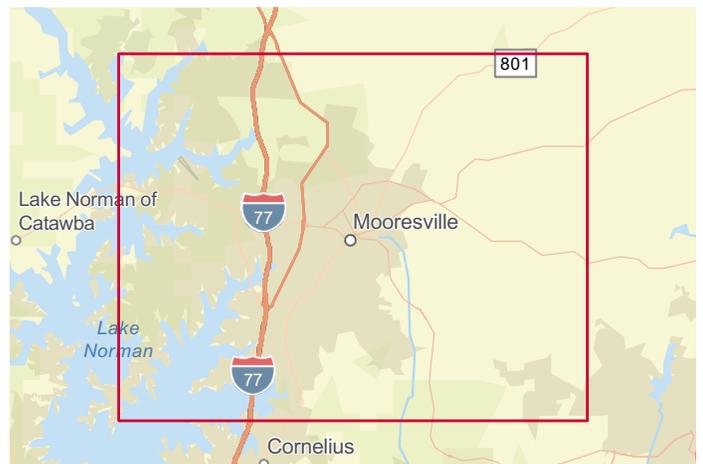
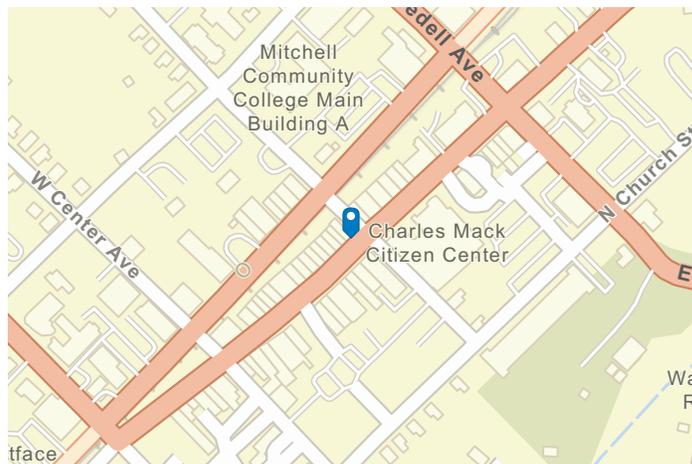
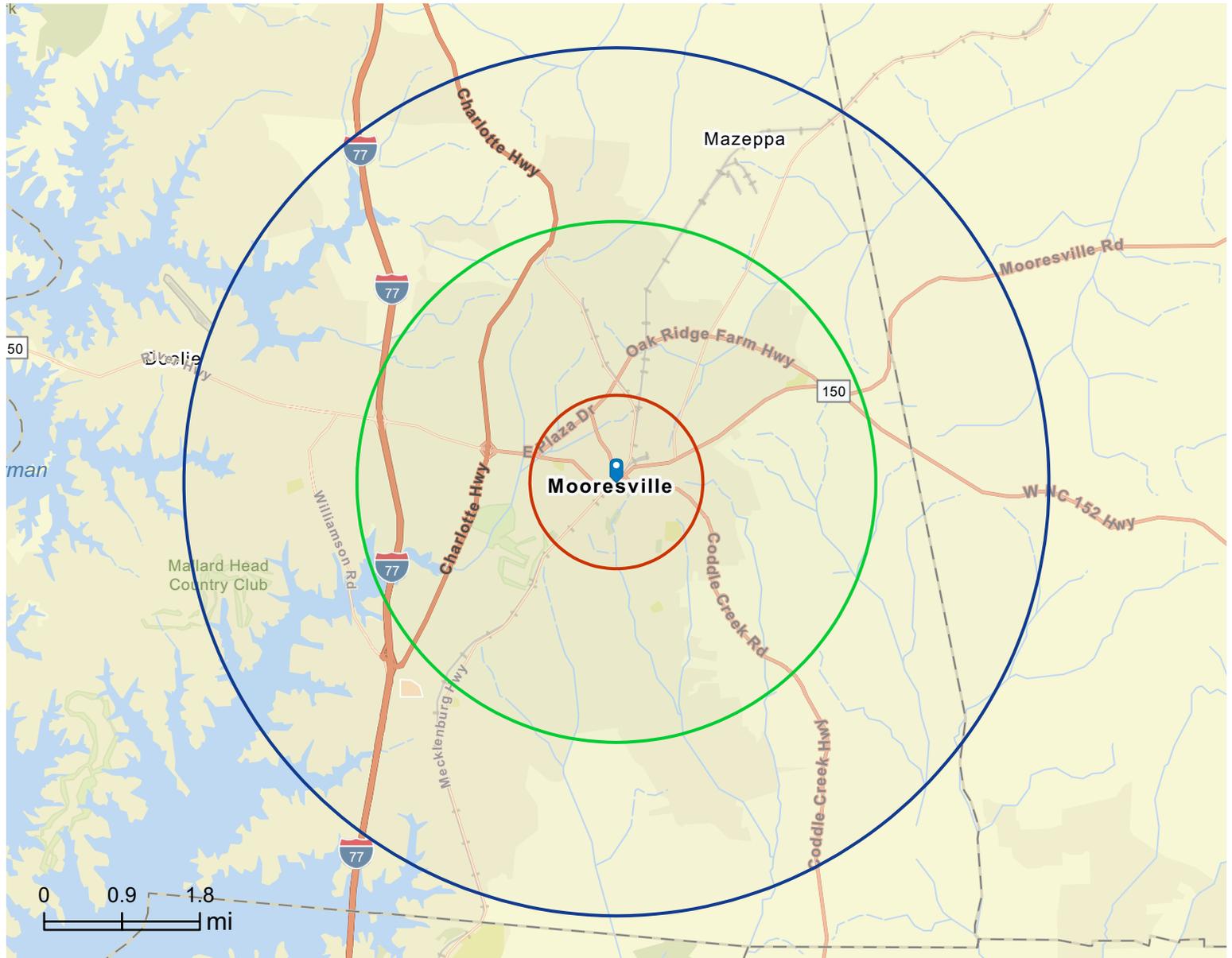


Site Map

188 N Main Street
188 N Main St, Mooresville, North Carolina, 28115
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.58363
Longitude: -80.81143



Retail Market Potential

188 N Main Street
188 N Main St, Mooresville, North Carolina, 28115
Ring: 1 mile radius



| Demographic Summary | 2025 | 2030 |
|-------------------------|----------|----------|
| Population | 7,745 | 8,225 |
| Population 18+ | 5,888 | 6,383 |
| Households | 3,315 | 3,583 |
| Median Household Income | \$73,740 | \$84,408 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Apparel (Adults) | | | |
| Bought Men's Clothing Last 12 Mo | 3,696 | 62.8% | 99 |
| Bought Women's Clothing Last 12 Mo | 3,107 | 52.8% | 101 |
| Bought Shoes Last 12 Mo | 4,490 | 76.3% | 101 |
| Bought Fine Jewelry Last 12 Mo | 1,336 | 22.7% | 103 |
| Bought Watch Last 12 Mo | 775 | 13.2% | 103 |
| Automobiles (Households) | | | |
| HH Owns or Leases 1+ Vehicles | 2,989 | 90.2% | 101 |
| HH Bought or Leased New Vehicle Last 12 Mo | 247 | 7.5% | 88 |
| Automotive Aftermarket (Adults) | | | |
| Bought Gasoline Last 6 Mo | 5,308 | 90.2% | 101 |
| Bought or Changed Motor Oil Last 12 Mo | 3,255 | 55.3% | 102 |
| Had Vehicle Tune-Up Last 12 Mo | 1,329 | 22.6% | 98 |
| Beverages (Adults) | | | |
| Drank Non-Diet (Regular) Cola Last 6 Mo | 2,413 | 41.0% | 107 |
| Drank Beer or Ale Last 6 Mo | 2,141 | 36.4% | 98 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Cameras (Adults) | | | |
| Own Digital Point and Shoot Camera Last Camcorder | 471 | 8.0% | 94 |
| Own Digital SLR Camera or Camcorder | 507 | 8.6% | 89 |
| Printed Digital Photos Last 12 Mo | 1,424 | 24.2% | 97 |
| Cell Phones (Adults/Households) | | | |
| Bought Cell Phone Last 12 Mo | 2,089 | 35.5% | 103 |
| Have a Smartphone | 5,553 | 94.3% | 100 |
| Have Android Phone (Any Brand) Smartphone | 2,463 | 41.8% | 111 |
| Have Apple iPhone Smartphone | 3,229 | 54.8% | 93 |
| HH Owns 1 Cell Phone | 976 | 29.4% | 98 |
| HH Owns 2 Cell Phones | 1,246 | 37.6% | 97 |
| HH Owns 3+ Cell Phones | 1,006 | 30.4% | 105 |
| HH Has Cell Phone Only (No Landline Telephone) | 2,606 | 78.6% | 104 |
| Computers (Households) | | | |
| HH Owns Computer | 2,696 | 81.3% | 98 |
| HH Owns Desktop Computer | 1,211 | 36.5% | 98 |
| HH Owns Laptop or Notebook | 2,251 | 67.9% | 99 |
| HH Owns Apple or Mac Brand Computer | 720 | 21.7% | 87 |
| HH Owns PC or Non-Apple Brand Computer | 2,308 | 69.6% | 101 |
| HH Purchased Most Recent Home Computer at Store | 1,155 | 34.8% | 99 |
| HH Purchased Most Recent Home Computer Online | 850 | 25.6% | 95 |
| HH Spent \$1-499 on Most Recent Home Computer | 474 | 14.3% | 110 |
| HH Spent \$500-999 on Most Recent Home Computer | 577 | 17.4% | 98 |
| HH Spent \$1K-1499 on Most Recent Home Computer | 341 | 10.3% | 92 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 118 | 3.6% | 87 |
| HH Spent \$2000+ on Most Recent Home Computer | 183 | 5.5% | 87 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at Convenience Store Last 6 Mo | 4,064 | 69.0% | 105 |
| Bought Brewed Coffee at Convenience Store Last 30 Days | 724 | 12.3% | 98 |
| Bought Cigarettes at Convenience Store Last 30 Days | 410 | 7.0% | 122 |
| Bought Gas at Convenience Store Last 30 Days | 2,679 | 45.5% | 111 |
| Spent \$1-19 at Convenience Store Last 30 Days | 348 | 5.9% | 94 |
| Spent \$20-39 at Convenience Store Last 30 Days | 458 | 7.8% | 96 |
| Spent \$40-50 at Convenience Store Last 30 Days | 351 | 6.0% | 94 |
| Spent \$51-99 at Convenience Store Last 30 Days | 387 | 6.6% | 123 |
| Spent \$100+ at Convenience Store Last 30 Days | 1,611 | 27.4% | 111 |
| Entertainment (Adults) | | | |
| Attended Movie Last 6 Mo | 3,135 | 53.2% | 100 |
| Went to Live Theater Last 12 Mo | 664 | 11.3% | 97 |
| Went to Bar or Night Club Last 12 Mo | 1,197 | 20.3% | 105 |
| Dined Out Last 12 Mo | 3,201 | 54.4% | 97 |
| Gambled at Casino Last 12 Mo | 765 | 13.0% | 101 |
| Visited Theme Park Last 12 Mo | 1,094 | 18.6% | 99 |
| Viewed Movie (Video-on-Demand) Last 30 Days | 446 | 7.6% | 92 |
| Viewed TV Show (Video-on-Demand) Last 30 Days | 290 | 4.9% | 90 |
| Used Internet to Download Movie Last 30 Days | 369 | 6.3% | 93 |
| Downloaded Individual Song Last 6 Mo | 1,081 | 18.4% | 101 |
| Used Internet to Watch Movie Last 30 Days | 2,042 | 34.7% | 98 |
| Used Internet to Watch TV Program Last 30 Days | 1,342 | 22.8% | 101 |
| Played (Console) Video or Electronic Game Last 12 Mo | 829 | 14.1% | 110 |
| Played (Portable) Video or Electronic Game Last 12 Mo | 483 | 8.2% | 113 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Financial (Adults) | | | |
| Have 1st Home Mortgage | 2,170 | 36.9% | 104 |
| Used ATM or Cash Machine Last 12 Mo | 3,570 | 60.6% | 100 |
| Own Any Stock | 696 | 11.8% | 86 |
| Own U.S. Savings Bonds | 418 | 7.1% | 95 |
| Own Shares in Mutual Fund (Stocks) | 603 | 10.2% | 85 |
| Own Shares in Mutual Fund (Bonds) | 378 | 6.4% | 84 |
| Have Interest Checking Account | 2,145 | 36.4% | 97 |
| Have Non-Interest Checking Account | 2,116 | 35.9% | 99 |
| Have Savings Account | 4,210 | 71.5% | 100 |
| Have 401(k) Retirement Savings Plan | 1,466 | 24.9% | 103 |
| Own or Used Any Credit or Debit Card Last 12 Mo | 5,394 | 91.6% | 99 |
| Avg \$1-110 Monthly Credit Card Expenditures | 1,222 | 20.8% | 106 |
| Avg \$111-225 Monthly Credit Card Expenditures | 707 | 12.0% | 98 |
| Avg \$226-450 Monthly Credit Card Expenditures | 524 | 8.9% | 106 |
| Avg \$451-700 Monthly Credit Card Expenditures | 507 | 8.6% | 99 |
| Avg \$701-1000 Monthly Credit Card Expenditures | 436 | 7.4% | 95 |
| Avg \$1001-2000 Monthly Credit Card Expenditures | 591 | 10.0% | 87 |
| Avg \$2001+ Monthly Credit Card Expenditures | 597 | 10.1% | 76 |
| Did Online Banking Last 12 Mo | 3,282 | 55.7% | 100 |
| Did Mobile Device Banking Last 12 Mo | 2,939 | 49.9% | 102 |
| Grocery (Adults) | | | |
| HH Used Bread Last 6 Mo | 3,131 | 94.5% | 100 |
| HH Used Chicken (Fresh or Frozen) Last 6 Mo | 2,555 | 77.1% | 101 |
| HH Used Turkey (Fresh or Frozen) Last 6 Mo | 671 | 20.2% | 101 |
| HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo | 1,916 | 57.8% | 101 |
| HH Used Fresh Fruit or Vegetables Last 6 Mo | 2,995 | 90.3% | 100 |
| HH Used Fresh Milk Last 6 Mo | 2,746 | 82.8% | 101 |
| HH Used Organic Food Last 6 Mo | 739 | 22.3% | 90 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Health (Adults) | | | |
| Exercise at Home 2+ Times Per Week | 2,626 | 44.6% | 97 |
| Exercise at Club 2+ Times Per Week | 718 | 12.2% | 92 |
| Visited Doctor Last 12 Mo | 4,690 | 79.7% | 100 |
| Used Vitamins or Dietary Supplements Last 6 Mo | 3,780 | 64.2% | 98 |
| Home (Households) | | | |
| HH Did Home Improvement Last 12 Mo | 1,104 | 33.3% | 98 |
| HH Used Maid/Prof Cleaning Srv (Incl Furn/Carpet) Last 12 Mo | 1,075 | 32.4% | 95 |
| HH Purchased Low Ticket HH Furnishing Last 12 Mo | 717 | 21.6% | 103 |
| HH Purchased Big Ticket HH Furnishing Last 12 Mo | 821 | 24.8% | 104 |
| HH Bought Small Kitchen Appliance Last 12 Mo | 759 | 22.9% | 100 |
| HH Purchased Large Appliance/12 Mo | 621 | 18.7% | 105 |
| Insurance (Adults/Households) | | | |
| Currently Carry Life Insurance | 3,089 | 52.5% | 104 |
| Personally Carry Any Medical or Hospital or Accident Insurance | 4,966 | 84.3% | 100 |
| Homeowner Carries Insurance on Home/Personal Property | 3,471 | 59.0% | 100 |
| Renter Carries Insurance on Home/Personal Property | 841 | 14.3% | 107 |
| HH Has 1 Vehicle Covered with Auto Insurance | 1,116 | 33.7% | 104 |
| HH Has 2 Vehicles Covered with Auto Insurance | 1,030 | 31.1% | 101 |
| HH Has 3+ Vehicles Covered with Auto Insurance | 799 | 24.1% | 95 |

