	14.2%
Professional	19.6%
Sales	10.9%
Administrative Support	11.8%
Services	16.3%
Blue Collar	27.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	5.0%
Production	11.0%
Transportation/Material Moving	6.3%
2010 Population By Urban/ Rural Status	
Total Population	159,437
Population Inside Urbanized Area	62.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	37.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Iredell County, NC
Iredell County, NC (37097)
Geography: County

Prepared by Esri

	Iredell Count...
2010 Households by Type	
Total	61,215
Households with 1 Person	23.2%
Households with 2+ People	76.8%
Family Households	71.8%
Husband-wife Families	54.8%
With Related Children	24.7%
Other Family (No Spouse Present)	17.0%
Other Family with Male Householder	4.8%
With Related Children	2.9%
Other Family with Female Householder	12.2%
With Related Children	8.1%
Nonfamily Households	5.0%
All Households with Children	36.1%
Multigenerational Households	3.9%
Unmarried Partner Households	5.8%
Male-female	5.3%
Same-sex	0.5%
2010 Households by Size	
Total	61,215
1 Person Household	23.2%
2 Person Household	34.6%
3 Person Household	17.6%
4 Person Household	14.8%
5 Person Household	6.5%
6 Person Household	2.1%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	61,215
Owner Occupied	73.1%
Owned with a Mortgage/Loan	53.2%
Owned Free and Clear	19.9%
Renter Occupied	26.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	69,013
Housing Units Inside Urbanized Area	62.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	37.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Iredell County, NC
Iredell County, NC (37097)
Geography: County

Prepared by Esri

		Iredell Count...
Top 3 Tapestry Segments		
1.		Southern Satellites (10A)
2.		Middleburg (4C)
3.		Salt of the Earth (6B)
2019 Consumer Spending		
Apparel & Services: Total \$		\$144,135,595
Average Spent		\$2,039.99
Spending Potential Index		95
Education: Total \$		\$102,852,298
Average Spent		\$1,455.70
Spending Potential Index		91
Entertainment/Recreation: Total \$		\$225,364,125
Average Spent		\$3,189.64
Spending Potential Index		98
Food at Home: Total \$		\$355,180,013
Average Spent		\$5,026.96
Spending Potential Index		97
Food Away from Home: Total \$		\$250,118,791
Average Spent		\$3,540.00
Spending Potential Index		96
Health Care: Total \$		\$421,973,784
Average Spent		\$5,972.31
Spending Potential Index		101
HH Furnishings & Equipment: Total \$		\$146,548,509
Average Spent		\$2,074.14
Spending Potential Index		97
Personal Care Products & Services: Total \$		\$61,242,008
Average Spent		\$866.78
Spending Potential Index		98
Shelter: Total \$		\$1,198,591,654
Average Spent		\$16,964.00
Spending Potential Index		92
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$172,259,693
Average Spent		\$2,438.04
Spending Potential Index		98
Travel: Total \$		\$149,495,994
Average Spent		\$2,115.86
Spending Potential Index		94
Vehicle Maintenance & Repairs: Total \$		\$78,823,636
Average Spent		\$1,115.61
Spending Potential Index		98

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Statesville City, NC
Statesville City, NC (3764740)
Geography: Place

Prepared by Esri

	Statesville c...
Population Summary	
2000 Total Population	23,394
2010 Total Population	24,540
2019 Total Population	26,954
2019 Group Quarters	763
2024 Total Population	28,331
2019-2024 Annual Rate	1.00%
2019 Total Daytime Population	45,480
Workers	30,641
Residents	14,839
Household Summary	
2000 Households	9,389
2000 Average Household Size	2.39
2010 Households	9,971
2010 Average Household Size	2.38
2019 Households	10,945
2019 Average Household Size	2.39
2024 Households	11,512
2024 Average Household Size	2.39
2019-2024 Annual Rate	1.02%
2010 Families	6,223
2010 Average Family Size	3.00
2019 Families	6,839
2019 Average Family Size	3.01
2024 Families	7,159
2024 Average Family Size	3.02
2019-2024 Annual Rate	0.92%
Housing Unit Summary	
2000 Housing Units	10,157
Owner Occupied Housing Units	53.3%
Renter Occupied Housing Units	39.1%
Vacant Housing Units	7.6%
2010 Housing Units	11,561
Owner Occupied Housing Units	45.1%
Renter Occupied Housing Units	41.1%
Vacant Housing Units	13.8%
2019 Housing Units	12,648
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	13.5%
2024 Housing Units	13,258
Owner Occupied Housing Units	51.8%
Renter Occupied Housing Units	35.1%
Vacant Housing Units	13.2%
Median Household Income	
2019	\$36,111
2024	\$43,116
Median Home Value	
2019	\$149,846
2024	\$160,815
Per Capita Income	
2019	\$22,693
2024	\$26,687
Median Age	
2010	37.7
2019	39.2
2024	39.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Statesville City, NC
Statesville City, NC (3764740)
Geography: Place

Prepared by Esri

	Statesville c...
2019 Households by Income	
Household Income Base	10,946
<\$15,000	18.3%
\$15,000 - \$24,999	13.8%
\$25,000 - \$34,999	16.4%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	7.5%
\$150,000 - \$199,999	2.0%
\$200,000+	3.2%
Average Household Income	\$56,348
2024 Households by Income	
Household Income Base	11,510
<\$15,000	14.8%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	2.8%
\$200,000+	3.8%
Average Household Income	\$66,259
2019 Owner Occupied Housing Units by Value	
Total	6,341
<\$50,000	7.0%
\$50,000 - \$99,999	20.0%
\$100,000 - \$149,999	23.0%
\$150,000 - \$199,999	22.2%
\$200,000 - \$249,999	8.2%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	6.3%
\$400,000 - \$499,999	4.2%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$192,939
2024 Owner Occupied Housing Units by Value	
Total	6,862
<\$50,000	6.4%
\$50,000 - \$99,999	18.1%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	21.3%
\$200,000 - \$249,999	8.6%
\$250,000 - \$299,999	4.7%
\$300,000 - \$399,999	8.2%
\$400,000 - \$499,999	5.5%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$213,611

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Statesville City, NC
Statesville City, NC (3764740)
Geography: Place

Prepared by Esri

		Statesville c...
2010 Population by Age		
Total		24,540
0 - 4		7.3%
5 - 9		6.5%
10 - 14		6.5%
15 - 24		13.7%
25 - 34		12.6%
35 - 44		12.8%
45 - 54		13.7%
55 - 64		11.1%
65 - 74		7.7%
75 - 84		5.8%
85 +		2.4%
18 +		75.4%
2019 Population by Age		
Total		26,953
0 - 4		6.7%
5 - 9		6.3%
10 - 14		6.2%
15 - 24		12.0%
25 - 34		13.8%
35 - 44		11.5%
45 - 54		12.5%
55 - 64		12.6%
65 - 74		9.9%
75 - 84		5.9%
85 +		2.7%
18 +		77.3%
2024 Population by Age		
Total		28,330
0 - 4		6.6%
5 - 9		6.3%
10 - 14		6.3%
15 - 24		11.8%
25 - 34		13.3%
35 - 44		12.0%
45 - 54		11.5%
55 - 64		12.2%
65 - 74		10.4%
75 - 84		6.9%
85 +		2.6%
18 +		77.1%
2010 Population by Sex		
Males		11,548
Females		12,992
2019 Population by Sex		
Males		12,859
Females		14,094
2024 Population by Sex		
Males		13,568
Females		14,762

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Statesville City, NC
 Statesville City, NC (3764740)
 Geography: Place

Prepared by Esri

	Statesville c...
2010 Population by Race/Ethnicity	
Total	24,540
White Alone	54.8%
Black Alone	34.5%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.1%
Two or More Races	2.4%
Hispanic Origin	10.9%
Diversity Index	66.2
2019 Population by Race/Ethnicity	
Total	26,954
White Alone	53.7%
Black Alone	33.5%
American Indian Alone	0.3%
Asian Alone	2.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.1%
Two or More Races	2.9%
Hispanic Origin	12.8%
Diversity Index	68.8
2024 Population by Race/Ethnicity	
Total	28,330
White Alone	52.2%
Black Alone	33.3%
American Indian Alone	0.3%
Asian Alone	2.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.2%
Two or More Races	3.1%
Hispanic Origin	14.7%
Diversity Index	71.2
2010 Population by Relationship and Household Type	
Total	24,540
In Households	96.9%
In Family Households	78.8%
Householder	25.4%
Spouse	15.1%
Child	31.4%
Other relative	4.2%
Nonrelative	2.7%
In Nonfamily Households	18.0%
In Group Quarters	3.1%
Institutionalized Population	2.5%
Noninstitutionalized Population	0.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Statesville City, NC
Statesville City, NC (3764740)
Geography: Place

Prepared by Esri

	Statesville c...
2019 Population 25+ by Educational Attainment	
Total	18,563
Less than 9th Grade	6.2%
9th - 12th Grade, No Diploma	9.5%
High School Graduate	24.2%
GED/Alternative Credential	5.0%
Some College, No Degree	24.1%
Associate Degree	9.5%
Bachelor's Degree	14.3%
Graduate/Professional Degree	7.0%
2019 Population 15+ by Marital Status	
Total	21,793
Never Married	36.8%
Married	42.7%
Widowed	6.8%
Divorced	13.7%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	94.2%
Civilian Unemployed (Unemployment Rate)	5.8%
2019 Employed Population 16+ by Industry	
Total	12,235
Agriculture/Mining	0.5%
Construction	5.4%
Manufacturing	24.1%
Wholesale Trade	1.3%
Retail Trade	13.8%
Transportation/Utilities	3.6%
Information	0.4%
Finance/Insurance/Real Estate	4.3%
Services	44.5%
Public Administration	2.1%
2019 Employed Population 16+ by Occupation	
Total	12,235
White Collar	47.4%
Management/Business/Financial	9.3%
Professional	17.2%
Sales	8.6%
Administrative Support	12.3%
Services	21.4%
Blue Collar	31.2%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	2.2%
Production	15.2%
Transportation/Material Moving	9.4%
2010 Population By Urban/ Rural Status	
Total Population	24,540
Population Inside Urbanized Area	98.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Statesville City, NC
Statesville City, NC (3764740)
Geography: Place

Prepared by Esri

	Statesville c...
2010 Households by Type	
Total	9,971
Households with 1 Person	32.2%
Households with 2+ People	67.8%
Family Households	62.4%
Husband-wife Families	37.3%
With Related Children	14.8%
Other Family (No Spouse Present)	25.1%
Other Family with Male Householder	5.2%
With Related Children	3.0%
Other Family with Female Householder	20.0%
With Related Children	14.0%
Nonfamily Households	5.4%
All Households with Children	32.3%
Multigenerational Households	4.5%
Unmarried Partner Households	6.5%
Male-female	5.9%
Same-sex	0.6%
2010 Households by Size	
Total	9,971
1 Person Household	32.2%
2 Person Household	32.1%
3 Person Household	15.7%
4 Person Household	11.0%
5 Person Household	5.6%
6 Person Household	2.0%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	9,971
Owner Occupied	52.3%
Owned with a Mortgage/Loan	35.6%
Owned Free and Clear	16.7%
Renter Occupied	47.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	11,561
Housing Units Inside Urbanized Area	98.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Statesville City, NC
Statesville City, NC (3764740)
Geography: Place

Prepared by Esri

Statesville c...

Top 3 Tapestry Segments

1. Small Town Simplicity (12C)
2. Heartland Communities (6F)
3. Front Porches (8E)

2019 Consumer Spending

Apparel & Services: Total \$	\$15,190,729
Average Spent	\$1,387.91
Spending Potential Index	65
Education: Total \$	\$10,501,477
Average Spent	\$959.48
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$23,926,793
Average Spent	\$2,186.09
Spending Potential Index	67
Food at Home: Total \$	\$38,655,841
Average Spent	\$3,531.83
Spending Potential Index	68
Food Away from Home: Total \$	\$26,151,113
Average Spent	\$2,389.32
Spending Potential Index	65
Health Care: Total \$	\$45,395,843
Average Spent	\$4,147.63
Spending Potential Index	70
HH Furnishings & Equipment: Total \$	\$15,148,666
Average Spent	\$1,384.07
Spending Potential Index	65
Personal Care Products & Services: Total \$	\$6,240,822
Average Spent	\$570.20
Spending Potential Index	64
Shelter: Total \$	\$128,236,041
Average Spent	\$11,716.40
Spending Potential Index	63
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,868,083
Average Spent	\$1,632.53
Spending Potential Index	66
Travel: Total \$	\$14,980,929
Average Spent	\$1,368.75
Spending Potential Index	61
Vehicle Maintenance & Repairs: Total \$	\$8,553,349
Average Spent	\$781.48
Spending Potential Index	68

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 12, 2020



Community Profile

Statesville Planning Area Boundary
Area: 130.75 square miles

Prepared by Esri

Population Summary	
2000 Total Population	48,180
2010 Total Population	52,651
2019 Total Population	56,711
2019 Group Quarters	858
2024 Total Population	59,596
2019-2024 Annual Rate	1.00%
2019 Total Daytime Population	68,391
Workers	37,743
Residents	30,648
Household Summary	
2000 Households	18,755
2000 Average Household Size	2.51
2010 Households	20,691
2010 Average Household Size	2.50
2019 Households	22,293
2019 Average Household Size	2.51
2024 Households	23,435
2024 Average Household Size	2.51
2019-2024 Annual Rate	1.00%
2010 Families	14,235
2010 Average Family Size	3.01
2019 Families	15,131
2019 Average Family Size	3.03
2024 Families	15,834
2024 Average Family Size	3.04
2019-2024 Annual Rate	0.91%
Housing Unit Summary	
2000 Housing Units	20,001
Owner Occupied Housing Units	64.4%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	6.2%
2010 Housing Units	23,211
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	10.9%
2019 Housing Units	24,915
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	10.5%
2024 Housing Units	26,106
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	10.2%
Median Household Income	
2019	\$43,188
2024	\$51,338
Median Home Value	
2019	\$154,043
2024	\$169,208
Per Capita Income	
2019	\$24,390
2024	\$28,635
Median Age	
2010	39.0
2019	40.4
2024	41.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Statesville Planning Area Boundary
 Area: 130.75 square miles

