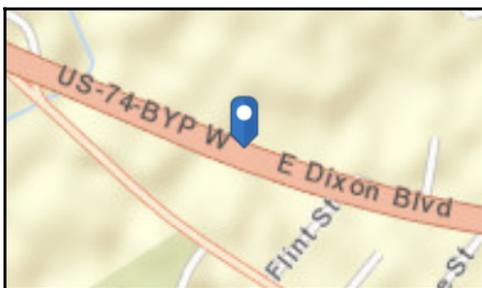
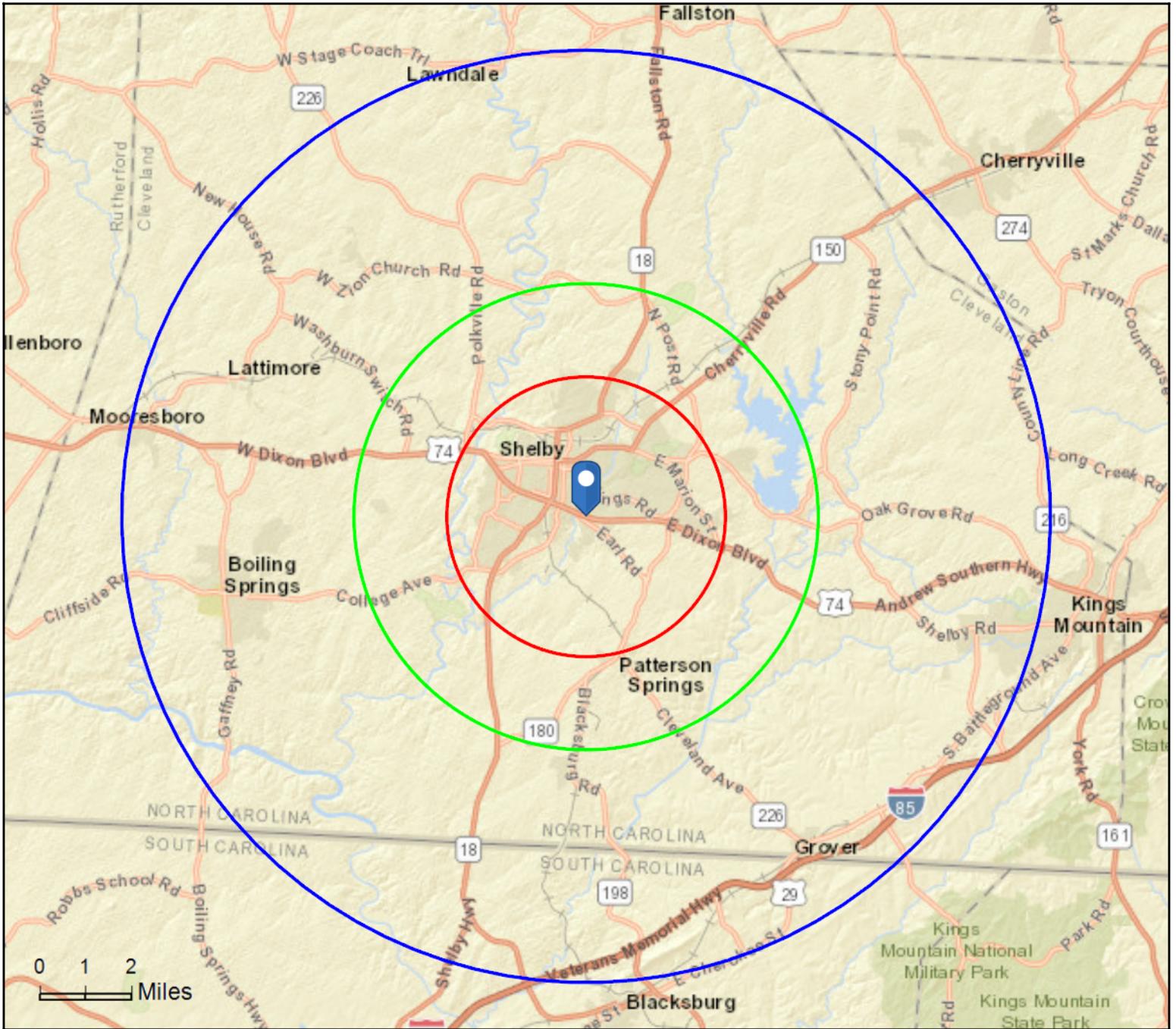


Creekside Plaza
705 E Dixon Blvd, Shelby, North Carolina, 28152
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.27446
Longitude: -81.52891