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Pets (Households) | | | |
| HH Owns Any Pet | 1,757 | 53.0% | 103 |
| HH Owns 1+ Cats | 810 | 24.4% | 102 |
| HH Owns 1+ Dogs | 1,316 | 39.7% | 104 |
| Psychographics (Adults) | | | |
| Represents adults who "completely agree" with the statement: | | | |
| Am Interested in How to Help Environment: 4-Agr Cmpl | 893 | 15.2% | 95 |
| Buying American Is Important: 4-Agr Cmpl | 1,592 | 27.0% | 99 |
| Buy Based on Quality Not Price: 4-Agr Cmpl | 846 | 14.4% | 101 |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl | 696 | 11.8% | 96 |
| Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl | 574 | 9.8% | 98 |
| Will Pay More for Environ Safe Products: 4-Agr Cmpl | 638 | 10.8% | 99 |
| Buy Based on Price Not Brands: 4-Agr Cmpl | 1,634 | 27.8% | 102 |
| Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl | 258 | 4.4% | 111 |
| Reading (Adults) | | | |
| Bought Digital Book Last 12 Mo | 1,024 | 17.4% | 98 |
| Bought Hardcover Book Last 12 Mo | 1,483 | 25.2% | 97 |
| Bought Paperback Book Last 12 Mo | 1,937 | 32.9% | 97 |
| Read Daily Newspaper (Paper Version) | 318 | 5.4% | 77 |
| Read Digital Newspaper Last 30 Days | 3,204 | 54.4% | 100 |
| Read Magazine (Paper or Electronic Version) Last 6 Mo | 5,032 | 85.5% | 98 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Restaurants (Adults) | | | |
| Went to Family Restaurant/Steak House Last 6 Mo | 4,439 | 75.4% | 104 |
| Went to Family Restrnt/SteakHse 4+ Times Last 30 Days | 1,570 | 26.7% | 109 |
| Went to Fast Food or Drive-In Restaurant Last 6 Mo | 5,455 | 92.7% | 101 |
| Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days | 2,522 | 42.8% | 108 |
| Ordered Eat-In Fast Food Last 6 Mo | 1,888 | 32.1% | 96 |
| Ordered Home Delivery Fast Food Last 6 Mo | 812 | 13.8% | 112 |
| Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo | 3,093 | 52.5% | 108 |
| Ordered Take-Out/Walk-In Fast Food Last 6 Mo | 1,350 | 22.9% | 100 |
| Television & Electronics (Adults/Households) | | | |
| Own Tablet | 3,350 | 56.9% | 101 |
| Own E-Reader | 891 | 15.1% | 92 |
| Own E-Reader or Tablet: Apple iPad | 1,973 | 33.5% | 92 |
| HH Owns Internet Connectable TV | 1,392 | 42.0% | 101 |
| Own Portable MP3 Player | 465 | 7.9% | 103 |
| HH Owns 1 TV | 556 | 16.8% | 85 |
| HH Owns 2 TVs | 919 | 27.7% | 100 |
| HH Owns 3 TVs | 760 | 22.9% | 104 |
| HH Owns 4+ TVs | 815 | 24.6% | 112 |
| HH Subscribes to Cable TV | 880 | 26.6% | 94 |
| HH Subscribes to Fiber Optic TV | 93 | 2.8% | 87 |
| HH Owns Portable GPS Device | 574 | 17.3% | 104 |
| HH Purchased Video Game System Last 12 Mo | 226 | 6.8% | 96 |
| HH Owns Internet Video Device for TV | 1,796 | 54.2% | 103 |

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Travel (Adults) | | | |
| Took Domestic Trip in Continental U.S. Last 12 Mo | 3,567 | 60.6% | 98 |
| Took 3+ Domestic Non-Business Trips Last 12 Mo | 1,039 | 17.6% | 97 |
| Spent \$1-999 on Domestic Vacations Last 12 Mo | 709 | 12.0% | 109 |
| Spent \$1K-1499 on Domestic Vacations Last 12 Mo | 365 | 6.2% | 89 |
| Spent \$1500-1999 on Domestic Vacations Last 12 Mo | 250 | 4.3% | 89 |
| Spent \$2K-2999 on Domestic Vacations Last 12 Mo | 361 | 6.1% | 109 |
| Spent \$3K+ on Domestic Vacations Last 12 Mo | 655 | 11.1% | 94 |
| Used Internet Travel Site for Domestic Trip Last 12 Mo | 357 | 6.1% | 94 |
| Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs | 1,493 | 25.4% | 83 |
| Took 3+ Foreign Trips by Plane Last 3 Yrs | 237 | 4.0% | 73 |
| Spent \$1-999 on Foreign Vacations Last 12 Mo | 237 | 4.0% | 95 |
| Spent \$1K-2999 on Foreign Vacations Last 12 Mo | 224 | 3.8% | 88 |
| Spent \$3K+ on Foreign Vacations Last 12 Mo | 447 | 7.6% | 78 |
| Used General Travel Site: Foreign Trip Last 3 Yrs | 234 | 4.0% | 74 |
| Spent Night at Hotel or Motel Last 12 Mo | 3,148 | 53.5% | 98 |
| Took Cruise of More Than One Day Last 3 Yrs | 536 | 9.1% | 103 |
| Member of Frequent Flyer Program | 1,412 | 24.0% | 87 |
| Member of Hotel Rewards Program | 1,630 | 27.7% | 94 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Retail Market Potential

188 N Main Street
188 N Main St, Mooresville, North Carolina, 28115
Ring: 3 mile radius



| Demographic Summary | 2025 | 2030 |
|-------------------------|----------|-----------|
| Population | 42,886 | 46,239 |
| Population 18+ | 32,902 | 36,025 |
| Households | 17,087 | 18,741 |
| Median Household Income | \$88,776 | \$101,853 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Apparel (Adults) | | | |
| Bought Men's Clothing Last 12 Mo | 21,364 | 64.9% | 102 |
| Bought Women's Clothing Last 12 Mo | 17,379 | 52.8% | 101 |
| Bought Shoes Last 12 Mo | 25,563 | 77.7% | 103 |
| Bought Fine Jewelry Last 12 Mo | 7,299 | 22.2% | 101 |
| Bought Watch Last 12 Mo | 4,150 | 12.6% | 98 |
| Automobiles (Households) | | | |
| HH Owns or Leases 1+ Vehicles | 15,862 | 92.8% | 104 |
| HH Bought or Leased New Vehicle Last 12 Mo | 1,413 | 8.3% | 97 |
| Automotive Aftermarket (Adults) | | | |
| Bought Gasoline Last 6 Mo | 30,489 | 92.7% | 104 |
| Bought or Changed Motor Oil Last 12 Mo | 18,614 | 56.6% | 105 |
| Had Vehicle Tune-Up Last 12 Mo | 7,581 | 23.0% | 100 |
| Beverages (Adults) | | | |
| Drank Non-Diet (Regular) Cola Last 6 Mo | 12,714 | 38.6% | 101 |
| Drank Beer or Ale Last 6 Mo | 12,491 | 38.0% | 102 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Cameras (Adults) | | | |
| Own Digital Point and Shoot Camera Last Camcorder | 2,918 | 8.9% | 104 |
| Own Digital SLR Camera or Camcorder | 3,339 | 10.2% | 105 |
| Printed Digital Photos Last 12 Mo | 8,502 | 25.8% | 104 |
| Cell Phones (Adults/Households) | | | |
| Bought Cell Phone Last 12 Mo | 11,192 | 34.0% | 98 |
| Have a Smartphone | 31,315 | 95.2% | 101 |
| Have Android Phone (Any Brand) Smartphone | 12,840 | 39.0% | 104 |
| Have Apple iPhone Smartphone | 19,307 | 58.7% | 100 |
| HH Owns 1 Cell Phone | 4,639 | 27.1% | 90 |
| HH Owns 2 Cell Phones | 6,869 | 40.2% | 104 |
| HH Owns 3+ Cell Phones | 5,227 | 30.6% | 106 |
| HH Has Cell Phone Only (No Landline Telephone) | 13,525 | 79.2% | 105 |
| Computers (Households) | | | |
| HH Owns Computer | 14,525 | 85.0% | 103 |
| HH Owns Desktop Computer | 6,503 | 38.1% | 102 |
| HH Owns Laptop or Notebook | 12,122 | 70.9% | 103 |
| HH Owns Apple or Mac Brand Computer | 4,044 | 23.7% | 95 |
| HH Owns PC or Non-Apple Brand Computer | 12,353 | 72.3% | 104 |
| HH Purchased Most Recent Home Computer at Store | 6,246 | 36.5% | 104 |
| HH Purchased Most Recent Home Computer Online | 4,674 | 27.4% | 101 |
| HH Spent \$1-499 on Most Recent Home Computer | 2,456 | 14.4% | 111 |
| HH Spent \$500-999 on Most Recent Home Computer | 3,143 | 18.4% | 104 |
| HH Spent \$1K-1499 on Most Recent Home Computer | 1,948 | 11.4% | 103 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 689 | 4.0% | 99 |
| HH Spent \$2000+ on Most Recent Home Computer | 1,081 | 6.3% | 100 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at Convenience Store Last 6 Mo | 22,842 | 69.4% | 105 |
| Bought Brewed Coffee at Convenience Store Last 30 Days | 4,097 | 12.4% | 99 |
| Bought Cigarettes at Convenience Store Last 30 Days | 1,829 | 5.6% | 97 |
| Bought Gas at Convenience Store Last 30 Days | 14,928 | 45.4% | 111 |
| Spent \$1-19 at Convenience Store Last 30 Days | 2,131 | 6.5% | 103 |
| Spent \$20-39 at Convenience Store Last 30 Days | 2,626 | 8.0% | 99 |
| Spent \$40-50 at Convenience Store Last 30 Days | 2,053 | 6.2% | 99 |
| Spent \$51-99 at Convenience Store Last 30 Days | 2,188 | 6.7% | 125 |
| Spent \$100+ at Convenience Store Last 30 Days | 8,691 | 26.4% | 107 |
| Entertainment (Adults) | | | |
| Attended Movie Last 6 Mo | 18,239 | 55.4% | 104 |
| Went to Live Theater Last 12 Mo | 4,107 | 12.5% | 107 |
| Went to Bar or Night Club Last 12 Mo | 6,859 | 20.9% | 107 |
| Dined Out Last 12 Mo | 19,215 | 58.4% | 104 |
| Gambled at Casino Last 12 Mo | 4,227 | 12.8% | 100 |
| Visited Theme Park Last 12 Mo | 6,460 | 19.6% | 104 |
| Viewed Movie (Video-on-Demand) Last 30 Days | 2,647 | 8.1% | 98 |
| Viewed TV Show (Video-on-Demand) Last 30 Days | 1,642 | 5.0% | 91 |
| Used Internet to Download Movie Last 30 Days | 2,134 | 6.5% | 96 |
| Downloaded Individual Song Last 6 Mo | 5,874 | 17.9% | 98 |
| Used Internet to Watch Movie Last 30 Days | 11,658 | 35.4% | 101 |
| Used Internet to Watch TV Program Last 30 Days | 7,628 | 23.2% | 102 |
| Played (Console) Video or Electronic Game Last 12 Mo | 4,647 | 14.1% | 110 |
| Played (Portable) Video or Electronic Game Last 12 Mo | 2,736 | 8.3% | 114 |