Prepared by Esri

2019 Households by Income

Household Income Base	22,293
<\$15,000	14.3%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	2.5%
\$200,000+	3.1%
Average Household Income	\$61,900

2024 Households by Income

Household Income Base	23,435
<\$15,000	11.5%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	3.7%
\$200,000+	3.9%
Average Household Income	\$72,663

2019 Owner Occupied Housing Units by Value

Total	15,363
<\$50,000	7.9%
\$50,000 - \$99,999	17.3%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	20.1%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	6.1%
\$300,000 - \$399,999	8.0%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$204,428

2024 Owner Occupied Housing Units by Value

Total	16,455
<\$50,000	7.0%
\$50,000 - \$99,999	15.2%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	19.1%
\$200,000 - \$249,999	8.4%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	10.3%
\$400,000 - \$499,999	5.2%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$229,526

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Statesville Planning Area Boundary
Area: 130.75 square miles

Prepared by Esri

2010 Population by Age	
Total	52,649
0 - 4	6.8%
5 - 9	6.5%
10 - 14	6.7%
15 - 24	12.8%
25 - 34	11.8%
35 - 44	13.6%
45 - 54	14.8%
55 - 64	12.0%
65 - 74	8.3%
75 - 84	5.0%
85 +	1.7%
18 +	75.6%
2019 Population by Age	
Total	56,709
0 - 4	6.2%
5 - 9	6.2%
10 - 14	6.3%
15 - 24	11.4%
25 - 34	13.2%
35 - 44	11.9%
45 - 54	13.3%
55 - 64	13.5%
65 - 74	10.3%
75 - 84	5.6%
85 +	2.1%
18 +	77.7%
2024 Population by Age	
Total	59,595
0 - 4	6.1%
5 - 9	6.2%
10 - 14	6.5%
15 - 24	11.1%
25 - 34	12.5%
35 - 44	12.4%
45 - 54	12.2%
55 - 64	13.2%
65 - 74	10.9%
75 - 84	6.7%
85 +	2.1%
18 +	77.5%
2010 Population by Sex	
Males	25,451
Females	27,200
2019 Population by Sex	
Males	27,603
Females	29,108
2024 Population by Sex	
Males	29,119
Females	30,477

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Statesville Planning Area Boundary
Area: 130.75 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	52,650
White Alone	68.8%
Black Alone	21.9%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.3%
Two or More Races	2.0%
Hispanic Origin	9.7%
Diversity Index	57.0
2019 Population by Race/Ethnicity	
Total	56,712
White Alone	66.0%
Black Alone	22.4%
American Indian Alone	0.3%
Asian Alone	2.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.3%
Two or More Races	2.5%
Hispanic Origin	11.6%
Diversity Index	61.3
2024 Population by Race/Ethnicity	
Total	59,595
White Alone	64.2%
Black Alone	22.4%
American Indian Alone	0.3%
Asian Alone	2.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.3%
Two or More Races	2.7%
Hispanic Origin	13.3%
Diversity Index	64.3
2010 Population by Relationship and Household Type	
Total	52,651
In Households	98.3%
In Family Households	83.7%
Householder	27.1%
Spouse	18.8%
Child	31.5%
Other relative	3.8%
Nonrelative	2.5%
In Nonfamily Households	14.6%
In Group Quarters	1.7%
Institutionalized Population	1.3%
Noninstitutionalized Population	0.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Statesville Planning Area Boundary
Area: 130.75 square miles

Prepared by Esri

2019 Population 25+ by Educational Attainment	
Total	39,627
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	8.5%
High School Graduate	26.9%
GED/Alternative Credential	5.3%
Some College, No Degree	23.4%
Associate Degree	9.7%
Bachelor's Degree	14.4%
Graduate/Professional Degree	6.3%
2019 Population 15+ by Marital Status	
Total	46,088
Never Married	31.0%
Married	50.4%
Widowed	6.2%
Divorced	12.5%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	94.6%
Civilian Unemployed (Unemployment Rate)	5.4%
2019 Employed Population 16+ by Industry	
Total	26,394
Agriculture/Mining	0.8%
Construction	6.8%
Manufacturing	25.2%
Wholesale Trade	2.5%
Retail Trade	12.3%
Transportation/Utilities	4.2%
Information	0.5%
Finance/Insurance/Real Estate	3.6%
Services	41.5%
Public Administration	2.6%
2019 Employed Population 16+ by Occupation	
Total	26,392
White Collar	47.1%
Management/Business/Financial	9.6%
Professional	16.1%
Sales	8.9%
Administrative Support	12.6%
Services	18.9%
Blue Collar	33.9%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	3.8%
Production	16.3%
Transportation/Material Moving	8.4%
2010 Population By Urban/ Rural Status	
Total Population	52,651
Population Inside Urbanized Area	61.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	38.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Statesville Planning Area Boundary
Area: 130.75 square miles

Prepared by Esri

2010 Households by Type	
Total	20,692
Households with 1 Person	26.6%
Households with 2+ People	73.4%
Family Households	68.8%
Husband-wife Families	47.8%
With Related Children	19.4%
Other Family (No Spouse Present)	21.0%
Other Family with Male Householder	5.3%
With Related Children	3.1%
Other Family with Female Householder	15.7%
With Related Children	10.5%
Nonfamily Households	4.6%
All Households with Children	33.6%
Multigenerational Households	4.6%
Unmarried Partner Households	6.1%
Male-female	5.6%
Same-sex	0.5%
2010 Households by Size	
Total	20,692
1 Person Household	26.6%
2 Person Household	34.4%
3 Person Household	16.9%
4 Person Household	12.6%
5 Person Household	6.0%
6 Person Household	2.1%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	20,691
Owner Occupied	67.0%
Owned with a Mortgage/Loan	46.0%
Owned Free and Clear	21.0%
Renter Occupied	33.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	23,211
Housing Units Inside Urbanized Area	63.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	36.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Statesville Planning Area Boundary
Area: 130.75 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Middleburg (4C)
2. Southern Satellites (10A)
3. Small Town Simplicity (12C)

2019 Consumer Spending

Apparel & Services: Total \$	\$33,732,929
Average Spent	\$1,513.16
Spending Potential Index	71
Education: Total \$	\$23,399,992
Average Spent	\$1,049.66
Spending Potential Index	66
Entertainment/Recreation: Total \$	\$53,331,615
Average Spent	\$2,392.30
Spending Potential Index	73
Food at Home: Total \$	\$85,337,286
Average Spent	\$3,827.99
Spending Potential Index	74
Food Away from Home: Total \$	\$58,530,508
Average Spent	\$2,625.51
Spending Potential Index	71
Health Care: Total \$	\$101,592,087
Average Spent	\$4,557.13
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$34,093,760
Average Spent	\$1,529.35
Spending Potential Index	72
Personal Care Products & Services: Total \$	\$14,159,070
Average Spent	\$635.14
Spending Potential Index	72
Shelter: Total \$	\$281,634,497
Average Spent	\$12,633.32
Spending Potential Index	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$40,265,486
Average Spent	\$1,806.19
Spending Potential Index	73
Travel: Total \$	\$33,990,649
Average Spent	\$1,524.72
Spending Potential Index	68
Vehicle Maintenance & Repairs: Total \$	\$18,828,087
Average Spent	\$844.57
Spending Potential Index	74

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

May 15, 2020



Tapestry Segmentation Area Profile

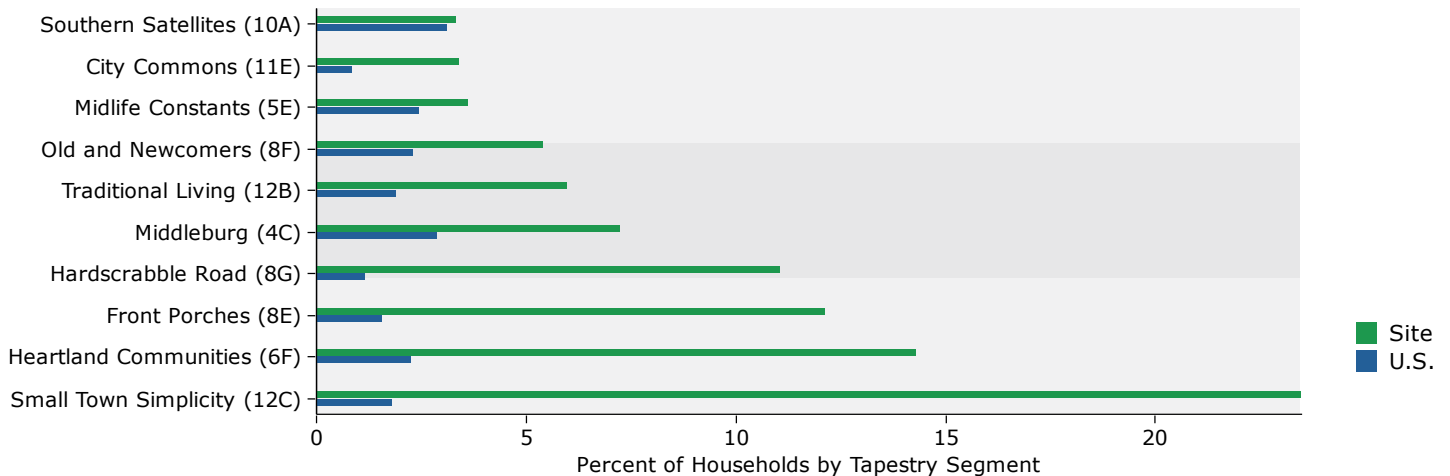
Statesville City, NC
 Statesville City, NC (3764740)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Small Town Simplicity (12C)	23.5%	23.5%	1.8%	1.8%	1273
2	Heartland Communities (6F)	14.3%	37.8%	2.3%	4.1%	626
3	Front Porches (8E)	12.2%	50.0%	1.6%	5.7%	770
4	Hardscrabble Road (8G)	11.1%	61.1%	1.2%	6.9%	920
5	Middleburg (4C)	7.3%	68.4%	2.9%	9.8%	250
	Subtotal	68.4%		9.8%		
6	Traditional Living (12B)	6.0%	74.4%	1.9%	11.7%	313
7	Old and Newcomers (8F)	5.4%	79.8%	2.3%	14.0%	235
8	Midlife Constants (5E)	3.6%	83.4%	2.5%	16.5%	146
9	City Commons (11E)	3.4%	86.8%	0.9%	17.4%	389
10	Southern Satellites (10A)	3.4%	90.2%	3.1%	20.5%	107
	Subtotal	21.8%		10.7%		
11	Comfortable Empty Nesters (5A)	3.1%	93.3%	2.4%	22.9%	126
12	Exurbanites (1E)	3.0%	96.3%	1.9%	24.8%	155
13	Modest Income Homes (12D)	2.6%	98.9%	1.3%	26.1%	198
14	Green Acres (6A)	0.9%	99.8%	3.2%	29.3%	29
15	Salt of the Earth (6B)	0.2%	100.0%	2.9%	32.2%	7
	Subtotal	9.8%		11.7%		
16	Down the Road (10D)	0.1%	100.1%	1.2%	33.4%	10
	Subtotal	0.1%		1.2%		
	Total	100.0%		33.5%		299

