



## Market Profile

Shelby, North Carolina  
Rings: 45 mile radii

Prepared by Esri  
Latitude: 35.29175  
Longitude: -81.54020

**45 miles**

### Population Summary

2000 Total Population	1,825,280
2010 Total Population	2,166,969
2019 Total Population	2,467,729
2019 Group Quarters	41,744
2024 Total Population	2,639,793
2019-2024 Annual Rate	1.36%
2019 Total Daytime Population	2,602,316
Workers	1,312,209
Residents	1,290,107

### Household Summary

2000 Households	713,397
2000 Average Household Size	2.50
2010 Households	852,762
2010 Average Household Size	2.49
2019 Households	970,776
2019 Average Household Size	2.50
2024 Households	1,038,800
2024 Average Household Size	2.50
2019-2024 Annual Rate	1.36%
2010 Families	570,772
2010 Average Family Size	3.03
2019 Families	639,038
2019 Average Family Size	3.06
2024 Families	679,487
2024 Average Family Size	3.08
2019-2024 Annual Rate	1.24%

### Housing Unit Summary

2000 Housing Units	774,340
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	7.9%
2010 Housing Units	955,343
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	29.1%
Vacant Housing Units	10.7%
2019 Housing Units	1,078,461
Owner Occupied Housing Units	57.9%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	10.0%
2024 Housing Units	1,151,914
Owner Occupied Housing Units	58.0%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	9.8%

### Median Household Income

2019	\$55,518
2024	\$62,598

### Median Home Value

2019	\$182,819
2024	\$205,784

### Per Capita Income

2019	\$31,805
2024	\$36,421

### Median Age

2010	37.5
2019	39.1
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.

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### 2019 Households by Income

Household Income Base	970,774
<\$15,000	11.0%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	5.4%
\$200,000+	6.3%
Average Household Income	\$80,621

### 2024 Households by Income

Household Income Base	1,038,798
<\$15,000	9.1%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	8.5%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	7.2%
\$200,000+	7.4%
Average Household Income	\$92,338

### 2019 Owner Occupied Housing Units by Value

Total	624,468
<\$50,000	7.1%
\$50,000 - \$99,999	14.8%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	15.7%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	8.0%
\$300,000 - \$399,999	10.2%
\$400,000 - \$499,999	6.0%
\$500,000 - \$749,999	6.1%
\$750,000 - \$999,999	2.3%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.4%
Average Home Value	\$260,062

### 2024 Owner Occupied Housing Units by Value

Total	668,208
<\$50,000	5.7%
\$50,000 - \$99,999	12.7%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	14.9%
\$200,000 - \$249,999	10.0%
\$250,000 - \$299,999	8.8%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	7.5%
\$500,000 - \$749,999	7.4%
\$750,000 - \$999,999	2.8%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.5%
Average Home Value	\$286,314

**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.

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### 2010 Population by Age

Total	2,166,972
0 - 4	6.7%
5 - 9	6.7%
10 - 14	6.8%
15 - 24	12.8%
25 - 34	13.3%
35 - 44	14.8%
45 - 54	14.6%
55 - 64	11.9%
65 - 74	7.1%
75 - 84	3.9%
85 +	1.5%
18 +	75.7%

### 2019 Population by Age

Total	2,467,729
0 - 4	6.0%
5 - 9	6.3%
10 - 14	6.4%
15 - 24	12.1%
25 - 34	13.7%
35 - 44	13.2%
45 - 54	13.6%
55 - 64	13.0%
65 - 74	9.6%
75 - 84	4.4%
85 +	1.7%
18 +	77.8%

### 2024 Population by Age

Total	2,639,792
0 - 4	6.0%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	11.9%
25 - 34	13.4%
35 - 44	13.3%
45 - 54	12.7%
55 - 64	12.7%
65 - 74	10.3%
75 - 84	5.5%
85 +	1.7%
18 +	77.9%

### 2010 Population by Sex

Males	1,053,967
Females	1,113,002

### 2019 Population by Sex

Males	1,204,464
Females	1,263,265

### 2024 Population by Sex

Males	1,289,996
Females	1,349,796

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### 2010 Population by Race/Ethnicity

Total	2,166,969
White Alone	71.8%
Black Alone	19.7%
American Indian Alone	0.4%
Asian Alone	2.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	1.9%
Hispanic Origin	7.2%
Diversity Index	52.0

### 2019 Population by Race/Ethnicity

Total	2,467,728
White Alone	68.7%
Black Alone	20.5%
American Indian Alone	0.4%
Asian Alone	3.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	2.4%
Hispanic Origin	8.7%
Diversity Index	56.7