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| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Financial (Adults) | | | |
| Have 1st Home Mortgage | 13,380 | 40.7% | 115 |
| Used ATM or Cash Machine Last 12 Mo | 20,239 | 61.5% | 101 |
| Own Any Stock | 4,521 | 13.7% | 100 |
| Own U.S. Savings Bonds | 2,629 | 8.0% | 107 |
| Own Shares in Mutual Fund (Stocks) | 3,921 | 11.9% | 99 |
| Own Shares in Mutual Fund (Bonds) | 2,495 | 7.6% | 99 |
| Have Interest Checking Account | 13,091 | 39.8% | 106 |
| Have Non-Interest Checking Account | 12,178 | 37.0% | 102 |
| Have Savings Account | 24,830 | 75.5% | 105 |
| Have 401(k) Retirement Savings Plan | 8,938 | 27.2% | 112 |
| Own or Used Any Credit or Debit Card Last 12 Mo | 30,680 | 93.3% | 101 |
| Avg \$1-110 Monthly Credit Card Expenditures | 6,677 | 20.3% | 104 |
| Avg \$111-225 Monthly Credit Card Expenditures | 4,124 | 12.5% | 102 |
| Avg \$226-450 Monthly Credit Card Expenditures | 2,818 | 8.6% | 102 |
| Avg \$451-700 Monthly Credit Card Expenditures | 3,050 | 9.3% | 106 |
| Avg \$701-1000 Monthly Credit Card Expenditures | 2,729 | 8.3% | 106 |
| Avg \$1001-2000 Monthly Credit Card Expenditures | 3,773 | 11.5% | 100 |
| Avg \$2001+ Monthly Credit Card Expenditures | 4,152 | 12.6% | 94 |
| Did Online Banking Last 12 Mo | 19,309 | 58.7% | 106 |
| Did Mobile Device Banking Last 12 Mo | 17,221 | 52.3% | 107 |
| Grocery (Adults) | | | |
| HH Used Bread Last 6 Mo | 16,198 | 94.8% | 100 |
| HH Used Chicken (Fresh or Frozen) Last 6 Mo | 13,312 | 77.9% | 102 |
| HH Used Turkey (Fresh or Frozen) Last 6 Mo | 3,479 | 20.4% | 102 |
| HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo | 9,814 | 57.4% | 100 |
| HH Used Fresh Fruit or Vegetables Last 6 Mo | 15,558 | 91.0% | 101 |
| HH Used Fresh Milk Last 6 Mo | 14,291 | 83.6% | 102 |
| HH Used Organic Food Last 6 Mo | 3,843 | 22.5% | 91 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Health (Adults) | | | |
| Exercise at Home 2+ Times Per Week | 15,297 | 46.5% | 101 |
| Exercise at Club 2+ Times Per Week | 4,353 | 13.2% | 99 |
| Visited Doctor Last 12 Mo | 26,601 | 80.8% | 101 |
| Used Vitamins or Dietary Supplements Last 6 Mo | 21,575 | 65.6% | 101 |
| Home (Households) | | | |
| HH Did Home Improvement Last 12 Mo | 6,089 | 35.6% | 105 |
| HH Used Maid/Prof Cleaning Srv (Incl Furn/Carpet) Last 12 Mo | 6,048 | 35.4% | 104 |
| HH Purchased Low Ticket HH Furnishing Last 12 Mo | 3,719 | 21.8% | 104 |
| HH Purchased Big Ticket HH Furnishing Last 12 Mo | 4,380 | 25.6% | 107 |
| HH Bought Small Kitchen Appliance Last 12 Mo | 3,942 | 23.1% | 101 |
| HH Purchased Large Appliance/12 Mo | 3,250 | 19.0% | 106 |
| Insurance (Adults/Households) | | | |
| Currently Carry Life Insurance | 18,002 | 54.7% | 108 |
| Personally Carry Any Medical or Hospital or Accident Insurance | 28,358 | 86.2% | 102 |
| Homeowner Carries Insurance on Home/Personal Property | 21,116 | 64.2% | 109 |
| Renter Carries Insurance on Home/Personal Property | 4,372 | 13.3% | 100 |
| HH Has 1 Vehicle Covered with Auto Insurance | 5,361 | 31.4% | 97 |
| HH Has 2 Vehicles Covered with Auto Insurance | 5,623 | 32.9% | 107 |
| HH Has 3+ Vehicles Covered with Auto Insurance | 4,634 | 27.1% | 107 |

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Pets (Households) | | | |
| HH Owns Any Pet | 9,478 | 55.5% | 108 |
| HH Owns 1+ Cats | 4,242 | 24.8% | 103 |
| HH Owns 1+ Dogs | 7,214 | 42.2% | 111 |
| Psychographics (Adults) | | | |
| Represents adults who "completely agree" with the statement: | | | |
| Am Interested in How to Help Environment: 4-Agr Cmpl | 4,940 | 15.0% | 94 |
| Buying American Is Important: 4-Agr Cmpl | 9,025 | 27.4% | 100 |
| Buy Based on Quality Not Price: 4-Agr Cmpl | 4,529 | 13.8% | 97 |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl | 3,937 | 12.0% | 97 |
| Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl | 3,146 | 9.6% | 96 |
| Will Pay More for Environ Safe Products: 4-Agr Cmpl | 3,401 | 10.3% | 95 |
| Buy Based on Price Not Brands: 4-Agr Cmpl | 9,096 | 27.6% | 101 |
| Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl | 1,265 | 3.8% | 98 |
| Reading (Adults) | | | |
| Bought Digital Book Last 12 Mo | 6,087 | 18.5% | 104 |
| Bought Hardcover Book Last 12 Mo | 8,769 | 26.6% | 103 |
| Bought Paperback Book Last 12 Mo | 11,380 | 34.6% | 102 |
| Read Daily Newspaper (Paper Version) | 1,738 | 5.3% | 76 |
| Read Digital Newspaper Last 30 Days | 17,807 | 54.1% | 99 |
| Read Magazine (Paper or Electronic Version) Last 6 Mo | 28,239 | 85.8% | 99 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Restaurants (Adults) | | | |
| Went to Family Restaurant/Steak House Last 6 Mo | 25,270 | 76.8% | 106 |
| Went to Family Restrnt/SteakHse 4+ Times Last 30 Days | 8,845 | 26.9% | 110 |
| Went to Fast Food or Drive-In Restaurant Last 6 Mo | 30,599 | 93.0% | 102 |
| Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days | 13,973 | 42.5% | 107 |
| Ordered Eat-In Fast Food Last 6 Mo | 11,157 | 33.9% | 102 |
| Ordered Home Delivery Fast Food Last 6 Mo | 4,313 | 13.1% | 107 |
| Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo | 17,715 | 53.8% | 110 |
| Ordered Take-Out/Walk-In Fast Food Last 6 Mo | 7,677 | 23.3% | 102 |
| Television & Electronics (Adults/Households) | | | |
| Own Tablet | 19,059 | 57.9% | 103 |
| Own E-Reader | 5,440 | 16.5% | 101 |
| Own E-Reader or Tablet: Apple iPad | 12,032 | 36.6% | 101 |
| HH Owns Internet Connectable TV | 7,484 | 43.8% | 106 |
| Own Portable MP3 Player | 2,717 | 8.3% | 108 |
| HH Owns 1 TV | 2,842 | 16.6% | 84 |
| HH Owns 2 TVs | 4,778 | 28.0% | 101 |
| HH Owns 3 TVs | 3,902 | 22.8% | 104 |
| HH Owns 4+ TVs | 4,303 | 25.2% | 115 |
| HH Subscribes to Cable TV | 4,616 | 27.0% | 96 |
| HH Subscribes to Fiber Optic TV | 514 | 3.0% | 93 |
| HH Owns Portable GPS Device | 2,995 | 17.5% | 106 |
| HH Purchased Video Game System Last 12 Mo | 1,102 | 6.5% | 91 |
| HH Owns Internet Video Device for TV | 9,478 | 55.5% | 106 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Travel (Adults) | | | |
| Took Domestic Trip in Continental U.S. Last 12 Mo | 21,340 | 64.9% | 105 |
| Took 3+ Domestic Non-Business Trips Last 12 Mo | 6,460 | 19.6% | 107 |
| Spent \$1-999 on Domestic Vacations Last 12 Mo | 3,922 | 11.9% | 108 |
| Spent \$1K-1499 on Domestic Vacations Last 12 Mo | 2,206 | 6.7% | 97 |
| Spent \$1500-1999 on Domestic Vacations Last 12 Mo | 1,585 | 4.8% | 101 |
| Spent \$2K-2999 on Domestic Vacations Last 12 Mo | 2,264 | 6.9% | 123 |
| Spent \$3K+ on Domestic Vacations Last 12 Mo | 4,351 | 13.2% | 111 |
| Used Internet Travel Site for Domestic Trip Last 12 Mo | 2,164 | 6.6% | 102 |
| Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs | 9,422 | 28.6% | 94 |
| Took 3+ Foreign Trips by Plane Last 3 Yrs | 1,613 | 4.9% | 88 |
| Spent \$1-999 on Foreign Vacations Last 12 Mo | 1,350 | 4.1% | 97 |
| Spent \$1K-2999 on Foreign Vacations Last 12 Mo | 1,351 | 4.1% | 95 |
| Spent \$3K+ on Foreign Vacations Last 12 Mo | 2,967 | 9.0% | 93 |
| Used General Travel Site: Foreign Trip Last 3 Yrs | 1,577 | 4.8% | 89 |
| Spent Night at Hotel or Motel Last 12 Mo | 18,882 | 57.4% | 105 |
| Took Cruise of More Than One Day Last 3 Yrs | 3,137 | 9.5% | 108 |
| Member of Frequent Flyer Program | 9,138 | 27.8% | 101 |
| Member of Hotel Rewards Program | 10,142 | 30.8% | 105 |

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Retail Market Potential

188 N Main Street
188 N Main St, Mooresville, North Carolina, 28115
Ring: 5 mile radius



| Demographic Summary | 2025 | 2030 |
|-------------------------|-----------|-----------|
| Population | 75,722 | 82,282 |
| Population 18+ | 58,808 | 64,973 |
| Households | 30,330 | 33,595 |
| Median Household Income | \$101,285 | \$112,146 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Apparel (Adults) | | | |
| Bought Men's Clothing Last 12 Mo | 38,496 | 65.5% | 103 |
| Bought Women's Clothing Last 12 Mo | 31,188 | 53.0% | 101 |
| Bought Shoes Last 12 Mo | 45,906 | 78.1% | 103 |
| Bought Fine Jewelry Last 12 Mo | 12,889 | 21.9% | 100 |
| Bought Watch Last 12 Mo | 7,300 | 12.4% | 97 |
| Automobiles (Households) | | | |
| HH Owns or Leases 1+ Vehicles | 28,298 | 93.3% | 104 |
| HH Bought or Leased New Vehicle Last 12 Mo | 2,777 | 9.2% | 108 |
| Automotive Aftermarket (Adults) | | | |
| Bought Gasoline Last 6 Mo | 54,683 | 93.0% | 104 |
| Bought or Changed Motor Oil Last 12 Mo | 32,935 | 56.0% | 104 |
| Had Vehicle Tune-Up Last 12 Mo | 13,718 | 23.3% | 101 |
| Beverages (Adults) | | | |
| Drank Non-Diet (Regular) Cola Last 6 Mo | 21,690 | 36.9% | 97 |
| Drank Beer or Ale Last 6 Mo | 22,687 | 38.6% | 104 |