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

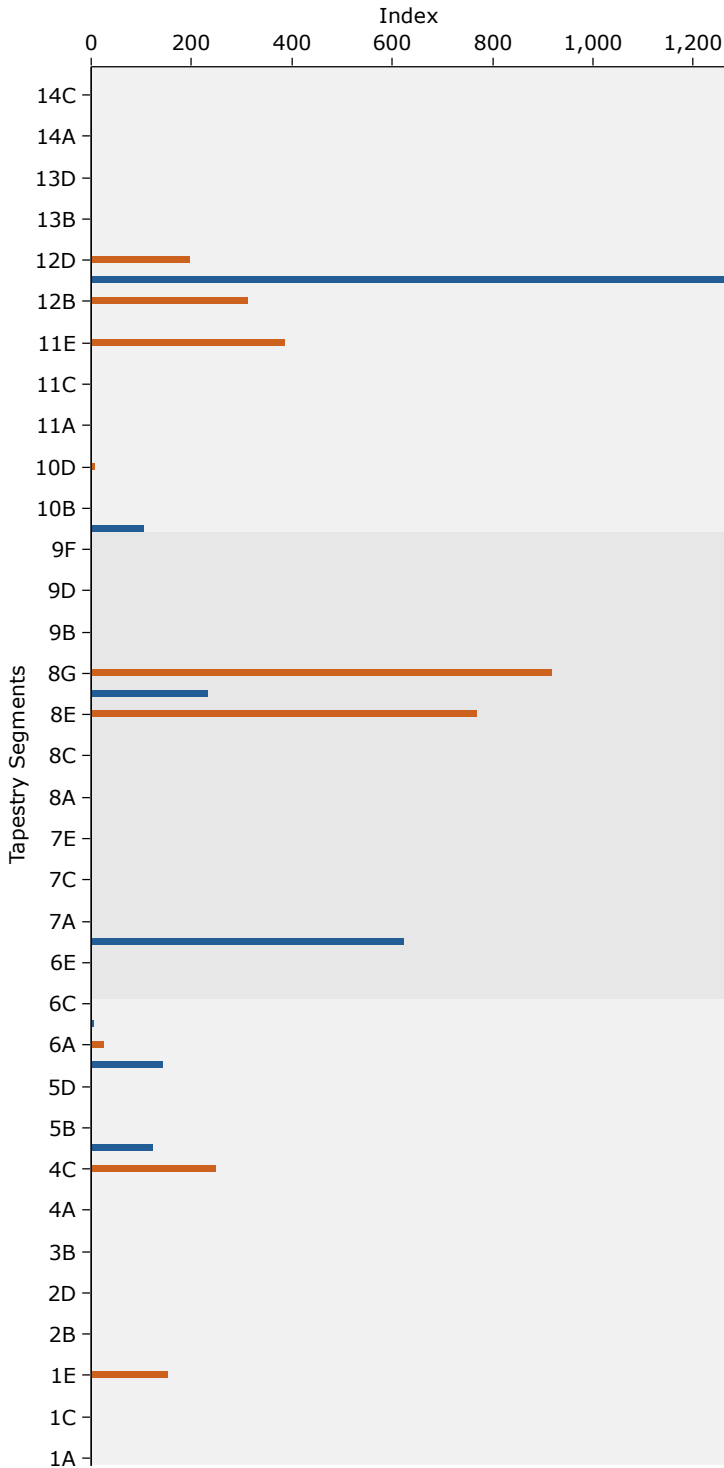


Tapestry Segmentation Area Profile

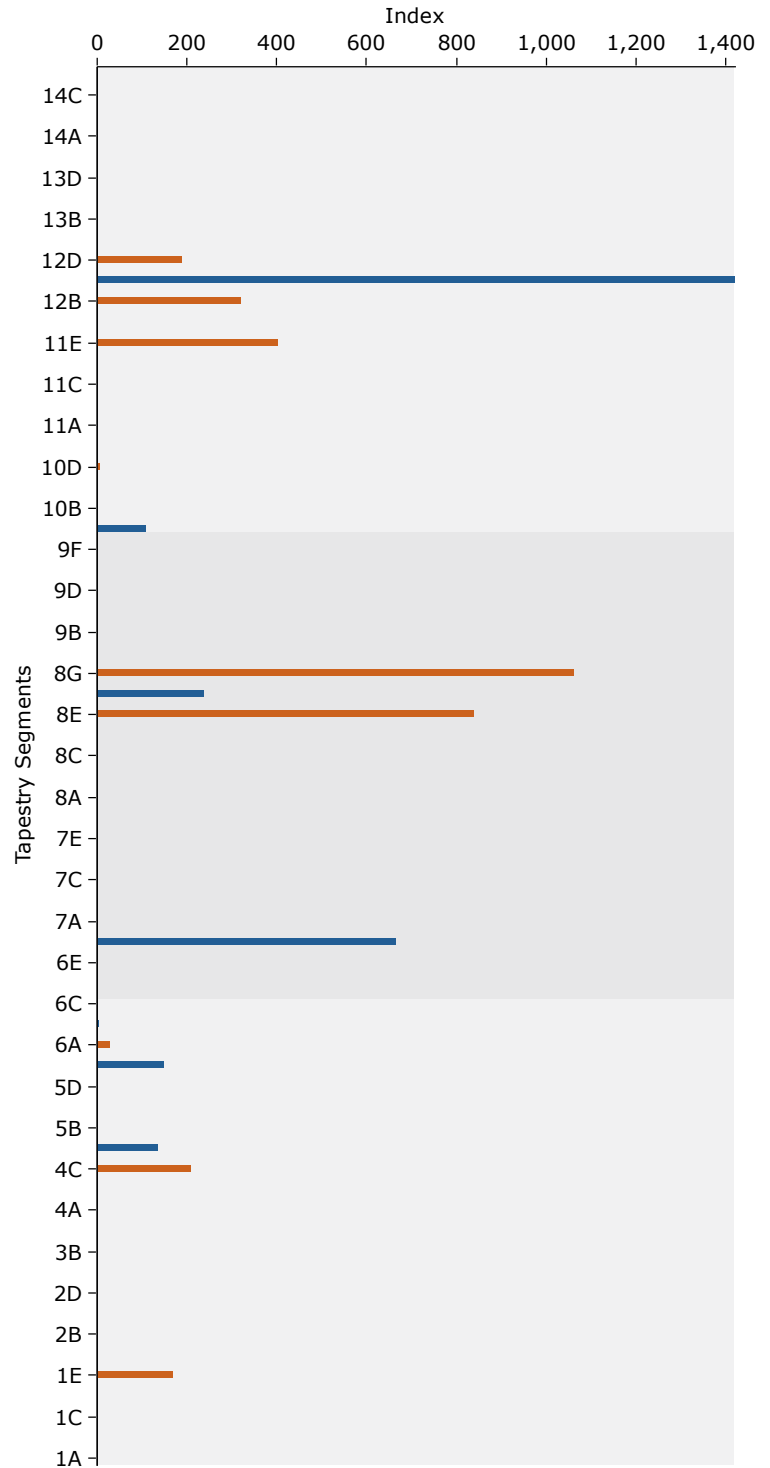
Statesville City, NC
Statesville City, NC (3764740)
Geography: Place

Prepared by Esri

2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Statesville City, NC
 Statesville City, NC (3764740)
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,945	100.0%		20,841	100.0%	
1. Affluent Estates	329	3.0%	30	690	3.3%	31
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	329	3.0%	155	690	3.3%	170
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	796	7.3%	96	1,281	6.1%	78
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	796	7.3%	250	1,281	6.1%	212
5. GenXurban	733	6.7%	59	1,424	6.8%	63
Comfortable Empty Nesters (5A)	337	3.1%	126	695	3.3%	136
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	396	3.6%	146	729	3.5%	150
6. Cozy Country Living	1,689	15.4%	129	3,208	15.4%	130
Green Acres (6A)	102	0.9%	29	206	1.0%	30
Salt of the Earth (6B)	22	0.2%	7	31	0.1%	5
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,565	14.3%	626	2,971	14.3%	668
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Statesville City, NC
 Statesville City, NC (3764740)
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,945	100.0%		20,841	100.0%	
8. Middle Ground	3,134	28.6%	264	6,188	29.7%	294
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,330	12.2%	770	2,648	12.7%	840
Old and Newcomers (8F)	593	5.4%	235	989	4.7%	239
Hardscrabble Road (8G)	1,211	11.1%	920	2,551	12.2%	1,063
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	381	3.5%	42	760	3.6%	44
Southern Satellites (10A)	369	3.4%	107	739	3.5%	111
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	12	0.1%	10	21	0.1%	9
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	373	3.4%	55	661	3.2%	58
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	373	3.4%	389	661	3.2%	404
12. Hometown	3,510	32.1%	526	6,629	31.8%	553
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	657	6.0%	313	1,197	5.7%	321
Small Town Simplicity (12C)	2,572	23.5%	1,273	4,939	23.7%	1,423
Modest Income Homes (12D)	281	2.6%	198	493	2.4%	191
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Statesville City, NC
 Statesville City, NC (3764740)
 Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,945	100.0%		20,841	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	281	2.6%	15	493	2.4%	13
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	281	2.6%	198	493	2.4%	191
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	4,164	38.0%	210	8,046	38.6%	230
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,330	12.2%	770	2,648	12.7%	840
Old and Newcomers (8F)	593	5.4%	235	989	4.7%	239
Hardscrabble Road (8G)	1,211	11.1%	920	2,551	12.2%	1,063
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	373	3.4%	389	661	3.2%	404
Traditional Living (12B)	657	6.0%	313	1,197	5.7%	321
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Statesville City, NC
 Statesville City, NC (3764740)
 Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,945	100.0%		20,841	100.0%	
4. Suburban Periphery	1,062	9.7%	30	2,114	10.1%	31
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	329	3.0%	155	690	3.3%	170
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	337	3.1%	126	695	3.3%	136
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	396	3.6%	146	729	3.5%	150
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	4,945	45.2%	483	9,212	44.2%	490
Middleburg (4C)	796	7.3%	250	1,281	6.1%	212
Heartland Communities (6F)	1,565	14.3%	626	2,971	14.3%	668
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	12	0.1%	10	21	0.1%	9
Small Town Simplicity (12C)	2,572	23.5%	1,273	4,939	23.7%	1,423
6. Rural	493	4.5%	27	976	4.7%	28
Green Acres (6A)	102	0.9%	29	206	1.0%	30
Salt of the Earth (6B)	22	0.2%	7	31	0.1%	5
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	369	3.4%	107	739	3.5%	111
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



LifeMode Group: Hometown

Small Town Simplicity

12C

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: \$31,500

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of \$92,300 is about half the US median.
- Average rent is \$639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



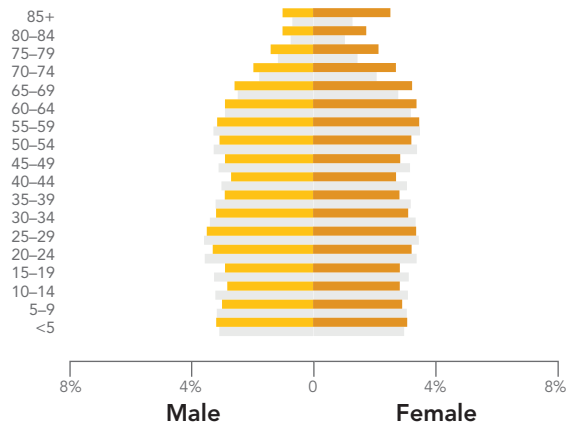
Small Town Simplicity



AGE BY SEX (Esri data)

Median Age: **40.8** US: 38.2

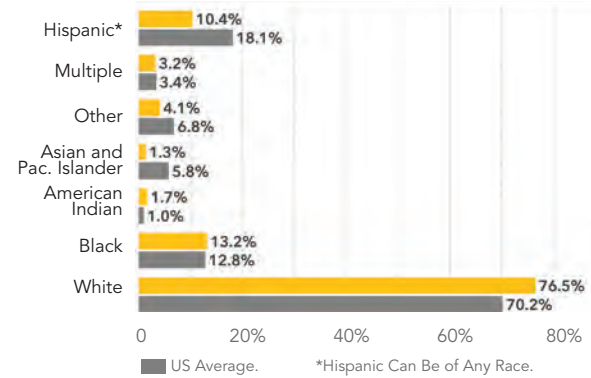
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **51.0** US: 64.0



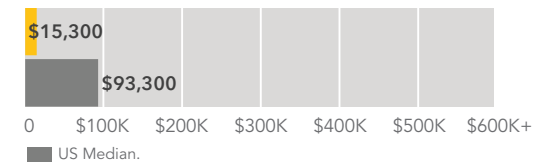
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

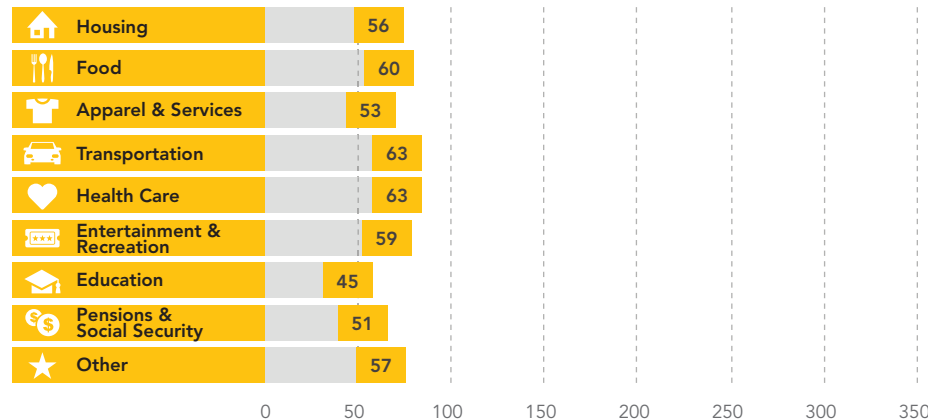


Median Net Worth



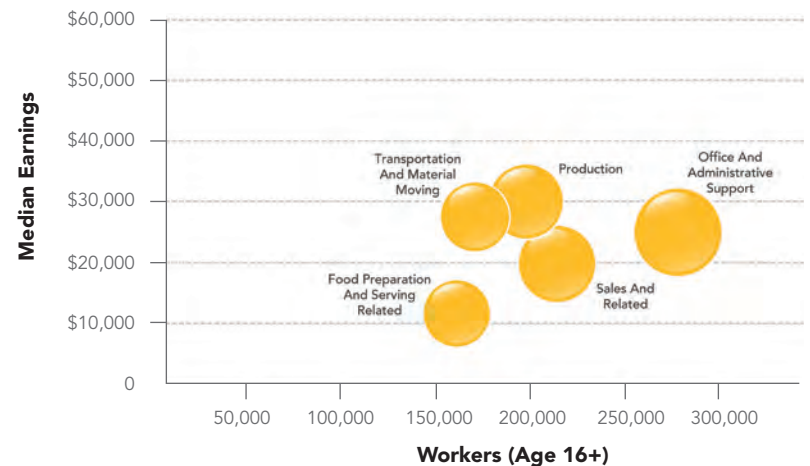
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