### 2024 Population by Race/Ethnicity

Total	2,639,792
White Alone	66.8%
Black Alone	20.9%
American Indian Alone	0.4%
Asian Alone	4.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.7%
Two or More Races	2.8%
Hispanic Origin	9.7%
Diversity Index	59.5

### 2010 Population by Relationship and Household Type

Total	2,166,969
In Households	98.1%
In Family Households	82.1%
Householder	26.3%
Spouse	18.9%
Child	30.8%
Other relative	3.8%
Nonrelative	2.3%
In Nonfamily Households	16.0%
In Group Quarters	1.9%
Institutionalized Population	1.0%
Noninstitutionalized Population	0.9%

**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.

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### 2019 Population 25+ by Educational Attainment

Total	1,708,220
Less than 9th Grade	4.4%
9th - 12th Grade, No Diploma	7.9%
High School Graduate	21.3%
GED/Alternative Credential	4.3%
Some College, No Degree	20.4%
Associate Degree	9.7%
Bachelor's Degree	21.0%
Graduate/Professional Degree	10.9%

### 2019 Population 15+ by Marital Status

Total	2,007,059
Never Married	32.2%
Married	51.0%
Widowed	5.7%
Divorced	11.0%

### 2019 Civilian Population 16+ in Labor Force

Civilian Employed	95.6%
Civilian Unemployed (Unemployment Rate)	4.4%

### 2019 Employed Population 16+ by Industry

Total	1,191,267
Agriculture/Mining	0.5%
Construction	6.4%
Manufacturing	16.1%
Wholesale Trade	3.2%
Retail Trade	11.0%
Transportation/Utilities	6.0%
Information	1.7%
Finance/Insurance/Real Estate	8.0%
Services	44.6%
Public Administration	2.7%

### 2019 Employed Population 16+ by Occupation

Total	1,191,268
White Collar	59.2%
Management/Business/Financial	15.3%
Professional	20.0%
Sales	11.1%
Administrative Support	12.7%
Services	16.6%
Blue Collar	24.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	3.8%
Production	9.3%
Transportation/Material Moving	6.3%

### 2010 Population By Urban/ Rural Status

Total Population	2,166,969
Population Inside Urbanized Area	67.1%
Population Inside Urbanized Cluster	7.9%
Rural Population	25.0%

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

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### 2010 Households by Type

Total	852,762
Households with 1 Person	27.0%
Households with 2+ People	73.0%
Family Households	66.9%
Husband-wife Families	48.0%
With Related Children	21.1%
Other Family (No Spouse Present)	19.0%
Other Family with Male Householder	4.9%
With Related Children	2.8%
Other Family with Female Householder	14.1%
With Related Children	9.4%
Nonfamily Households	6.1%
All Households with Children	33.8%

### 2010 Households by Size

Total	852,762
1 Person Household	27.0%
2 Person Household	33.7%
3 Person Household	16.9%
4 Person Household	13.3%
5 Person Household	5.8%
6 Person Household	2.1%
7 + Person Household	1.3%

### 2010 Households by Tenure and Mortgage Status

Total	852,762
Owner Occupied	67.4%
Owned with a Mortgage/Loan	48.3%
Owned Free and Clear	19.1%
Renter Occupied	32.6%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	955,343
Housing Units Inside Urbanized Area	66.6%
Housing Units Inside Urbanized Cluster	8.1%
Rural Housing Units	25.2%

**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.

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### Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Middleburg (4C)
3. Salt of the Earth (6B)

### 2019 Consumer Spending

Apparel & Services: Total \$	\$1,943,532,861
Average Spent	\$2,002.04
Spending Potential Index	93
Education: Total \$	\$1,345,060,936
Average Spent	\$1,385.55
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$2,987,696,847
Average Spent	\$3,077.64
Spending Potential Index	94
Food at Home: Total \$	\$4,790,103,117
Average Spent	\$4,934.30
Spending Potential Index	95
Food Away from Home: Total \$	\$3,354,727,448
Average Spent	\$3,455.72
Spending Potential Index	94
Health Care: Total \$	\$5,546,441,624
Average Spent	\$5,713.41
Spending Potential Index	96
HH Furnishings & Equipment: Total \$	\$1,937,713,953
Average Spent	\$1,996.05
Spending Potential Index	94
Personal Care Products & Services: Total \$	\$808,045,694
Average Spent	\$832.37
Spending Potential Index	94
Shelter: Total \$	\$16,041,117,334
Average Spent	\$16,524.02
Spending Potential Index	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,271,567,044
Average Spent	\$2,339.95
Spending Potential Index	94
Travel: Total \$	\$1,944,211,878
Average Spent	\$2,002.74
Spending Potential Index	89
Vehicle Maintenance & Repairs: Total \$	\$1,059,405,318
Average Spent	\$1,091.30
Spending Potential Index	95

**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.

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