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Cameras (Adults) | | | |
| Own Digital Point and Shoot Camera Last Camcorder | 5,470 | 9.3% | 109 |
| Own Digital SLR Camera or Camcorder | 6,528 | 11.1% | 115 |
| Printed Digital Photos Last 12 Mo | 15,894 | 27.0% | 108 |
| Cell Phones (Adults/Households) | | | |
| Bought Cell Phone Last 12 Mo | 19,714 | 33.5% | 97 |
| Have a Smartphone | 56,115 | 95.4% | 101 |
| Have Android Phone (Any Brand) Smartphone | 21,484 | 36.5% | 97 |
| Have Apple iPhone Smartphone | 36,058 | 61.3% | 105 |
| HH Owns 1 Cell Phone | 7,695 | 25.4% | 85 |
| HH Owns 2 Cell Phones | 12,432 | 41.0% | 106 |
| HH Owns 3+ Cell Phones | 9,628 | 31.7% | 110 |
| HH Has Cell Phone Only (No Landline Telephone) | 23,679 | 78.1% | 104 |
| Computers (Households) | | | |
| HH Owns Computer | 26,385 | 87.0% | 105 |
| HH Owns Desktop Computer | 11,970 | 39.5% | 106 |
| HH Owns Laptop or Notebook | 22,016 | 72.6% | 106 |
| HH Owns Apple or Mac Brand Computer | 7,876 | 26.0% | 104 |
| HH Owns PC or Non-Apple Brand Computer | 22,175 | 73.1% | 106 |
| HH Purchased Most Recent Home Computer at Store | 11,309 | 37.3% | 106 |
| HH Purchased Most Recent Home Computer Online | 8,711 | 28.7% | 106 |
| HH Spent \$1-499 on Most Recent Home Computer | 4,174 | 13.8% | 106 |
| HH Spent \$500-999 on Most Recent Home Computer | 5,746 | 18.9% | 107 |
| HH Spent \$1K-1499 on Most Recent Home Computer | 3,756 | 12.4% | 111 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 1,330 | 4.4% | 108 |
| HH Spent \$2000+ on Most Recent Home Computer | 2,108 | 7.0% | 110 |

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at Convenience Store Last 6 Mo | 40,346 | 68.6% | 104 |
| Bought Brewed Coffee at Convenience Store Last 30 Days | 7,330 | 12.5% | 99 |
| Bought Cigarettes at Convenience Store Last 30 Days | 2,831 | 4.8% | 84 |
| Bought Gas at Convenience Store Last 30 Days | 26,017 | 44.2% | 108 |
| Spent \$1-19 at Convenience Store Last 30 Days | 3,988 | 6.8% | 107 |
| Spent \$20-39 at Convenience Store Last 30 Days | 4,759 | 8.1% | 100 |
| Spent \$40-50 at Convenience Store Last 30 Days | 3,732 | 6.3% | 100 |
| Spent \$51-99 at Convenience Store Last 30 Days | 3,633 | 6.2% | 116 |
| Spent \$100+ at Convenience Store Last 30 Days | 14,970 | 25.5% | 103 |
| Entertainment (Adults) | | | |
| Attended Movie Last 6 Mo | 32,927 | 56.0% | 105 |
| Went to Live Theater Last 12 Mo | 7,726 | 13.1% | 113 |
| Went to Bar or Night Club Last 12 Mo | 12,291 | 20.9% | 108 |
| Dined Out Last 12 Mo | 35,327 | 60.1% | 107 |
| Gambled at Casino Last 12 Mo | 7,621 | 13.0% | 101 |
| Visited Theme Park Last 12 Mo | 11,715 | 19.9% | 106 |
| Viewed Movie (Video-on-Demand) Last 30 Days | 5,219 | 8.9% | 108 |
| Viewed TV Show (Video-on-Demand) Last 30 Days | 3,277 | 5.6% | 101 |
| Used Internet to Download Movie Last 30 Days | 3,969 | 6.8% | 100 |
| Downloaded Individual Song Last 6 Mo | 10,609 | 18.0% | 99 |
| Used Internet to Watch Movie Last 30 Days | 21,051 | 35.8% | 102 |
| Used Internet to Watch TV Program Last 30 Days | 13,851 | 23.6% | 104 |
| Played (Console) Video or Electronic Game Last 12 Mo | 7,988 | 13.6% | 106 |
| Played (Portable) Video or Electronic Game Last 12 Mo | 4,672 | 7.9% | 109 |

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Financial (Adults) | | | |
| Have 1st Home Mortgage | 25,041 | 42.6% | 121 |
| Used ATM or Cash Machine Last 12 Mo | 36,340 | 61.8% | 102 |
| Own Any Stock | 9,011 | 15.3% | 112 |
| Own U.S. Savings Bonds | 4,969 | 8.4% | 113 |
| Own Shares in Mutual Fund (Stocks) | 7,762 | 13.2% | 110 |
| Own Shares in Mutual Fund (Bonds) | 4,964 | 8.4% | 110 |
| Have Interest Checking Account | 24,480 | 41.6% | 111 |
| Have Non-Interest Checking Account | 21,724 | 36.9% | 102 |
| Have Savings Account | 45,084 | 76.7% | 107 |
| Have 401(k) Retirement Savings Plan | 16,611 | 28.3% | 117 |
| Own or Used Any Credit or Debit Card Last 12 Mo | 55,078 | 93.7% | 102 |
| Avg \$1-110 Monthly Credit Card Expenditures | 11,571 | 19.7% | 101 |
| Avg \$111-225 Monthly Credit Card Expenditures | 7,442 | 12.7% | 103 |
| Avg \$226-450 Monthly Credit Card Expenditures | 4,873 | 8.3% | 98 |
| Avg \$451-700 Monthly Credit Card Expenditures | 5,428 | 9.2% | 106 |
| Avg \$701-1000 Monthly Credit Card Expenditures | 5,057 | 8.6% | 110 |
| Avg \$1001-2000 Monthly Credit Card Expenditures | 7,383 | 12.6% | 109 |
| Avg \$2001+ Monthly Credit Card Expenditures | 8,909 | 15.2% | 113 |
| Did Online Banking Last 12 Mo | 35,237 | 59.9% | 108 |
| Did Mobile Device Banking Last 12 Mo | 31,078 | 52.9% | 108 |
| Grocery (Adults) | | | |
| HH Used Bread Last 6 Mo | 28,784 | 94.9% | 101 |
| HH Used Chicken (Fresh or Frozen) Last 6 Mo | 23,688 | 78.1% | 102 |
| HH Used Turkey (Fresh or Frozen) Last 6 Mo | 6,293 | 20.8% | 104 |
| HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo | 17,529 | 57.8% | 101 |
| HH Used Fresh Fruit or Vegetables Last 6 Mo | 27,736 | 91.5% | 101 |
| HH Used Fresh Milk Last 6 Mo | 25,282 | 83.4% | 102 |
| HH Used Organic Food Last 6 Mo | 7,177 | 23.7% | 95 |

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Health (Adults) | | | |
| Exercise at Home 2+ Times Per Week | 28,333 | 48.2% | 105 |
| Exercise at Club 2+ Times Per Week | 8,173 | 13.9% | 105 |
| Visited Doctor Last 12 Mo | 48,012 | 81.6% | 102 |
| Used Vitamins or Dietary Supplements Last 6 Mo | 39,028 | 66.4% | 102 |
| Home (Households) | | | |
| HH Did Home Improvement Last 12 Mo | 11,186 | 36.9% | 109 |
| HH Used Maid/Prof Cleaning Srv (Incl Furn/Carpet) Last 12 Mo | 11,462 | 37.8% | 111 |
| HH Purchased Low Ticket HH Furnishing Last 12 Mo | 6,626 | 21.9% | 104 |
| HH Purchased Big Ticket HH Furnishing Last 12 Mo | 7,771 | 25.6% | 107 |
| HH Bought Small Kitchen Appliance Last 12 Mo | 6,954 | 22.9% | 100 |
| HH Purchased Large Appliance/12 Mo | 5,807 | 19.1% | 107 |
| Insurance (Adults/Households) | | | |
| Currently Carry Life Insurance | 32,871 | 55.9% | 111 |
| Personally Carry Any Medical or Hospital or Accident Insurance | 51,256 | 87.2% | 103 |
| Homeowner Carries Insurance on Home/Personal Property | 39,102 | 66.5% | 113 |
| Renter Carries Insurance on Home/Personal Property | 7,518 | 12.8% | 96 |
| HH Has 1 Vehicle Covered with Auto Insurance | 8,980 | 29.6% | 92 |
| HH Has 2 Vehicles Covered with Auto Insurance | 10,228 | 33.7% | 110 |
| HH Has 3+ Vehicles Covered with Auto Insurance | 8,702 | 28.7% | 113 |

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| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Pets (Households) | | | |
| HH Owns Any Pet | 16,863 | 55.6% | 108 |
| HH Owns 1+ Cats | 7,375 | 24.3% | 101 |
| HH Owns 1+ Dogs | 12,910 | 42.6% | 111 |
| Psychographics (Adults) | | | |
| Represents adults who "completely agree" with the statement: | | | |
| Am Interested in How to Help Environment: 4-Agr Cmpl | 8,803 | 15.0% | 93 |
| Buying American Is Important: 4-Agr Cmpl | 16,176 | 27.5% | 100 |
| Buy Based on Quality Not Price: 4-Agr Cmpl | 8,053 | 13.7% | 96 |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl | 7,186 | 12.2% | 99 |
| Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl | 5,605 | 9.5% | 96 |
| Will Pay More for Environ Safe Products: 4-Agr Cmpl | 5,958 | 10.1% | 93 |
| Buy Based on Price Not Brands: 4-Agr Cmpl | 15,794 | 26.9% | 98 |
| Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl | 2,111 | 3.6% | 91 |
| Reading (Adults) | | | |
| Bought Digital Book Last 12 Mo | 11,291 | 19.2% | 108 |
| Bought Hardcover Book Last 12 Mo | 16,076 | 27.3% | 106 |
| Bought Paperback Book Last 12 Mo | 20,829 | 35.4% | 105 |
| Read Daily Newspaper (Paper Version) | 3,246 | 5.5% | 79 |
| Read Digital Newspaper Last 30 Days | 32,148 | 54.7% | 100 |
| Read Magazine (Paper or Electronic Version) Last 6 Mo | 51,043 | 86.8% | 100 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Restaurants (Adults) | | | |
| Went to Family Restaurant/Steak House Last 6 Mo | 45,094 | 76.7% | 106 |
| Went to Family Restrnt/SteakHse 4+ Times Last 30 Days | 15,641 | 26.6% | 109 |
| Went to Fast Food or Drive-In Restaurant Last 6 Mo | 54,578 | 92.8% | 102 |
| Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days | 24,477 | 41.6% | 105 |
| Ordered Eat-In Fast Food Last 6 Mo | 20,441 | 34.8% | 105 |
| Ordered Home Delivery Fast Food Last 6 Mo | 7,297 | 12.4% | 101 |
| Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo | 31,317 | 53.3% | 109 |
| Ordered Take-Out/Walk-In Fast Food Last 6 Mo | 13,853 | 23.6% | 103 |
| Television & Electronics (Adults/Households) | | | |
| Own Tablet | 34,733 | 59.1% | 105 |
| Own E-Reader | 10,383 | 17.7% | 108 |
| Own E-Reader or Tablet: Apple iPad | 23,001 | 39.1% | 108 |
| HH Owns Internet Connectable TV | 13,513 | 44.5% | 108 |
| Own Portable MP3 Player | 4,810 | 8.2% | 107 |
| HH Owns 1 TV | 5,063 | 16.7% | 85 |
| HH Owns 2 TVs | 8,307 | 27.4% | 99 |
| HH Owns 3 TVs | 6,914 | 22.8% | 104 |
| HH Owns 4+ TVs | 7,876 | 26.0% | 118 |
| HH Subscribes to Cable TV | 8,398 | 27.7% | 98 |
| HH Subscribes to Fiber Optic TV | 1,057 | 3.5% | 108 |
| HH Owns Portable GPS Device | 5,406 | 17.8% | 107 |
| HH Purchased Video Game System Last 12 Mo | 1,929 | 6.4% | 90 |
| HH Owns Internet Video Device for TV | 17,130 | 56.5% | 107 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Travel (Adults) | | | |
| Took Domestic Trip in Continental U.S. Last 12 Mo | 39,500 | 67.2% | 109 |
| Took 3+ Domestic Non-Business Trips Last 12 Mo | 12,211 | 20.8% | 114 |
| Spent \$1-999 on Domestic Vacations Last 12 Mo | 6,786 | 11.5% | 105 |
| Spent \$1K-1499 on Domestic Vacations Last 12 Mo | 4,164 | 7.1% | 102 |
| Spent \$1500-1999 on Domestic Vacations Last 12 Mo | 3,013 | 5.1% | 107 |
| Spent \$2K-2999 on Domestic Vacations Last 12 Mo | 4,104 | 7.0% | 124 |
| Spent \$3K+ on Domestic Vacations Last 12 Mo | 8,625 | 14.7% | 123 |
| Used Internet Travel Site for Domestic Trip Last 12 Mo | 4,079 | 6.9% | 108 |
| Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs | 18,377 | 31.3% | 103 |
| Took 3+ Foreign Trips by Plane Last 3 Yrs | 3,315 | 5.6% | 102 |
| Spent \$1-999 on Foreign Vacations Last 12 Mo | 2,589 | 4.4% | 104 |
| Spent \$1K-2999 on Foreign Vacations Last 12 Mo | 2,473 | 4.2% | 98 |
| Spent \$3K+ on Foreign Vacations Last 12 Mo | 6,075 | 10.3% | 107 |
| Used General Travel Site: Foreign Trip Last 3 Yrs | 3,136 | 5.3% | 100 |
| Spent Night at Hotel or Motel Last 12 Mo | 34,965 | 59.5% | 109 |
| Took Cruise of More Than One Day Last 3 Yrs | 5,909 | 10.1% | 114 |
| Member of Frequent Flyer Program | 18,345 | 31.2% | 113 |
| Member of Hotel Rewards Program | 19,521 | 33.2% | 113 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Demographic and Income Profile