HOUSING

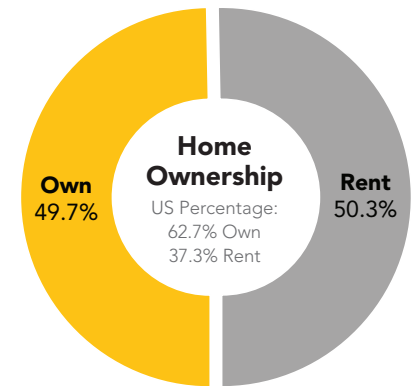
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

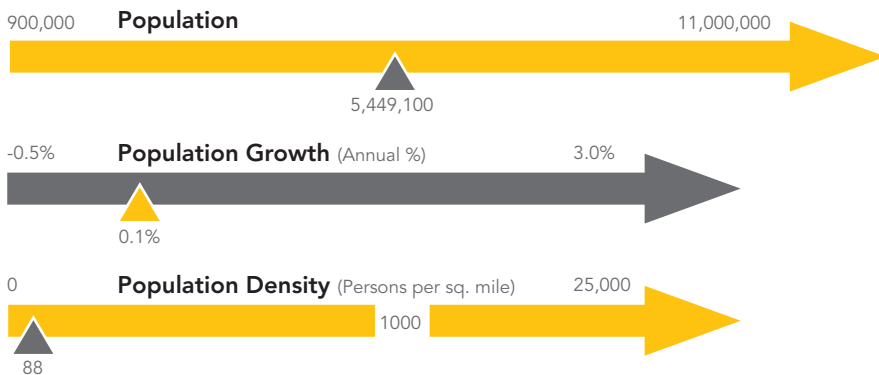
Median Value:
\$92,300

US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Hometown

Small Town Simplicity

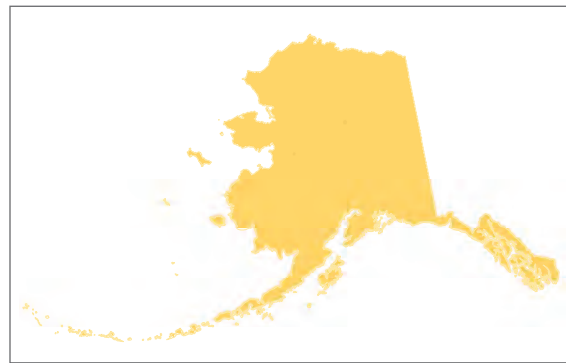
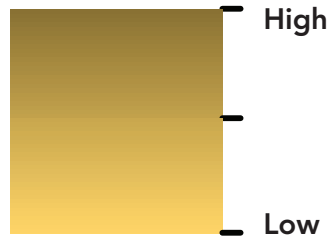
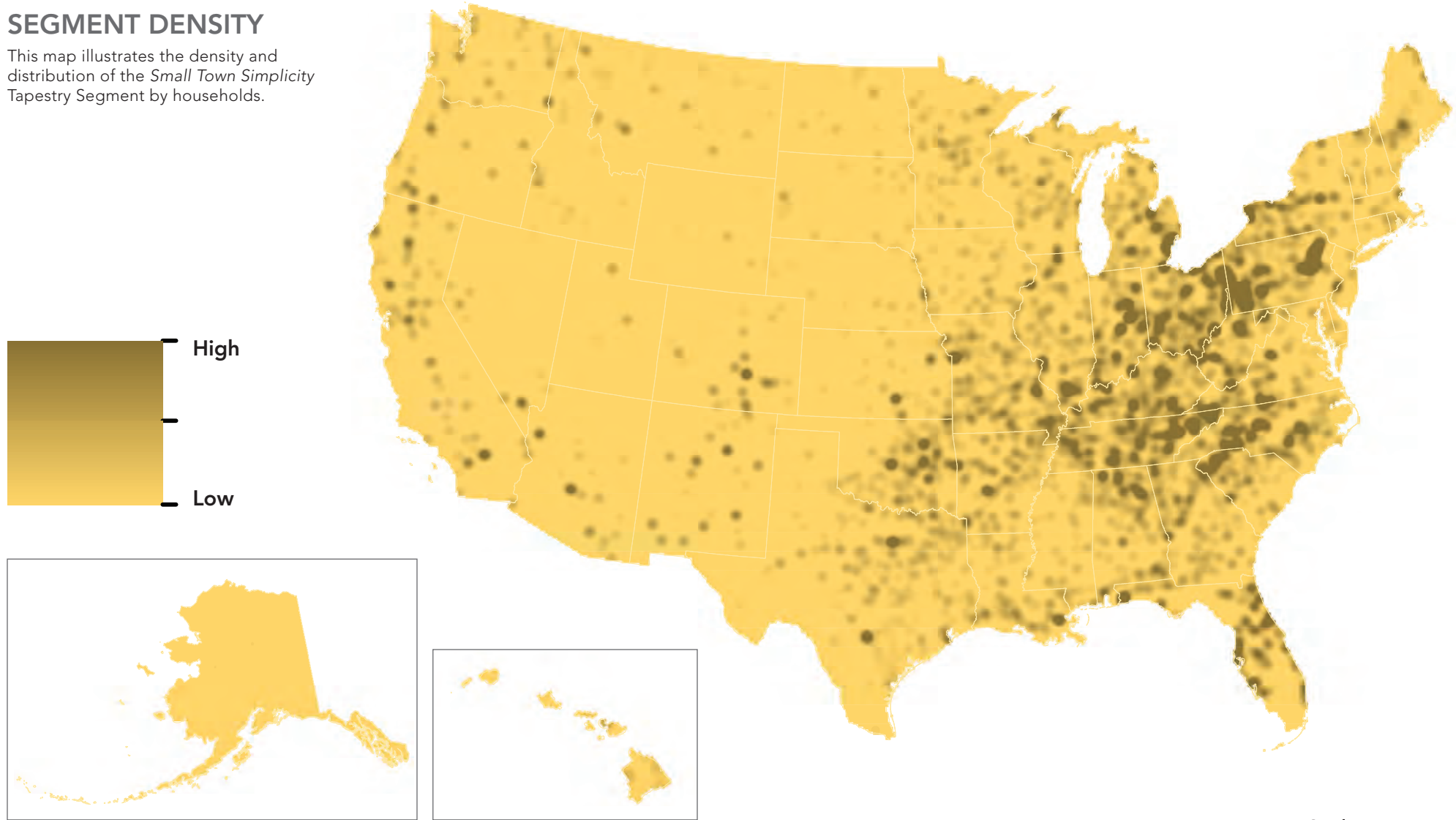


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Small Town Simplicity* Tapestry Segment by households.



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THE
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LifeMode Group: Family Landscapes

Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

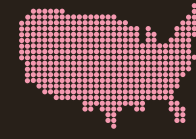
- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.



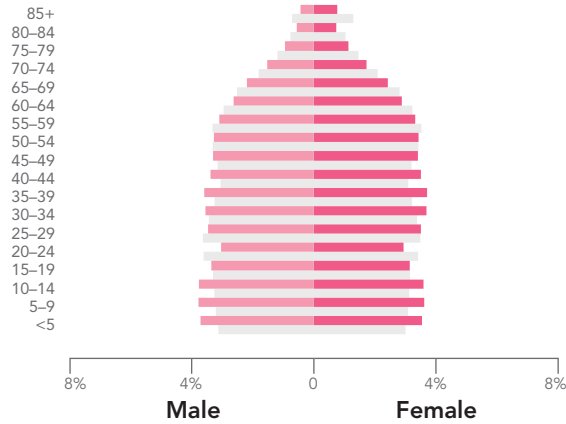
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **36.1** US: 38.2

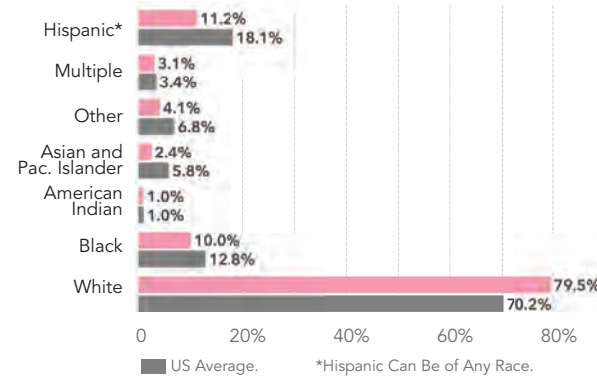
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **48.5** US: 64.0



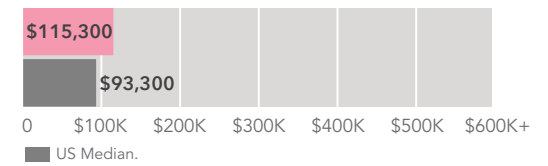
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

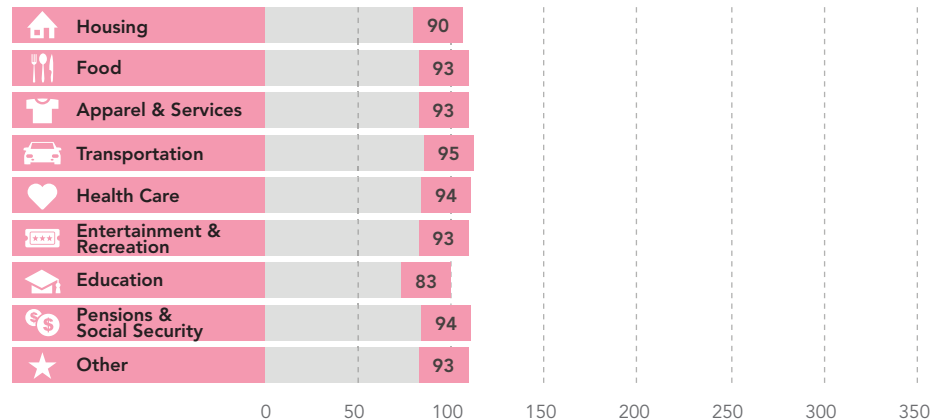


Median Net Worth



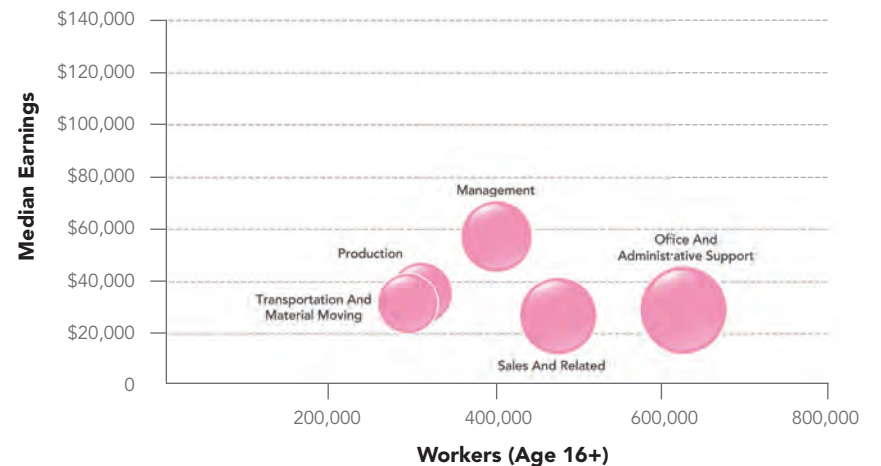
AVERAGE HOUSEHOLD BUDGET INDEX

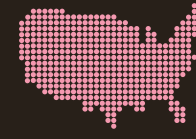
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children’s toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

HOUSING

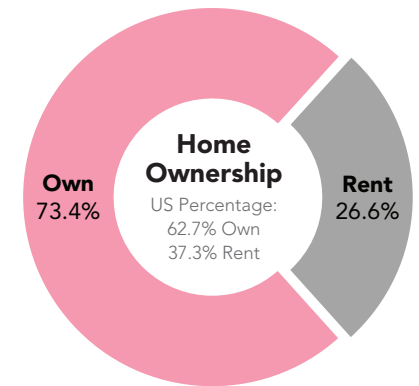
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



Typical Housing:
Single Family

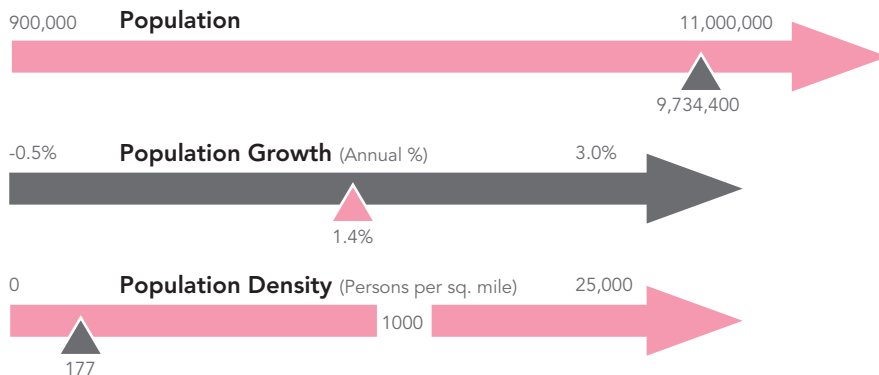
Median Value:
\$175,000

US Median: \$207,300



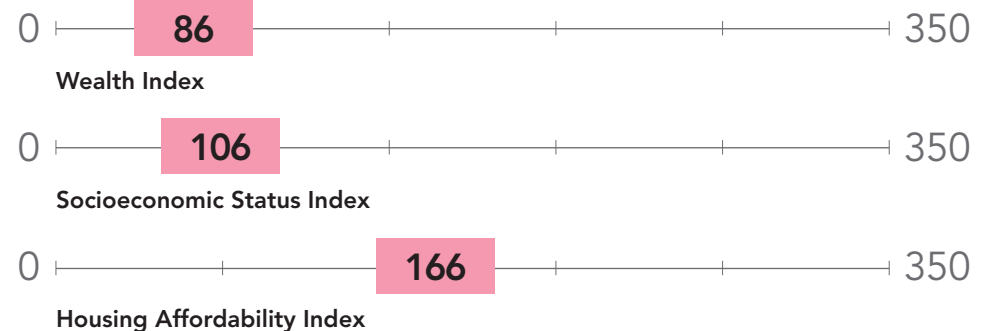
POPULATION CHARACTERISTICS

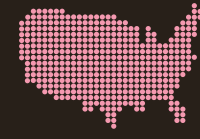
Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