188 N Main Street
 188 N Main St, Mooresville, North Carolina, 28115
 Ring: 1 mile radius



| Summary | Census 2020 | 2025 | 2030 |
|-------------------------------|-------------|-------|-------|
| Total Population | 7,247 | 7,745 | 8,225 |
| Total Households | 3,040 | 3,315 | 3,583 |
| Family Households | 1,996 | 2,112 | 2,258 |
| Average Household Size | 2.36 | 2.31 | 2.27 |
| Owner Occupied Housing Units | 1,670 | 1,742 | 1,848 |
| Renter Occupied Housing Units | 1,370 | 1,573 | 1,736 |
| Median Age | 35.6 | 36.8 | 37.8 |

| Trends 2025 - 2030 | Area | State | National |
|------------------------------|------|-------|----------|
| Population | 1.2% | 0.8% | 0.4% |
| Households | 1.6% | 1.1% | 0.6% |
| Family Population | 1.3% | 0.9% | 0.5% |
| Owner Occupied Housing Units | 1.2% | 1.2% | 0.0% |
| Median Household Income | 2.7% | 2.6% | 2.5% |

| Population by Age | Census 2020 | | 2025 | | 2030 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0-4 | 460 | 6.3% | 485 | 6.3% | 506 | 6.2% |
| 5-9 | 522 | 7.2% | 504 | 6.5% | 506 | 6.2% |
| 10-14 | 568 | 7.8% | 530 | 6.8% | 516 | 6.3% |
| 15-19 | 544 | 7.5% | 549 | 7.1% | 516 | 6.3% |
| 20-24 | 438 | 6.0% | 560 | 7.2% | 565 | 6.9% |
| 25-29 | 468 | 6.5% | 524 | 6.8% | 656 | 8.0% |
| 30-34 | 559 | 7.7% | 513 | 6.6% | 545 | 6.6% |
| 35-39 | 512 | 7.1% | 579 | 7.5% | 532 | 6.5% |
| 40-44 | 456 | 6.3% | 540 | 7.0% | 605 | 7.4% |
| 45-49 | 453 | 6.3% | 462 | 6.0% | 548 | 6.7% |
| 50-54 | 435 | 6.0% | 466 | 6.0% | 467 | 5.7% |
| 55-59 | 449 | 6.2% | 446 | 5.8% | 473 | 5.8% |
| 60-64 | 401 | 5.5% | 434 | 5.6% | 439 | 5.3% |
| 65-69 | 331 | 4.6% | 365 | 4.7% | 405 | 4.9% |
| 70-74 | 234 | 3.2% | 303 | 3.9% | 339 | 4.1% |
| 75-79 | 200 | 2.8% | 211 | 2.7% | 277 | 3.4% |
| 80-84 | 107 | 1.5% | 156 | 2.0% | 170 | 2.1% |
| Age 85+ | 112 | 1.6% | 118 | 1.5% | 158 | 1.9% |

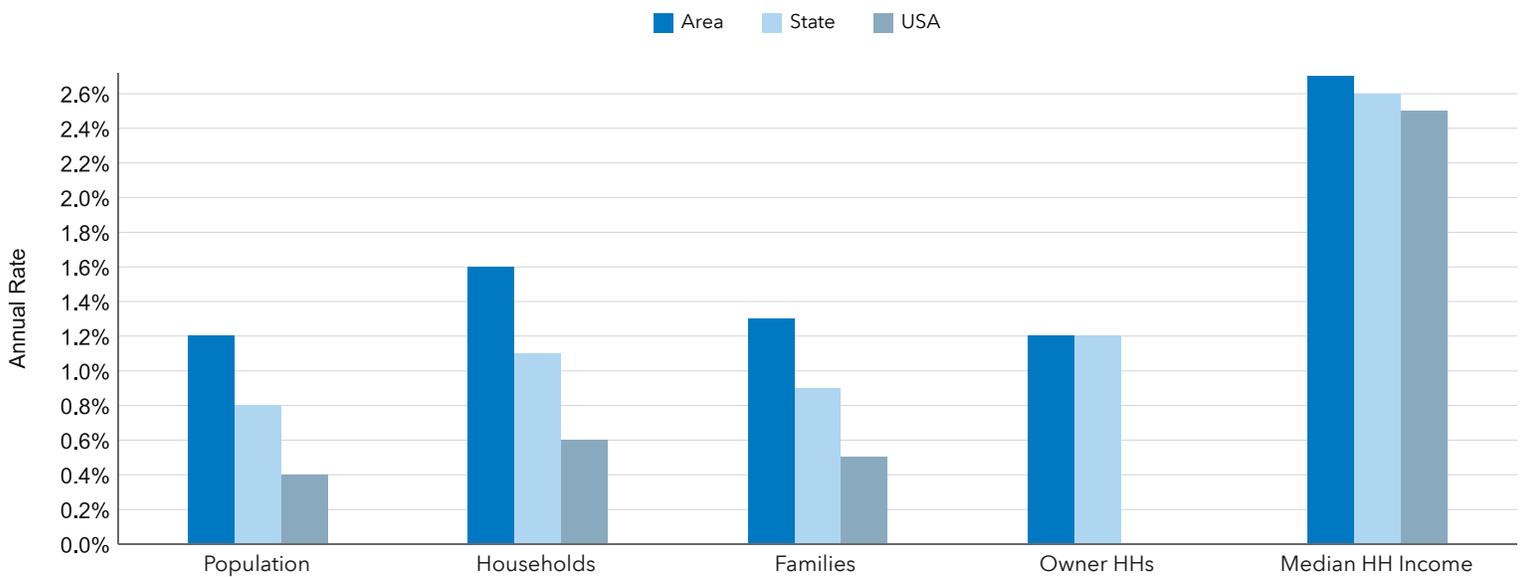
| Households by Income | 2025 | | 2030 | |
|--------------------------|-----------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| <\$10,000 | 230 | 6.9% | 217 | 6.1% |
| \$10,000-14,999 | 115 | 3.5% | 102 | 2.9% |
| \$15,000-19,999 | 134 | 4.0% | 108 | 3.0% |
| \$20,000-24,999 | 90 | 2.7% | 73 | 2.0% |
| \$25,000-29,999 | 95 | 2.9% | 76 | 2.1% |
| \$30,000-34,999 | 194 | 5.8% | 176 | 4.9% |
| \$35,000-39,999 | 121 | 3.6% | 110 | 3.1% |
| \$40,000-44,999 | 120 | 3.6% | 115 | 3.2% |
| \$45,000-49,999 | 98 | 3.0% | 108 | 3.0% |
| \$50,000-59,999 | 196 | 5.9% | 213 | 5.9% |
| \$60,000-74,999 | 284 | 8.6% | 287 | 8.0% |
| \$75000-99999 | 452 | 13.6% | 466 | 13.0% |
| \$100,000-124,999 | 298 | 9.0% | 329 | 9.2% |
| \$125,000-149,999 | 252 | 7.6% | 310 | 8.7% |
| \$150000-199999 | 337 | 10.2% | 461 | 12.9% |
| \$200,000-249,999 | 101 | 3.0% | 146 | 4.1% |
| \$250,000-299,999 | 64 | 1.9% | 96 | 2.7% |
| \$300,000-399,999 | 62 | 1.9% | 97 | 2.7% |
| \$400,000-499,999 | 15 | 0.5% | 11 | 0.3% |
| \$500,000+ | 56 | 1.7% | 82 | 2.3% |
| Median Household Income | \$73,740 | - | \$84,408 | - |
| Average Household Income | \$100,606 | - | \$116,068 | - |
| Per Capita Income | \$40,327 | - | \$47,365 | - |

| Race and Ethnicity | Census 2020 | | 2025 | | 2030 | |
|---------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 4,561 | 62.9% | 4,640 | 59.9% | 4,753 | 57.8% |
| Black Alone | 1,462 | 20.2% | 1,671 | 21.6% | 1,841 | 22.4% |
| American Indian | 31 | 0.4% | 33 | 0.4% | 36 | 0.4% |
| Asian Alone | 148 | 2.0% | 154 | 2.0% | 173 | 2.1% |
| Pacific Islander | 4 | 0.1% | 4 | 0.1% | 5 | 0.1% |
| Some Other Race | 437 | 6.0% | 542 | 7.0% | 624 | 7.6% |
| Two or More Races | 605 | 8.3% | 700 | 9.0% | 793 | 9.6% |
| Hispanic (Any Race) | 804 | 11.1% | 1,000 | 12.9% | 1,156 | 14.1% |

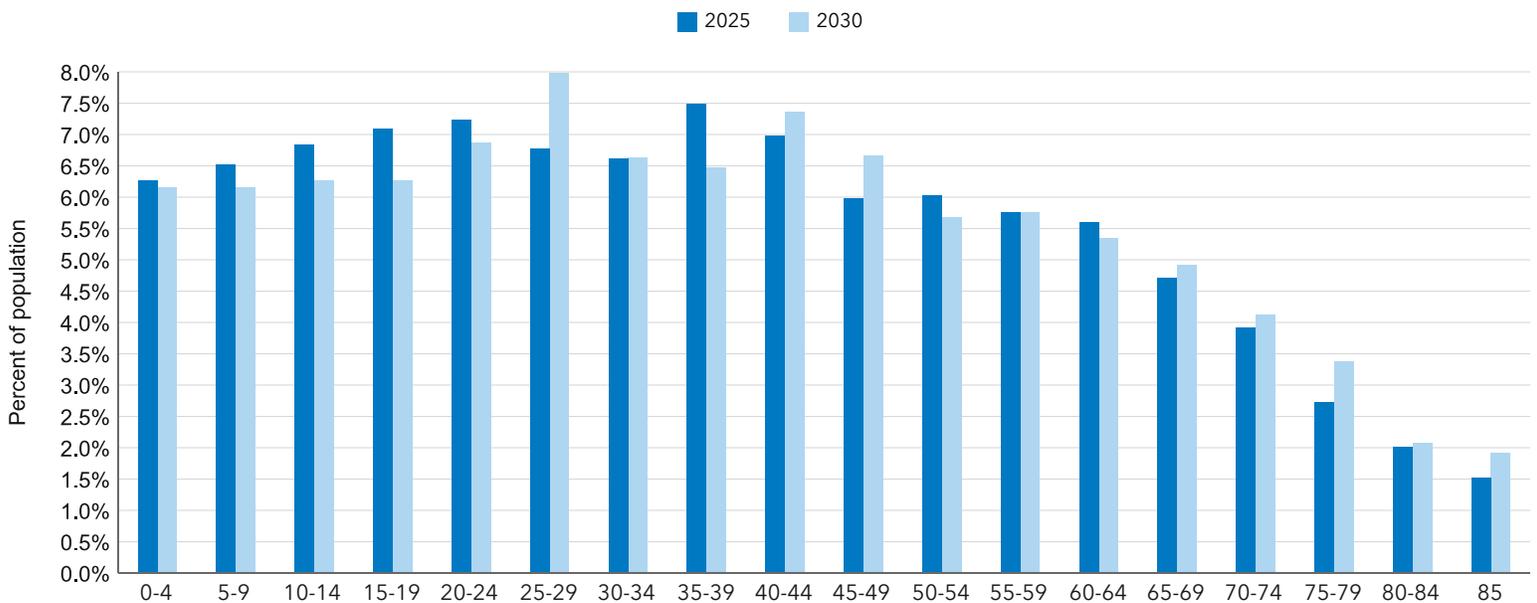
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