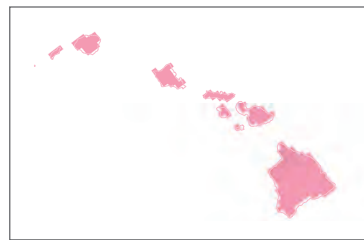
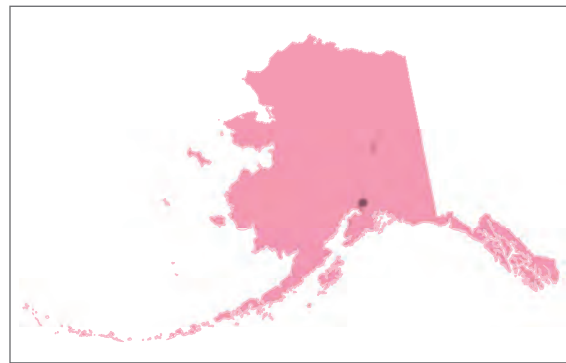
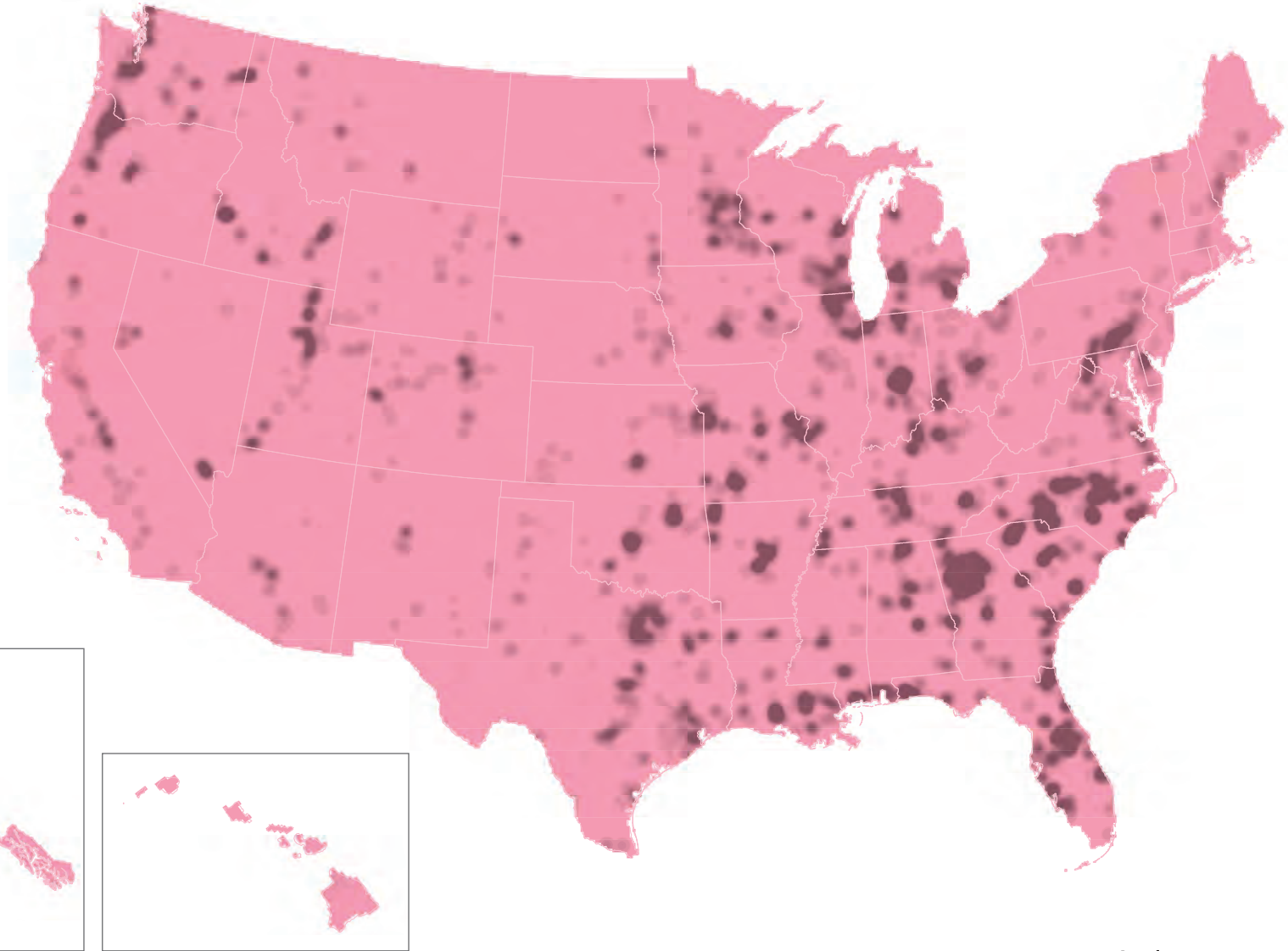
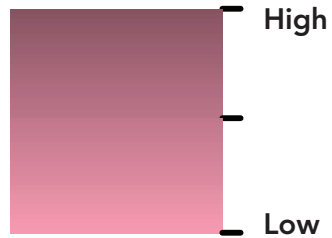
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.





LifeMode Group: Cozy Country Living

Heartland Communities



Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: \$42,400

WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

SOCIOECONOMIC TRAITS

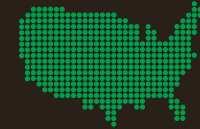
- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



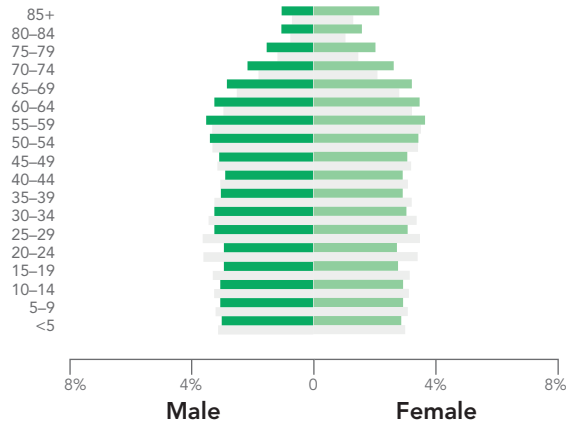
Heartland Communities



AGE BY SEX (Esri data)

Median Age: **42.3** US: 38.2

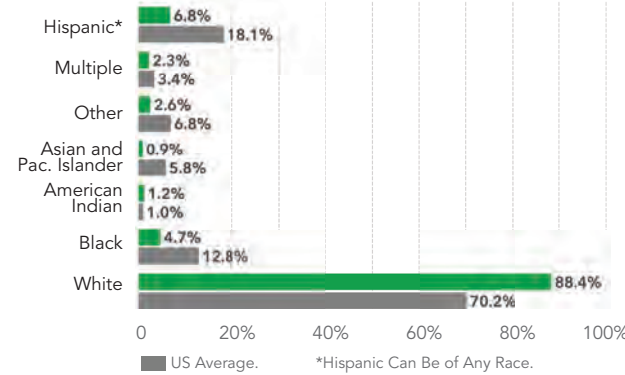
■ Indicates US



RACE AND ETHNICITY (Esri data)

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Diversity Index: **31.5** US: 64.0



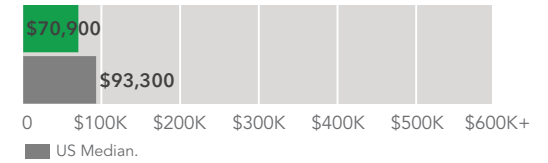
INCOME AND NET WORTH

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Median Household Income

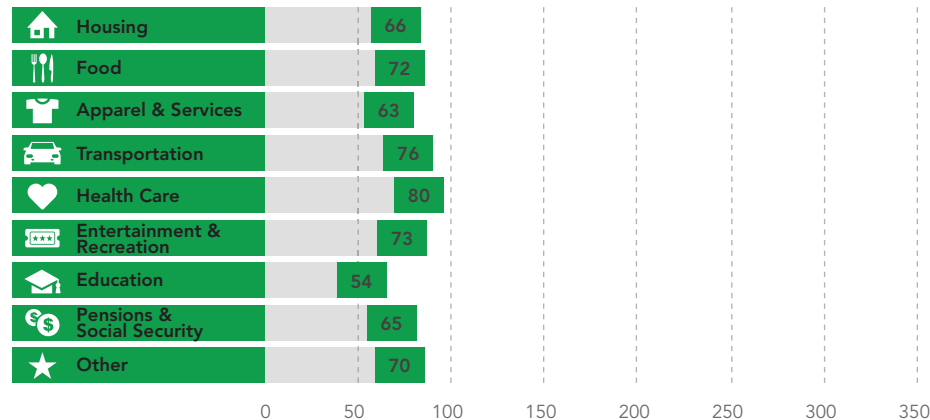


Median Net Worth



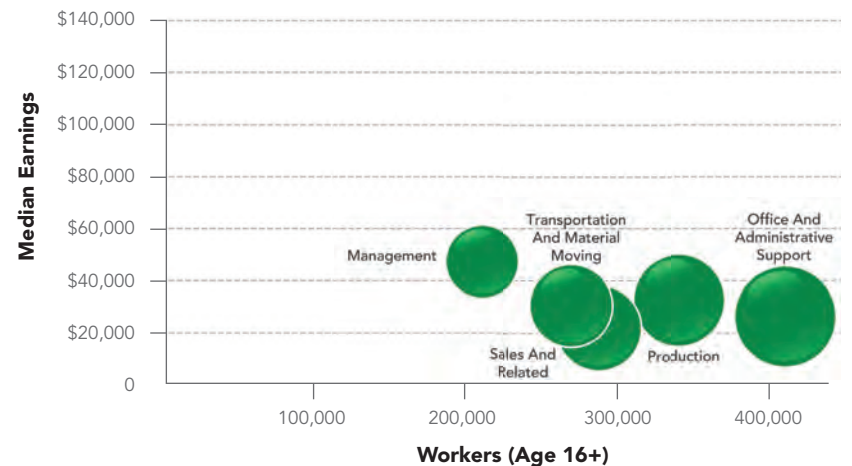
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

HOUSING

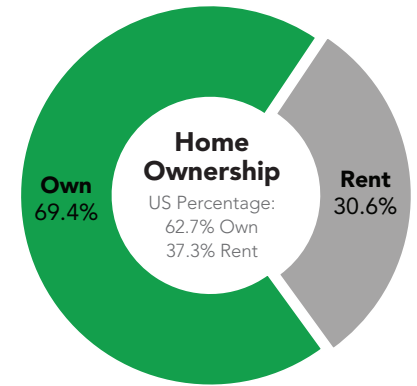
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

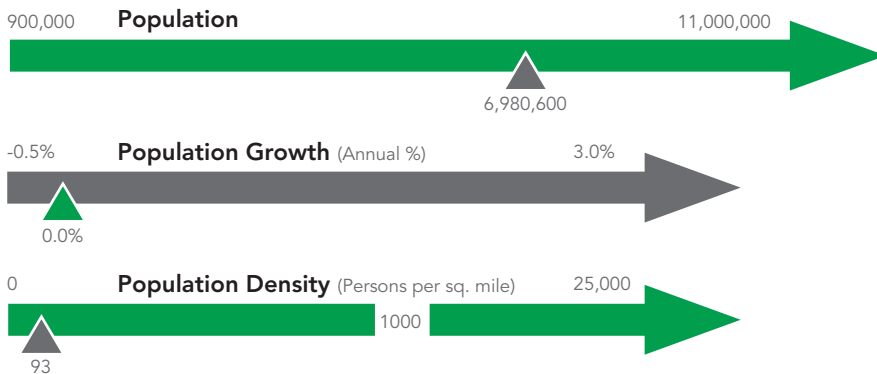
Median Value:
\$95,700

US Median: \$207,300



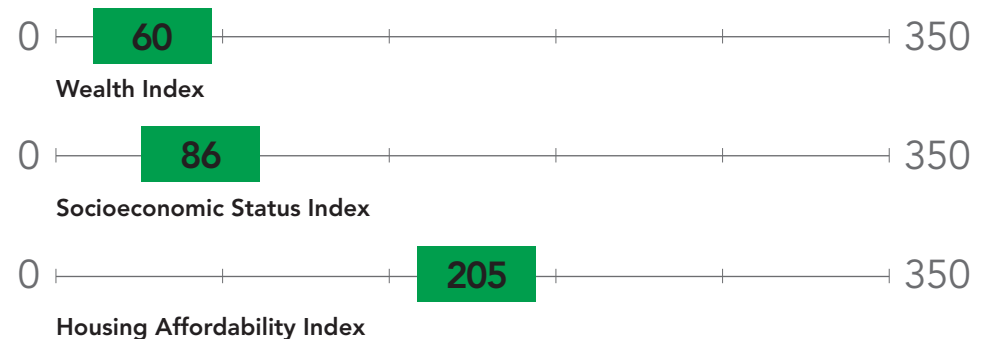
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Cozy Country Living