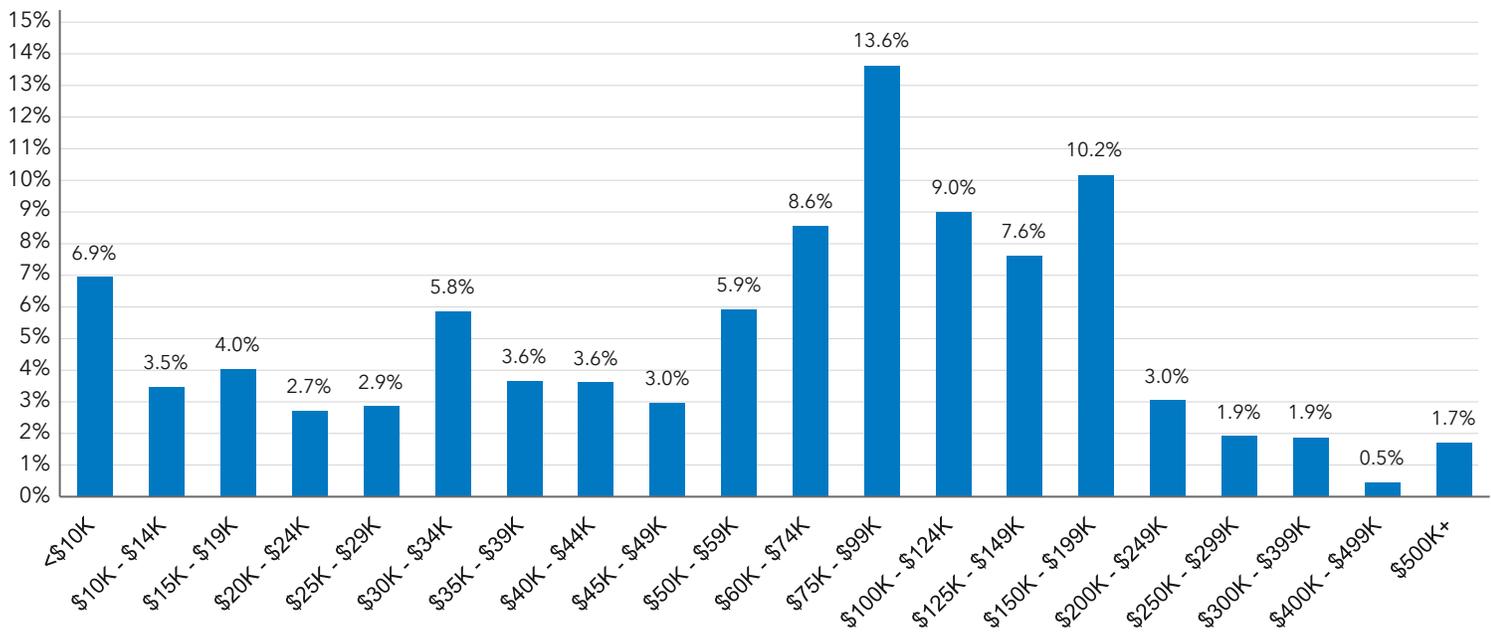
Population by Age



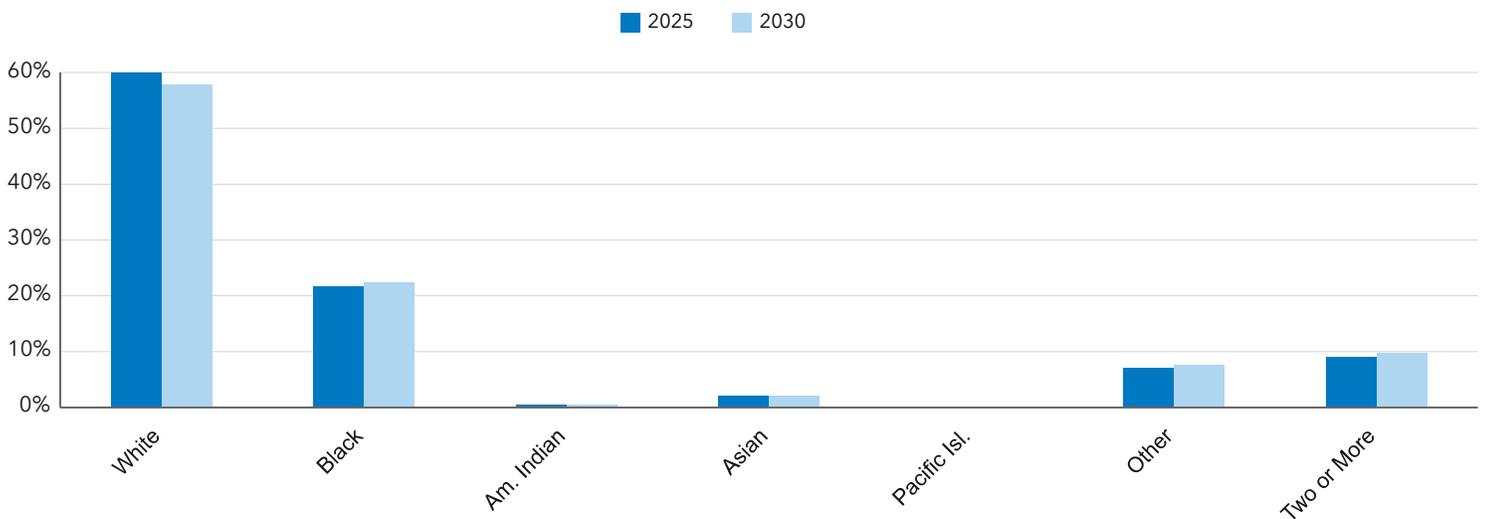
Key Indicators for 2025



Households by Income for 2025



Population by Race



Demographic and Income Profile

188 N Main Street
 188 N Main St, Mooresville, North Carolina, 28115
 Ring: 3 mile radius



| Summary | Census 2020 | 2025 | 2030 |
|-------------------------------|-------------|--------|--------|
| Total Population | 38,018 | 42,886 | 46,239 |
| Total Households | 14,709 | 17,087 | 18,741 |
| Family Households | 9,901 | 11,136 | 12,112 |
| Average Household Size | 2.56 | 2.49 | 2.45 |
| Owner Occupied Housing Units | 8,995 | 10,370 | 11,217 |
| Renter Occupied Housing Units | 5,714 | 6,717 | 7,524 |
| Median Age | 36.8 | 37.9 | 39.0 |

| Trends 2025 - 2030 | Area | State | National |
|------------------------------|------|-------|----------|
| Population | 1.5% | 0.8% | 0.4% |
| Households | 1.9% | 1.1% | 0.6% |
| Family Population | 1.7% | 0.9% | 0.5% |
| Owner Occupied Housing Units | 1.6% | 1.2% | 0.0% |
| Median Household Income | 2.8% | 2.6% | 2.5% |

| Population by Age | Census 2020 | | 2025 | | 2030 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0-4 | 2,391 | 6.3% | 2,601 | 6.1% | 2,754 | 6.0% |
| 5-9 | 2,637 | 6.9% | 2,807 | 6.5% | 2,809 | 6.1% |
| 10-14 | 2,810 | 7.4% | 2,859 | 6.7% | 2,961 | 6.4% |
| 15-19 | 2,632 | 6.9% | 2,801 | 6.5% | 2,767 | 6.0% |
| 20-24 | 2,138 | 5.6% | 2,693 | 6.3% | 2,773 | 6.0% |
| 25-29 | 2,563 | 6.7% | 2,769 | 6.5% | 3,354 | 7.3% |
| 30-34 | 2,831 | 7.5% | 3,095 | 7.2% | 3,027 | 6.5% |
| 35-39 | 2,813 | 7.4% | 3,178 | 7.4% | 3,306 | 7.2% |
| 40-44 | 2,576 | 6.8% | 3,152 | 7.3% | 3,390 | 7.3% |
| 45-49 | 2,584 | 6.8% | 2,760 | 6.4% | 3,239 | 7.0% |
| 50-54 | 2,383 | 6.3% | 2,796 | 6.5% | 2,824 | 6.1% |
| 55-59 | 2,409 | 6.3% | 2,537 | 5.9% | 2,839 | 6.1% |
| 60-64 | 2,103 | 5.5% | 2,436 | 5.7% | 2,513 | 5.4% |
| 65-69 | 1,688 | 4.4% | 2,069 | 4.8% | 2,350 | 5.1% |
| 70-74 | 1,379 | 3.6% | 1,629 | 3.8% | 1,964 | 4.3% |
| 75-79 | 980 | 2.6% | 1,277 | 3.0% | 1,500 | 3.2% |
| 80-84 | 554 | 1.5% | 810 | 1.9% | 1,043 | 2.3% |
| Age 85+ | 549 | 1.4% | 620 | 1.4% | 827 | 1.8% |

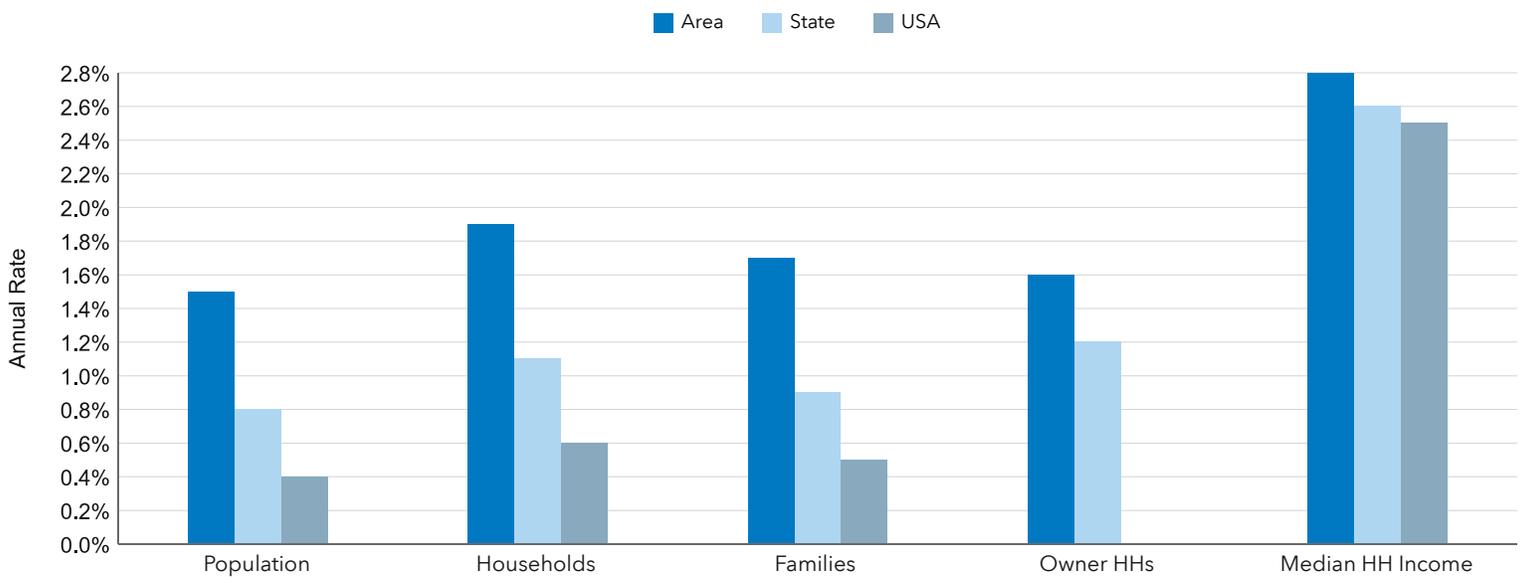
| Households by Income | 2025 | | 2030 | |
|--------------------------|-----------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| <\$10,000 | 842 | 4.9% | 816 | 4.3% |
| \$10,000-14,999 | 367 | 2.1% | 317 | 1.7% |
| \$15,000-19,999 | 433 | 2.5% | 354 | 1.9% |
| \$20,000-24,999 | 299 | 1.8% | 242 | 1.3% |
| \$25,000-29,999 | 316 | 1.9% | 254 | 1.4% |
| \$30,000-34,999 | 609 | 3.6% | 540 | 2.9% |
| \$35,000-39,999 | 400 | 2.3% | 356 | 1.9% |
| \$40,000-44,999 | 494 | 2.9% | 464 | 2.5% |
| \$45,000-49,999 | 520 | 3.0% | 503 | 2.7% |
| \$50,000-59,999 | 1,019 | 6.0% | 1,010 | 5.4% |
| \$60,000-74,999 | 1,834 | 10.7% | 1,885 | 10.1% |
| \$75,000-99,999 | 2,285 | 13.4% | 2,385 | 12.7% |
| \$100,000-124,999 | 2,324 | 13.6% | 2,584 | 13.8% |
| \$125,000-149,999 | 1,482 | 8.7% | 1,789 | 9.6% |
| \$150,000-199,999 | 1,897 | 11.1% | 2,425 | 12.9% |
| \$200,000-249,999 | 638 | 3.7% | 889 | 4.7% |
| \$250,000-299,999 | 448 | 2.6% | 664 | 3.5% |
| \$300,000-399,999 | 404 | 2.4% | 622 | 3.3% |
| \$400,000-499,999 | 93 | 0.5% | 76 | 0.4% |
| \$500,000+ | 384 | 2.3% | 566 | 3.0% |
| Median Household Income | \$88,776 | - | \$101,853 | - |
| Average Household Income | \$113,782 | - | \$128,927 | - |
| Per Capita Income | \$45,861 | - | \$52,826 | - |

| Race and Ethnicity | Census 2020 | | 2025 | | 2030 | |
|---------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 27,057 | 71.2% | 29,694 | 69.2% | 31,237 | 67.6% |
| Black Alone | 4,605 | 12.1% | 5,403 | 12.6% | 6,018 | 13.0% |
| American Indian | 164 | 0.4% | 197 | 0.5% | 221 | 0.5% |
| Asian Alone | 1,646 | 4.3% | 1,916 | 4.5% | 2,168 | 4.7% |
| Pacific Islander | 17 | 0.0% | 21 | 0.1% | 25 | 0.1% |
| Some Other Race | 1,631 | 4.3% | 2,120 | 4.9% | 2,490 | 5.4% |
| Two or More Races | 2,897 | 7.6% | 3,535 | 8.2% | 4,080 | 8.8% |
| Hispanic (Any Race) | 3,352 | 8.8% | 4,378 | 10.2% | 5,140 | 11.1% |

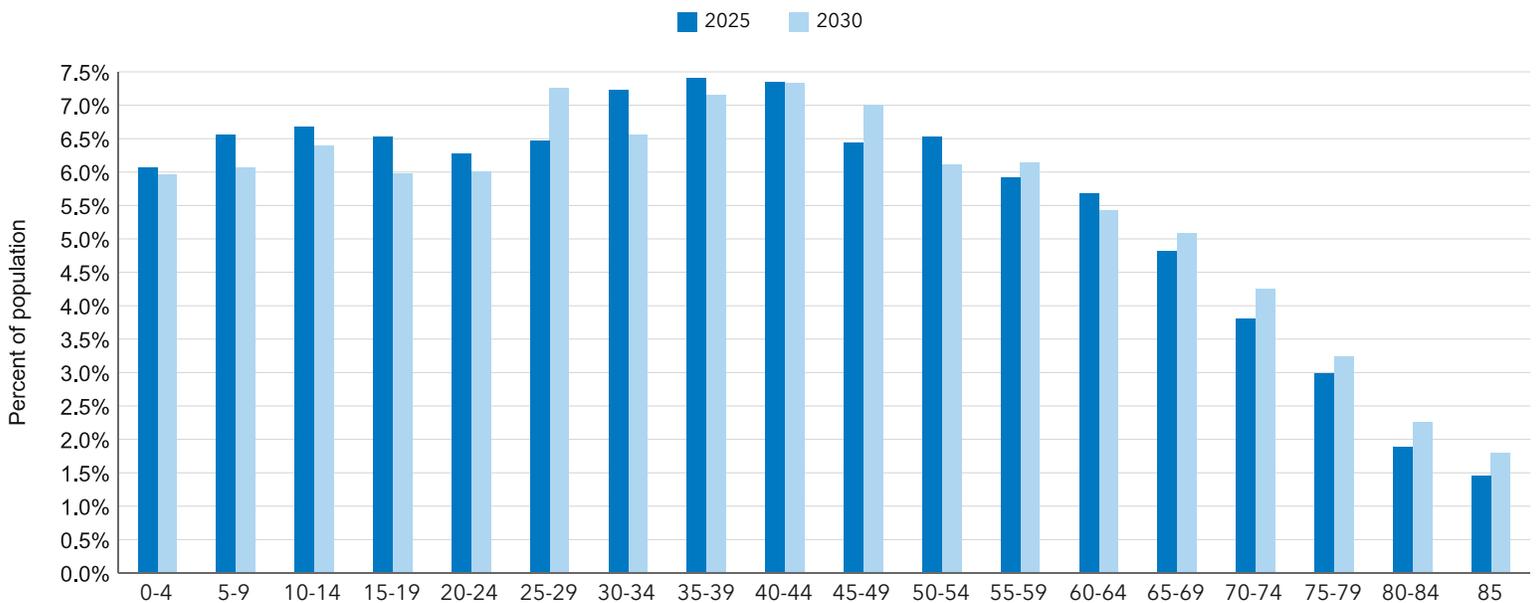
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



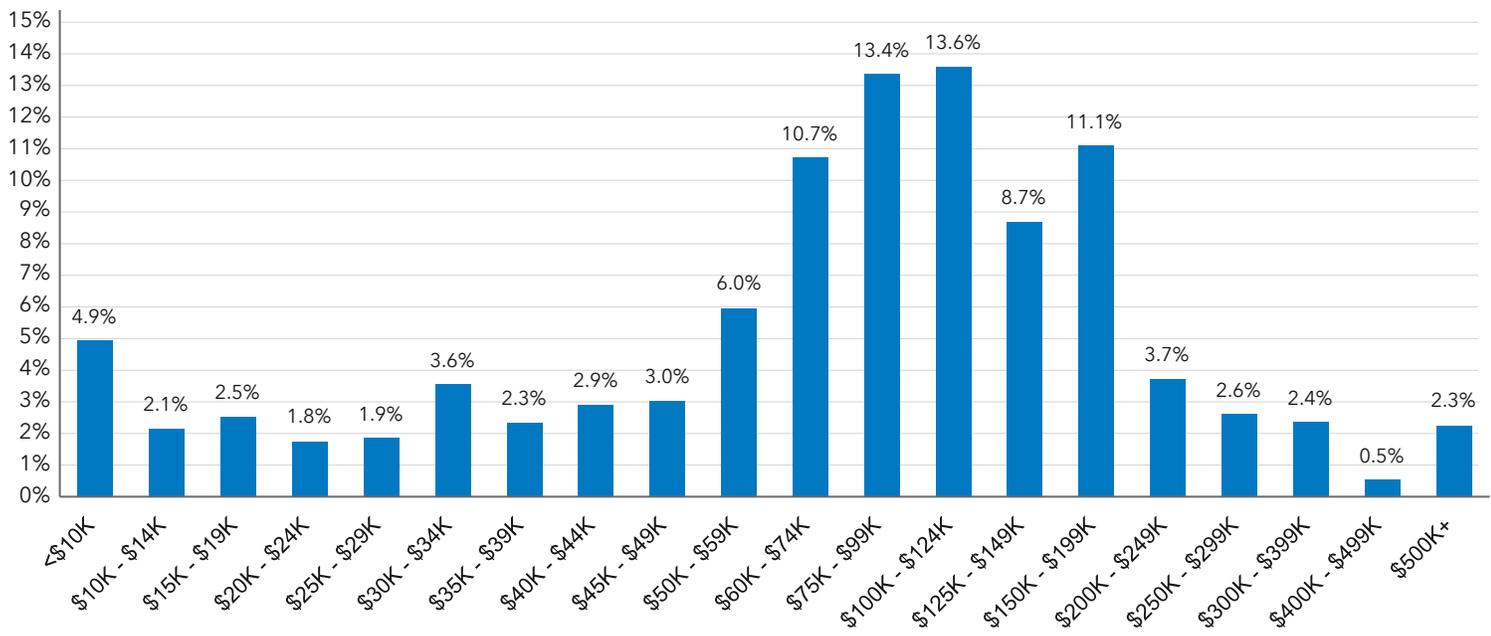
Population by Age



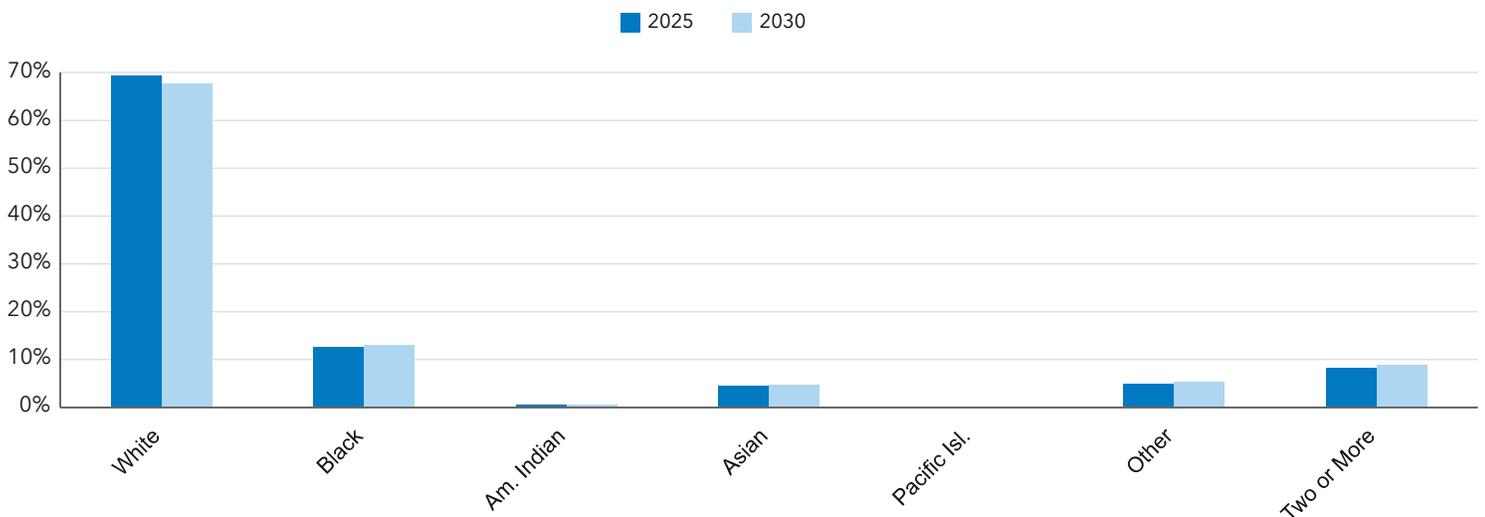
Key Indicators for 2025



Households by Income for 2025



Population by Race



Demographic and Income Profile

188 N Main Street
 188 N Main St, Mooresville, North Carolina, 28115
 Ring: 5 mile radius



| Summary | Census 2020 | 2025 | 2030 |
|-------------------------------|-------------|--------|--------|
| Total Population | 67,133 | 75,722 | 82,282 |
| Total Households | 25,989 | 30,330 | 33,595 |
| Family Households | 17,969 | 20,443 | 22,457 |
| Average Household Size | 2.56 | 2.48 | 2.44 |
| Owner Occupied Housing Units | 16,985 | 19,481 | 21,125 |
| Renter Occupied Housing Units | 9,004 | 10,849 | 12,469 |
| Median Age | 38.3 | 39.2 | 40.0 |

| Trends 2025 - 2030 | Area | State | National |
|------------------------------|------|-------|----------|
| Population | 1.7% | 0.8% | 0.4% |
| Households | 2.1% | 1.1% | 0.6% |
| Family Population | 1.9% | 0.9% | 0.5% |
| Owner Occupied Housing Units | 1.6% | 1.2% | 0.0% |
| Median Household Income | 2.1% | 2.6% | 2.5% |

| Population by Age | Census 2020 | | 2025 | | 2030 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0-4 | 3,849 | 5.7% | 4,232 | 5.6% | 4,575 | 5.6% |
| 5-9 | 4,402 | 6.6% | 4,636 | 6.1% | 4,697 | 5.7% |
| 10-14 | 5,092 | 7.6% | 4,937 | 6.5% | 5,089 | 6.2% |
| 15-19 | 4,908 | 7.3% | 5,093 | 6.7% | 4,823 | 5.9% |
| 20-24 | 3,662 | 5.5% | 4,846 | 6.4% | 4,927 | 6.0% |
| 25-29 | 4,091 | 6.1% | 4,766 | 6.3% | 6,104 | 7.4% |
| 30-34 | 4,478 | 6.7% | 5,022 | 6.6% | 5,389 | 6.5% |
| 35-39 | 4,651 | 6.9% | 5,148 | 6.8% | 5,557 | 6.8% |
| 40-44 | 4,595 | 6.8% | 5,327 | 7.0% | 5,663 | 6.9% |
| 45-49 | 4,957 | 7.4% | 4,989 | 6.6% | 5,597 | 6.8% |
| 50-54 | 4,688 | 7.0% | 5,380 | 7.1% | 5,170 | 6.3% |
| 55-59 | 4,521 | 6.7% | 4,950 | 6.5% | 5,433 | 6.6% |
| 60-64 | 3,908 | 5.8% | 4,588 | 6.1% | 4,895 | 6.0% |
| 65-69 | 3,086 | 4.6% | 3,881 | 5.1% | 4,440 | 5.4% |
| 70-74 | 2,524 | 3.8% | 2,996 | 4.0% | 3,686 | 4.5% |
| 75-79 | 1,773 | 2.6% | 2,356 | 3.1% | 2,778 | 3.4% |
| 80-84 | 1,037 | 1.5% | 1,485 | 2.0% | 1,969 | 2.4% |
| Age 85+ | 912 | 1.4% | 1,092 | 1.4% | 1,492 | 1.8% |