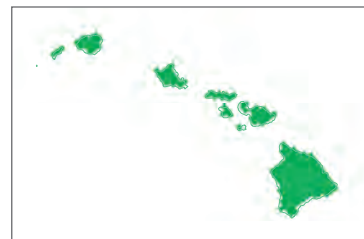
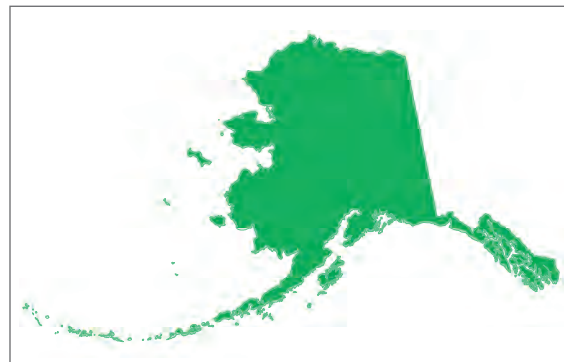
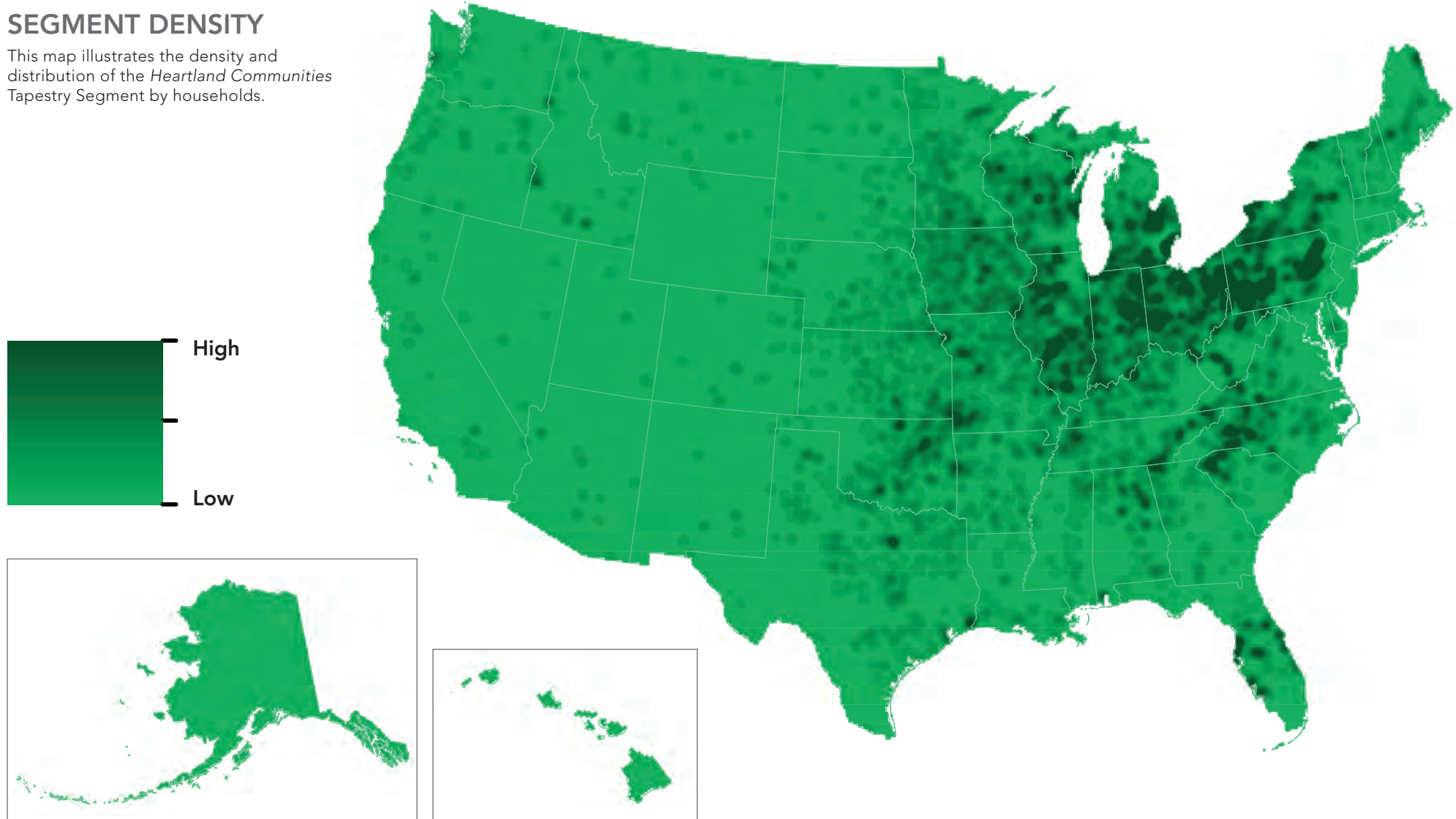
Heartland Communities



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.



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LifeMode Group: Middle Ground

Hardscrabble Road



Households: 1,507,700

Average Household Size: 2.66

Median Age: 32.4

Median Household Income: \$28,200

WHO ARE WE?

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).
- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s (Index 215) or earlier (Index 257).
- Almost four-fifths of owned homes valued under \$100,000 (more than 3.5 times the US).
- Higher percentage of vacant housing units at 18% (Index 155).
- Most households with 1 or 2 vehicles (71%), but 19% have no vehicle (Index 204).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 137); 28% with some college or an associate's degree (Index 97).
- Unemployment rate is higher at 11.2%, almost twice the US rate.
- Labor force participation rate is lower at 57.1%.
- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% (Index 232) and public assistance for 7% (Index 254).
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.



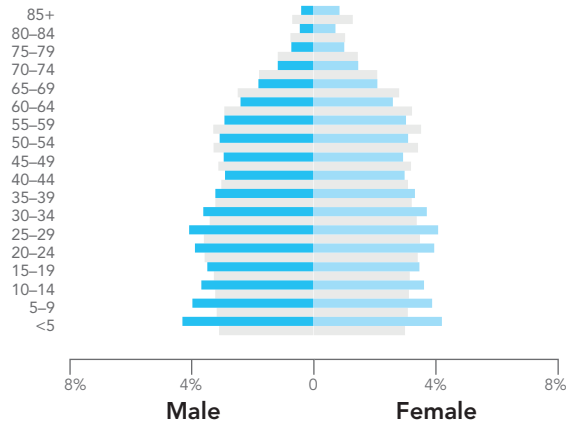
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **32.4** US: 38.2

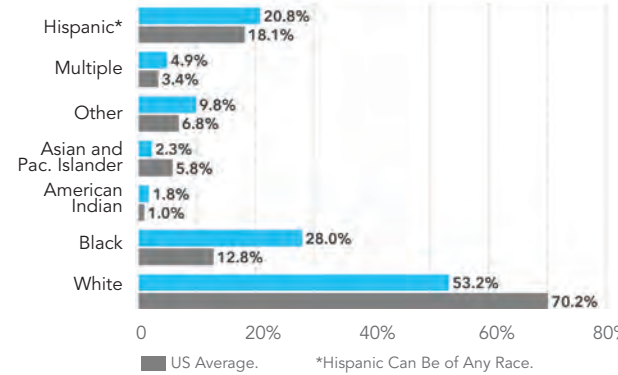
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **75.7** US: 64.0



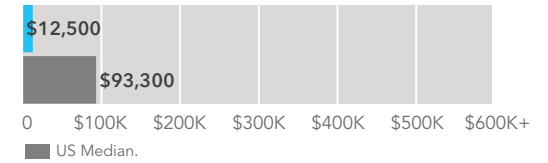
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

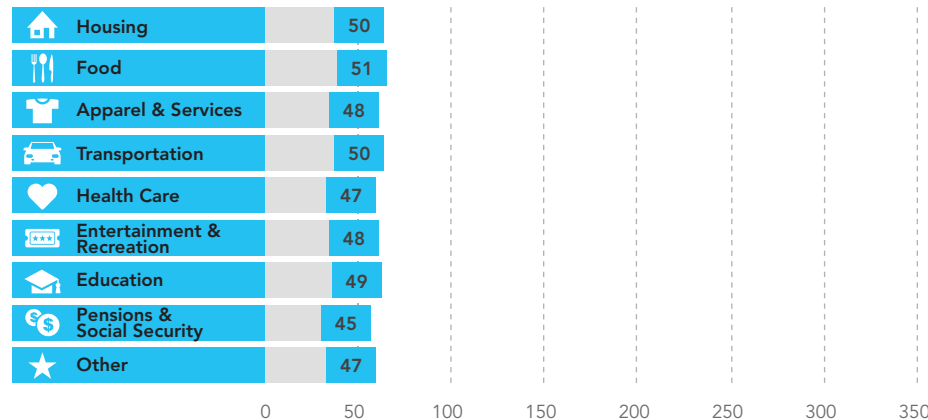


Median Net Worth



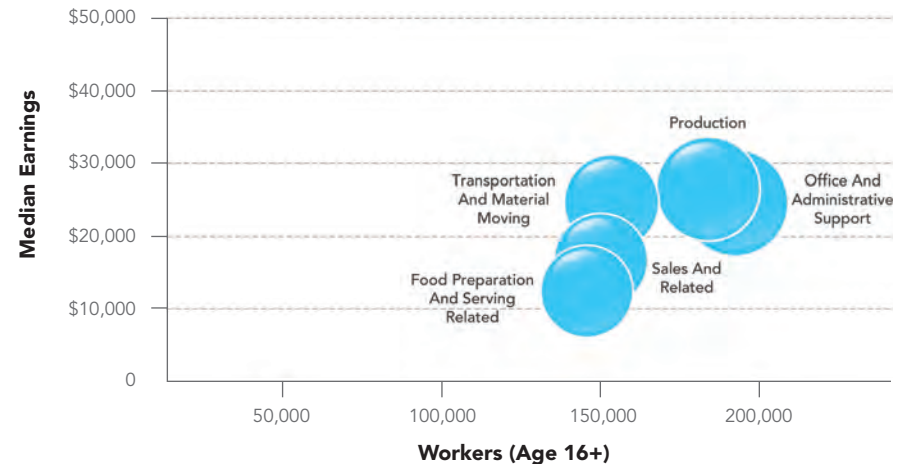
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children’s clothing are priority expenditures.
- Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives.
- Read parenting and health magazines.
- Watch programs on BET, VH1, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

HOUSING

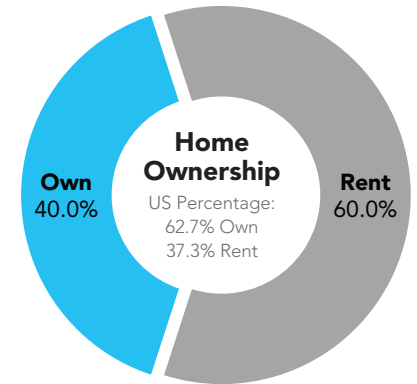
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



Typical Housing:
Single Family

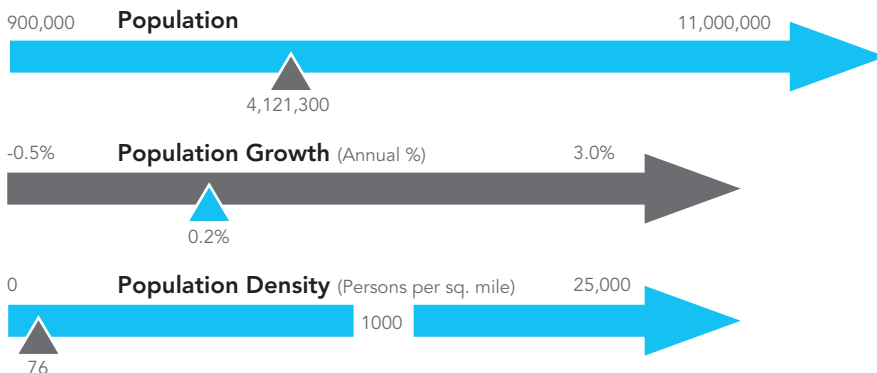
Average Rent:
\$710

US Average: \$1,038



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status and housing affordability for the market relative to the US.





LifeMode Group: Middle Ground

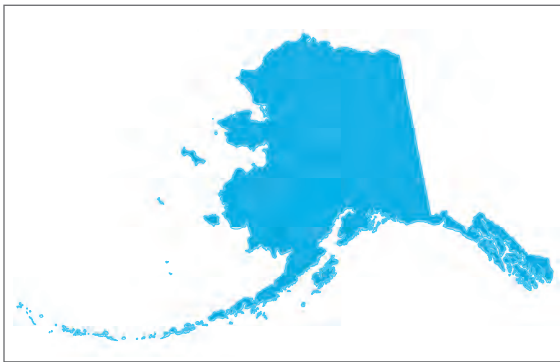
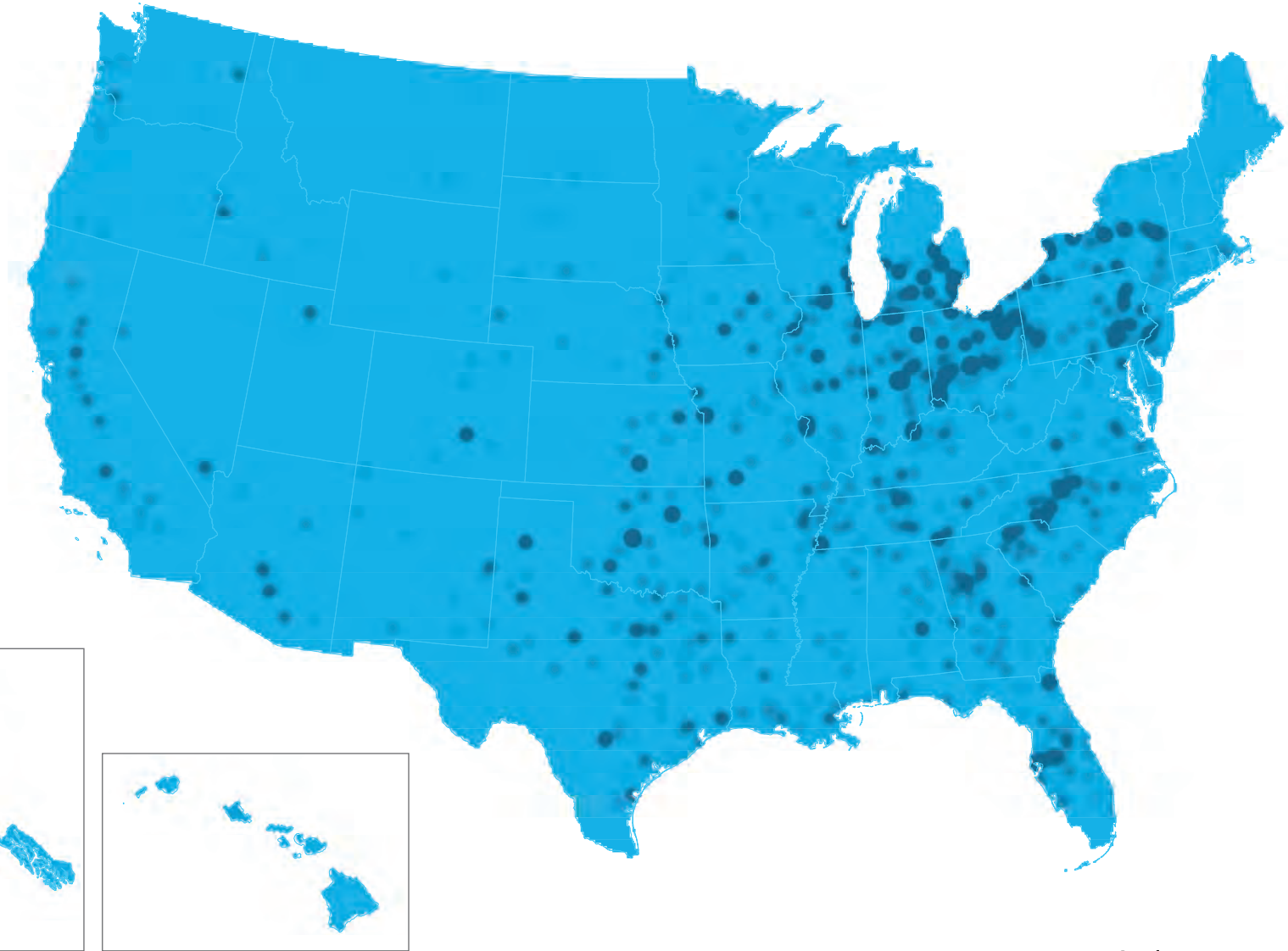
Hardscrabble Road



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Hardscrabble Road* Tapestry Segment by households.



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LifeMode Group: Middle Ground

Front Porches

8E

Households: 1,960,300

Average Household Size: 2.57

Median Age: 34.9

Median Household Income: \$43,700

WHO ARE WE?

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the US. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to *Front Porches* residents and help to influence household buying decisions. Households tend to own just one vehicle but used only when needed. Income and net worth of these residents are well below the US average.

OUR NEIGHBORHOOD

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

SOCIOECONOMIC TRAITS

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is slightly high at 7.1%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.



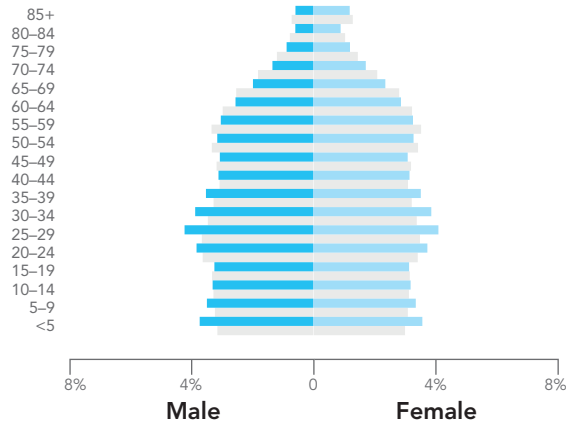
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **34.9** US: 38.2

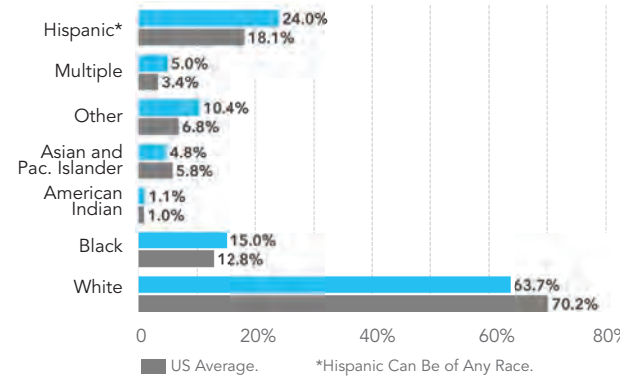
■ Indicates US



RACE AND ETHNICITY (Esri data)

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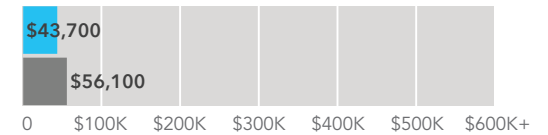
Diversity Index: **72.7** US: 64.0



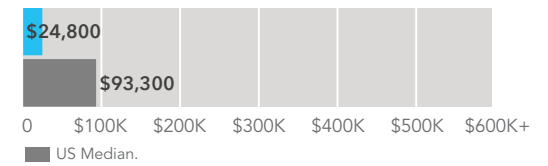
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

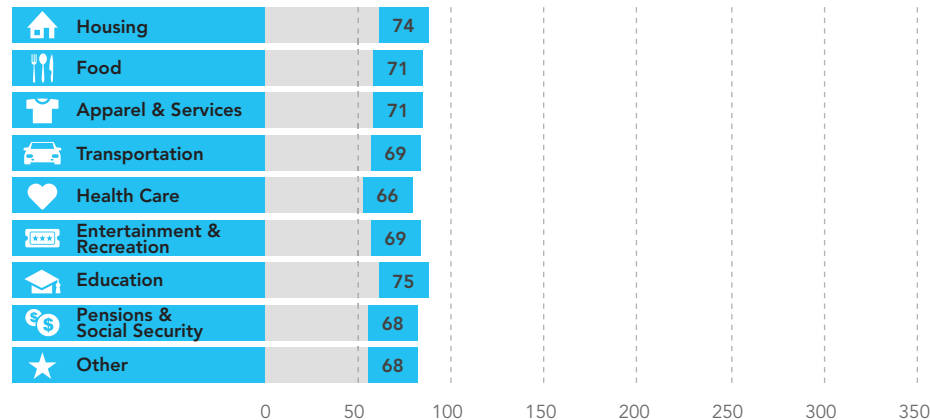


Median Net Worth



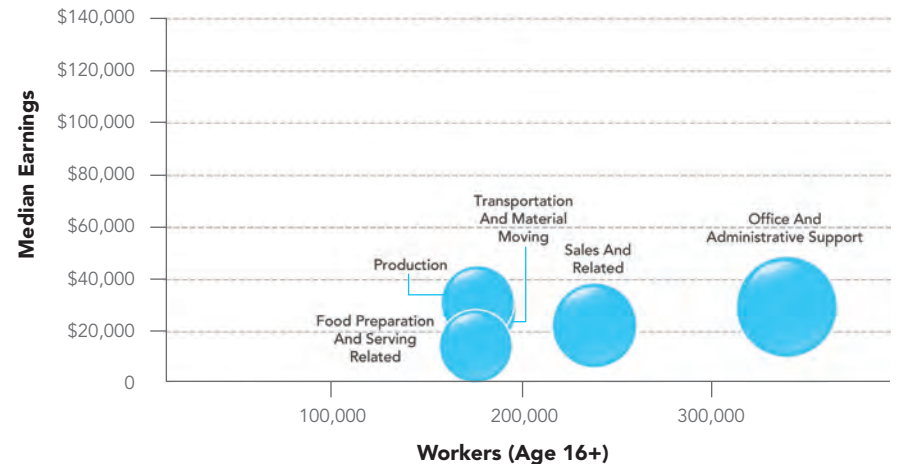
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Go online for gaming, watching movies, employment searches, and posting pics on social media.
- Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, playing board games and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

HOUSING

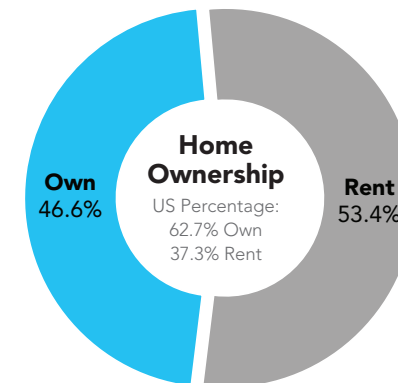
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Multi-Units

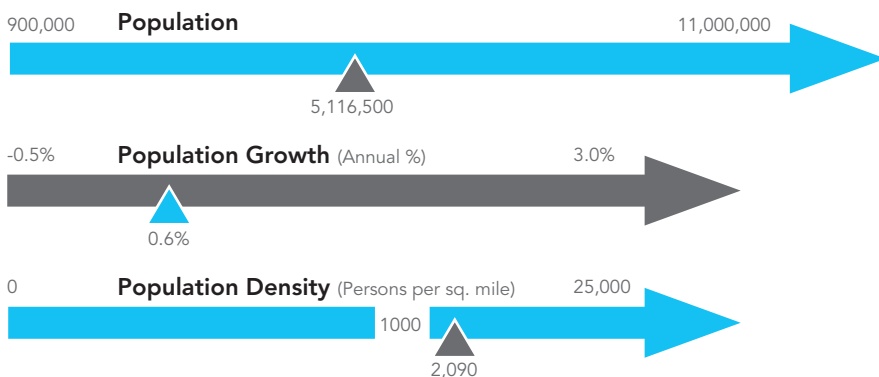
Average Rent:
\$913

US Average: \$1,038



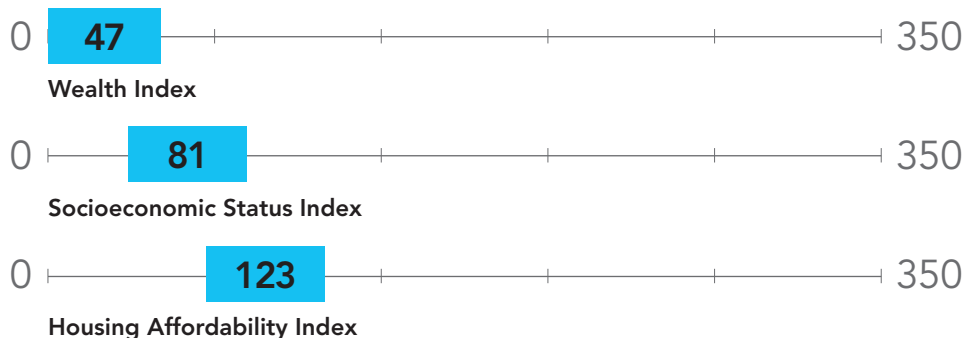
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