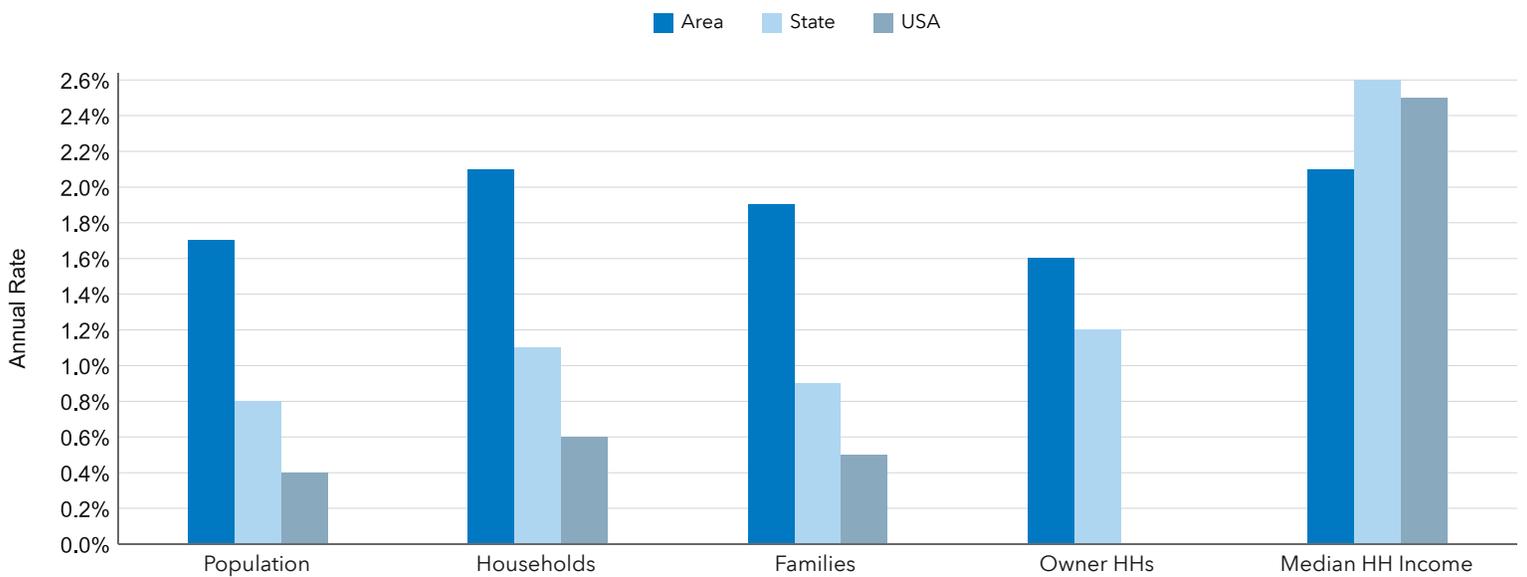
| Households by Income | 2025 | | 2030 | |
|--------------------------|-----------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| <\$10,000 | 1,184 | 3.9% | 1,182 | 3.5% |
| \$10,000-14,999 | 562 | 1.9% | 487 | 1.4% |
| \$15,000-19,999 | 669 | 2.2% | 550 | 1.6% |
| \$20,000-24,999 | 495 | 1.6% | 403 | 1.2% |
| \$25,000-29,999 | 498 | 1.6% | 403 | 1.2% |
| \$30,000-34,999 | 936 | 3.1% | 830 | 2.5% |
| \$35,000-39,999 | 679 | 2.2% | 595 | 1.8% |
| \$40,000-44,999 | 798 | 2.6% | 744 | 2.2% |
| \$45,000-49,999 | 819 | 2.7% | 788 | 2.4% |
| \$50,000-59,999 | 1,740 | 5.7% | 1,736 | 5.2% |
| \$60,000-74,999 | 2,875 | 9.5% | 2,903 | 8.6% |
| \$75000-99999 | 3,640 | 12.0% | 3,734 | 11.1% |
| \$100,000-124,999 | 4,102 | 13.5% | 4,470 | 13.3% |
| \$125,000-149,999 | 2,546 | 8.4% | 3,026 | 9.0% |
| \$150000-199999 | 3,459 | 11.4% | 4,305 | 12.8% |
| \$200,000-249,999 | 1,694 | 5.6% | 2,297 | 6.8% |
| \$250,000-299,999 | 1,184 | 3.9% | 1,721 | 5.1% |
| \$300,000-399,999 | 1,103 | 3.6% | 1,708 | 5.1% |
| \$400,000-499,999 | 281 | 0.9% | 218 | 0.7% |
| \$500,000+ | 1,067 | 3.5% | 1,497 | 4.5% |
| Median Household Income | \$101,285 | - | \$112,146 | - |
| Average Household Income | \$132,089 | - | \$149,161 | - |
| Per Capita Income | \$52,813 | - | \$60,792 | - |

| Race and Ethnicity | Census 2020 | | 2025 | | 2030 | |
|---------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 50,658 | 75.5% | 55,772 | 73.7% | 59,274 | 72.0% |
| Black Alone | 6,254 | 9.3% | 7,441 | 9.8% | 8,381 | 10.2% |
| American Indian | 267 | 0.4% | 318 | 0.4% | 360 | 0.4% |
| Asian Alone | 2,719 | 4.0% | 3,106 | 4.1% | 3,584 | 4.4% |
| Pacific Islander | 42 | 0.1% | 54 | 0.1% | 64 | 0.1% |
| Some Other Race | 2,353 | 3.5% | 3,066 | 4.0% | 3,635 | 4.4% |
| Two or More Races | 4,839 | 7.2% | 5,965 | 7.9% | 6,984 | 8.5% |
| Hispanic (Any Race) | 5,245 | 7.8% | 6,882 | 9.1% | 8,178 | 9.9% |

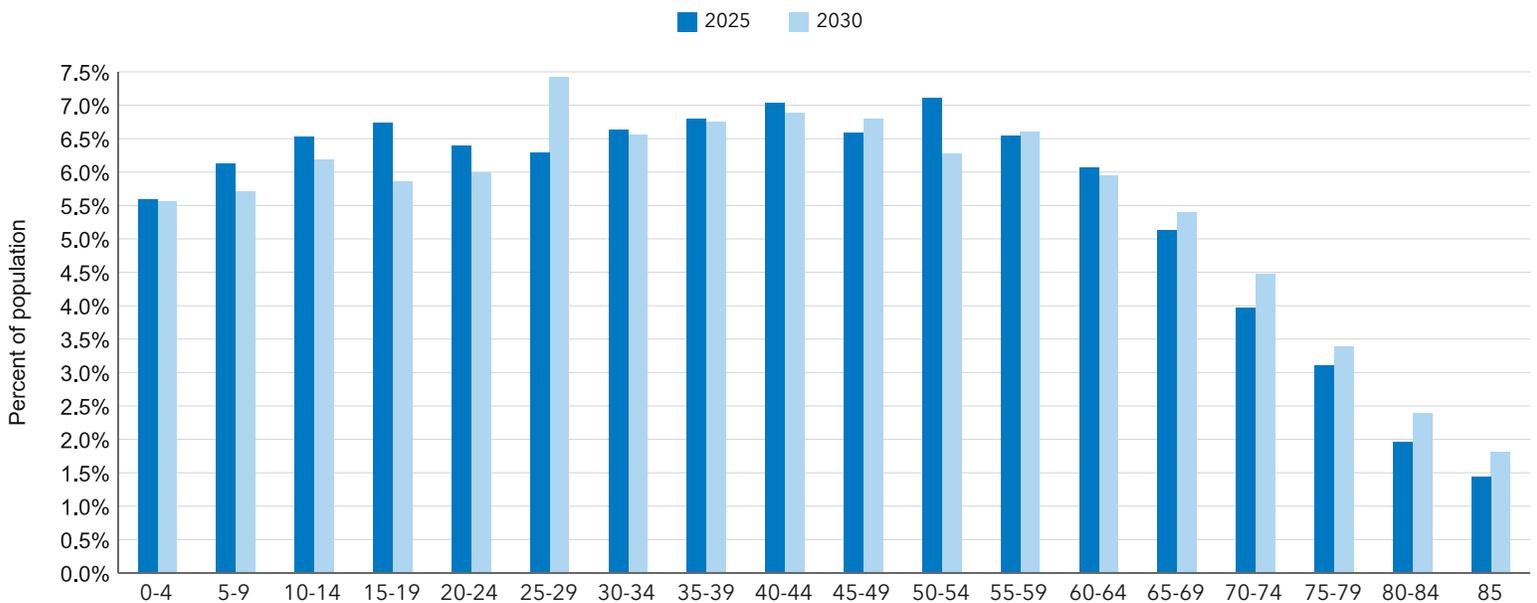
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



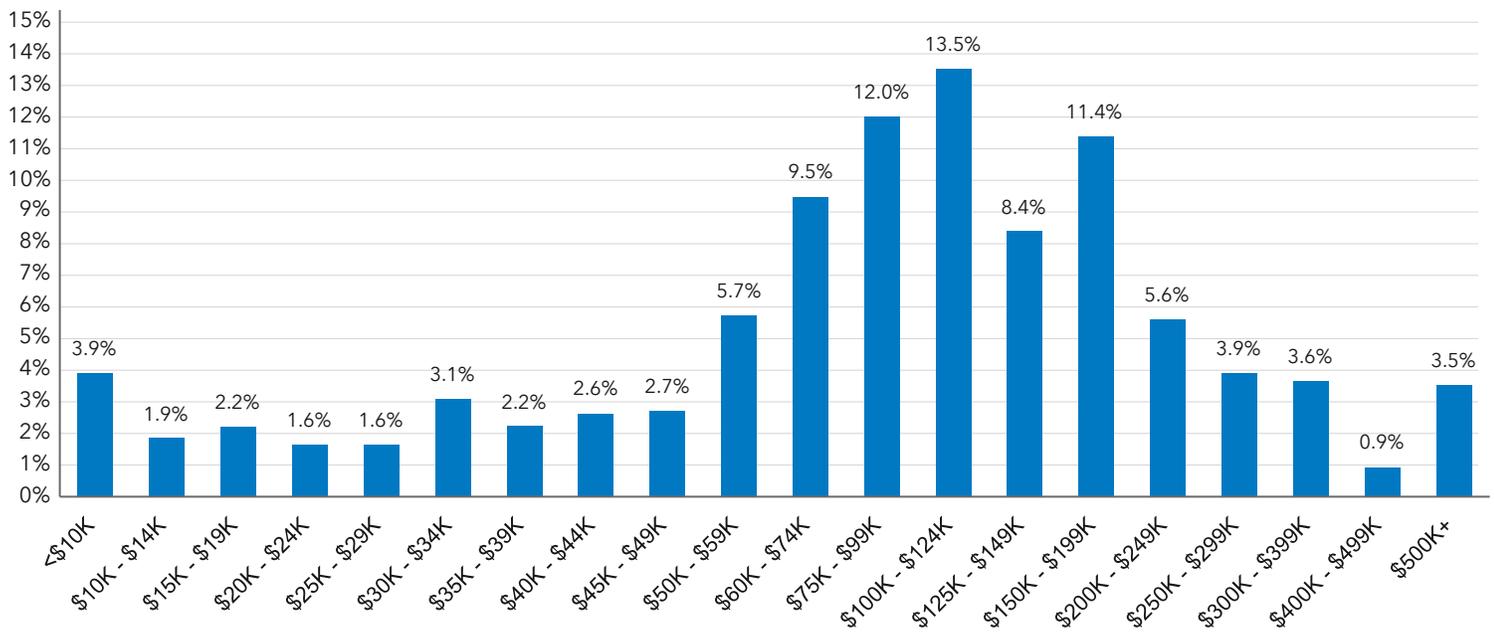
Population by Age



Key Indicators for 2025



Households by Income for 2025



Population by Race