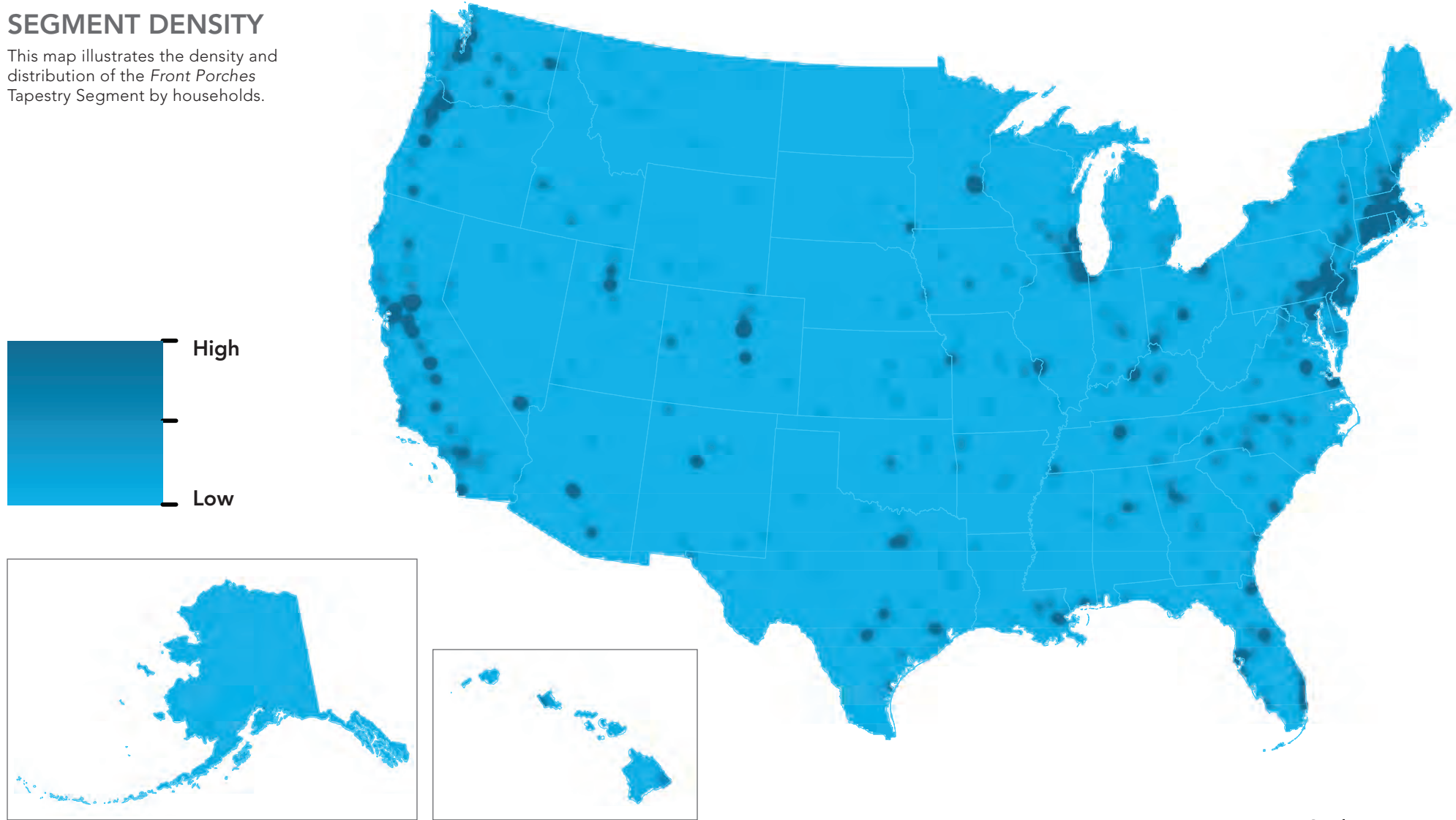
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Front Porches* Tapestry Segment by households.



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Retail MarketPlace Profile

Statesville Planning Area Boundary
Area: 130.75 square miles

Prepared by Esri

Summary Demographics

2019 Population	56,711
2019 Households	22,293
2019 Median Disposable Income	\$36,507
2019 Per Capita Income	\$24,390

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$609,599,004	\$1,195,267,851	-\$585,668,847	-32.4	522
Total Retail Trade	44-45	\$552,619,445	\$1,098,327,142	-\$545,707,697	-33.1	393
Total Food & Drink	722	\$56,979,559	\$96,940,710	-\$39,961,151	-26.0	129

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$120,923,617	\$471,350,996	-\$350,427,379	-59.2	68
Automobile Dealers	4411	\$99,365,434	\$412,323,875	-\$312,958,441	-61.2	36
Other Motor Vehicle Dealers	4412	\$9,855,627	\$26,660,881	-\$16,805,254	-46.0	8
Auto Parts, Accessories & Tire Stores	4413	\$11,702,556	\$32,366,240	-\$20,663,684	-46.9	23
Furniture & Home Furnishings Stores	442	\$20,705,856	\$17,364,694	\$3,341,162	8.8	25
Furniture Stores	4421	\$12,581,407	\$9,544,268	\$3,037,139	13.7	12
Home Furnishings Stores	4422	\$8,124,448	\$7,820,426	\$304,022	1.9	12
Electronics & Appliance Stores	443	\$15,911,193	\$9,360,919	\$6,550,274	25.9	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,070,413	\$83,251,105	-\$43,180,692	-35.0	41
Bldg Material & Supplies Dealers	4441	\$37,517,169	\$74,285,608	-\$36,768,439	-32.9	30
Lawn & Garden Equip & Supply Stores	4442	\$2,553,243	\$8,965,497	-\$6,412,254	-55.7	11
Food & Beverage Stores	445	\$95,805,481	\$126,273,894	-\$30,468,413	-13.7	50
Grocery Stores	4451	\$89,114,290	\$119,316,286	-\$30,201,996	-14.5	37
Specialty Food Stores	4452	\$3,497,881	\$2,666,488	\$831,393	13.5	10
Beer, Wine & Liquor Stores	4453	\$3,193,309	\$4,291,120	-\$1,097,811	-14.7	3
Health & Personal Care Stores	446,4461	\$35,246,377	\$65,521,159	-\$30,274,782	-30.0	29
Gasoline Stations	447,4471	\$60,301,861	\$117,014,710	-\$56,712,849	-32.0	34
Clothing & Clothing Accessories Stores	448	\$25,096,033	\$35,539,482	-\$10,443,449	-17.2	37
Clothing Stores	4481	\$16,580,207	\$20,889,062	-\$4,308,855	-11.5	21
Shoe Stores	4482	\$4,028,640	\$6,248,242	-\$2,219,602	-21.6	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,487,187	\$8,402,178	-\$3,914,991	-30.4	11
Sporting Goods, Hobby, Book & Music Stores	451	\$14,309,111	\$12,777,771	\$1,531,340	5.7	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,110,203	\$11,088,701	\$1,021,502	4.4	19
Book, Periodical & Music Stores	4512	\$2,198,908	\$1,689,070	\$509,838	13.1	2
General Merchandise Stores	452	\$90,257,747	\$106,316,486	-\$16,058,739	-8.2	29
Department Stores Excluding Leased Depts.	4521	\$64,747,469	\$75,242,453	-\$10,494,984	-7.5	7
Other General Merchandise Stores	4529	\$25,510,279	\$31,074,033	-\$5,563,754	-9.8	22
Miscellaneous Store Retailers	453	\$24,433,174	\$50,370,441	-\$25,937,267	-34.7	45
Florists	4531	\$797,736	\$1,256,946	-\$459,210	-22.3	4
Office Supplies, Stationery & Gift Stores	4532	\$4,906,926	\$3,597,509	\$1,309,417	15.4	5
Used Merchandise Stores	4533	\$2,691,093	\$2,574,807	\$116,286	2.2	10
Other Miscellaneous Store Retailers	4539	\$16,037,419	\$42,941,179	-\$26,903,760	-45.6	26
Nonstore Retailers	454	\$9,558,582	\$3,185,484	\$6,373,098	50.0	2
Electronic Shopping & Mail-Order Houses	4541	\$6,636,056	\$2,952,876	\$3,683,180	38.4	1
Vending Machine Operators	4542	\$520,856	\$0	\$520,856	100.0	0
Direct Selling Establishments	4543	\$2,401,670	\$232,608	\$2,169,062	82.3	1
Food Services & Drinking Places	722	\$56,979,559	\$96,940,710	-\$39,961,151	-26.0	129
Special Food Services	7223	\$533,401	\$1,232,595	-\$699,194	-39.6	3
Drinking Places - Alcoholic Beverages	7224	\$3,806,684	\$715,901	\$3,090,783	68.3	2
Restaurants/Other Eating Places	7225	\$52,639,473	\$94,992,214	-\$42,352,741	-28.7	124

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

June 02, 2020

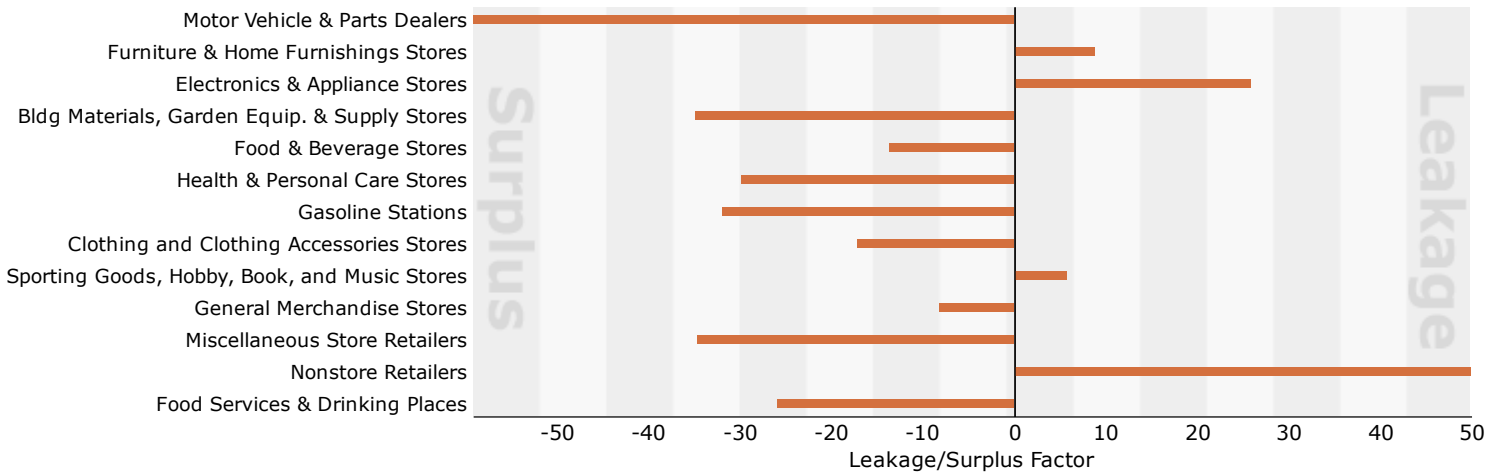


Retail MarketPlace Profile

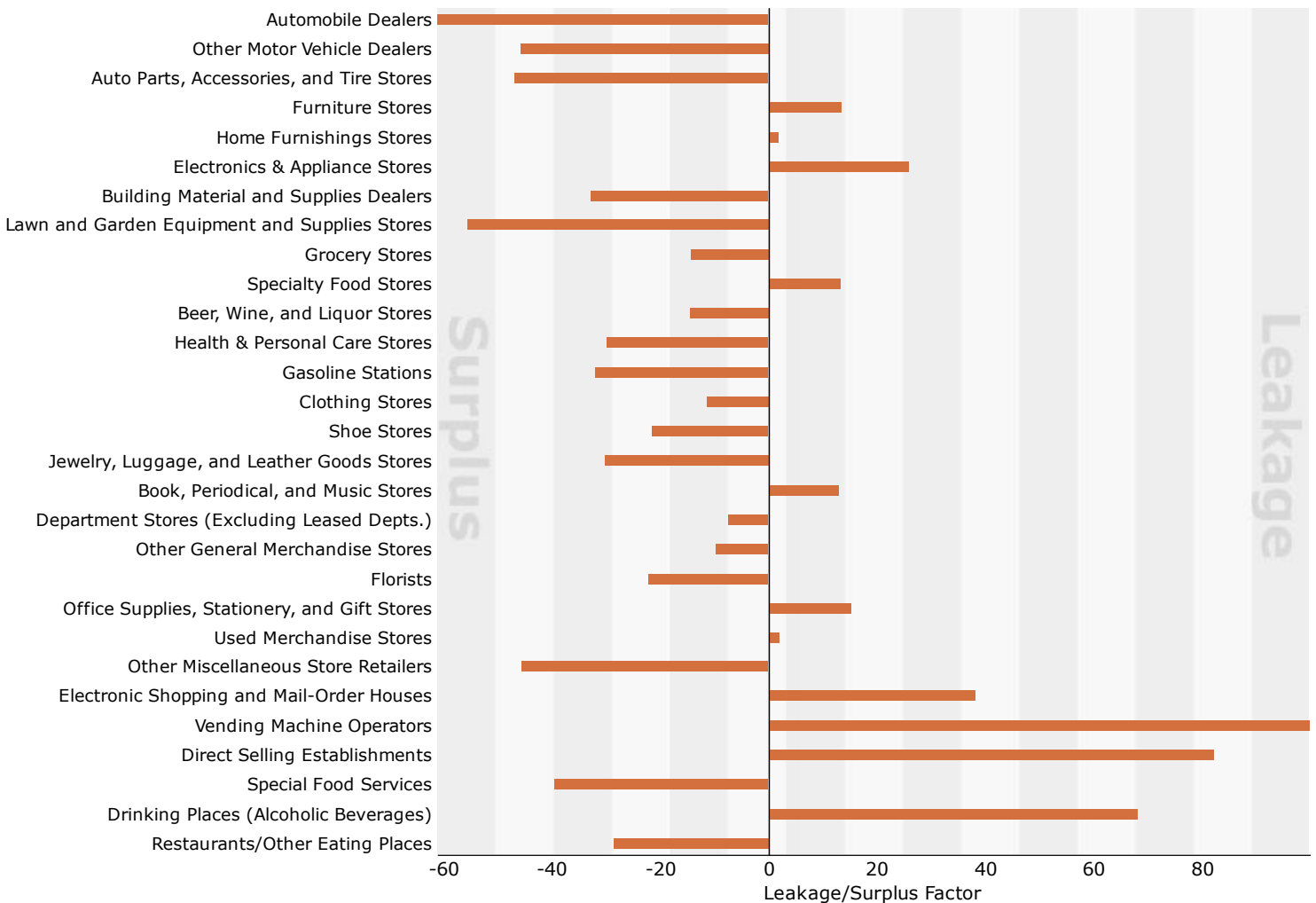
Statesville Planning Area Boundary
 Area: 130.75 square miles

Prepared by Esri

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Prepared For:
The City of Statesville
In conjunction with Clarion Associates

Rose & Associates Southeast, Inc.

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June 2020