Community Profile

Creekside Plaza
705 E Dixon Blvd, Shelby, North Carolina, 28152
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.27446
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	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	24,039	35,975	80,037
2010 Total Population	22,929	35,641	82,164
2019 Total Population	23,605	36,799	84,334
2019 Group Quarters	462	490	2,017
2024 Total Population	23,898	37,291	85,271
2019-2024 Annual Rate	0.25%	0.27%	0.22%
2019 Total Daytime Population	32,370	43,399	81,568
Workers	18,318	21,851	32,959
Residents	14,052	21,548	48,609
Household Summary			
2000 Households	9,820	14,373	30,484
2000 Average Household Size	2.38	2.45	2.55
2010 Households	9,639	14,692	31,959
2010 Average Household Size	2.33	2.39	2.51
2019 Households	9,907	15,145	32,732
2019 Average Household Size	2.34	2.40	2.51
2024 Households	10,029	15,342	33,078
2024 Average Household Size	2.34	2.40	2.52
2019-2024 Annual Rate	0.25%	0.26%	0.21%
2010 Families	6,036	9,726	22,449
2010 Average Family Size	2.94	2.93	2.98
2019 Families	6,114	9,904	22,733
2019 Average Family Size	2.97	2.96	3.01
2024 Families	6,161	9,994	22,891
2024 Average Family Size	2.98	2.97	3.02
2019-2024 Annual Rate	0.15%	0.18%	0.14%
Housing Unit Summary			
2000 Housing Units	10,883	15,786	33,133
Owner Occupied Housing Units	55.2%	60.4%	66.8%
Renter Occupied Housing Units	35.1%	30.6%	25.2%
Vacant Housing Units	9.8%	9.0%	8.0%
2010 Housing Units	11,168	16,703	35,884
Owner Occupied Housing Units	47.9%	53.7%	61.0%
Renter Occupied Housing Units	38.4%	34.3%	28.0%
Vacant Housing Units	13.7%	12.0%	10.9%
2019 Housing Units	11,466	17,180	36,803
Owner Occupied Housing Units	46.8%	52.8%	60.1%
Renter Occupied Housing Units	39.6%	35.4%	28.9%
Vacant Housing Units	13.6%	11.8%	11.1%
2024 Housing Units	11,631	17,430	37,281
Owner Occupied Housing Units	47.0%	53.1%	60.3%
Renter Occupied Housing Units	39.2%	34.9%	28.4%
Vacant Housing Units	13.8%	12.0%	11.3%
Median Household Income			
2019	\$33,725	\$36,491	\$39,276
2024	\$36,798	\$39,778	\$42,539
Median Home Value			
2019	\$119,650	\$123,807	\$124,571
2024	\$129,931	\$136,746	\$137,433
Per Capita Income			
2019	\$20,864	\$21,641	\$21,471
2024	\$23,411	\$24,369	\$23,984
Median Age			
2010	41.3	41.3	40.0
2019	42.5	42.9	41.9
2024	42.8	43.6	43.0

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.



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2019 Households by Income			
Household Income Base	9,907	15,145	32,732
<\$15,000	19.6%	17.7%	16.0%
\$15,000 - \$24,999	19.2%	17.9%	16.7%
\$25,000 - \$34,999	12.5%	12.4%	12.1%
\$35,000 - \$49,999	14.3%	14.5%	14.6%
\$50,000 - \$74,999	17.5%	18.1%	19.3%
\$75,000 - \$99,999	6.4%	7.5%	8.2%
\$100,000 - \$149,999	6.8%	7.8%	8.2%
\$150,000 - \$199,999	1.7%	2.2%	3.1%
\$200,000+	2.0%	2.0%	1.8%
Average Household Income	\$49,874	\$52,666	\$55,100
2024 Households by Income			
Household Income Base	10,029	15,342	33,078
<\$15,000	17.2%	15.4%	14.2%
\$15,000 - \$24,999	18.8%	17.4%	16.3%
\$25,000 - \$34,999	11.7%	11.5%	11.2%
\$35,000 - \$49,999	14.3%	14.4%	14.3%
\$50,000 - \$74,999	18.0%	18.5%	19.4%
\$75,000 - \$99,999	6.9%	7.9%	8.6%
\$100,000 - \$149,999	8.5%	9.6%	9.9%
\$150,000 - \$199,999	2.3%	2.9%	4.1%
\$200,000+	2.3%	2.3%	2.0%
Average Household Income	\$55,985	\$59,333	\$61,588
2019 Owner Occupied Housing Units by Value			
Total	5,368	9,072	22,103
<\$50,000	9.1%	9.4%	10.9%
\$50,000 - \$99,999	29.6%	28.8%	26.7%
\$100,000 - \$149,999	28.7%	24.7%	25.3%
\$150,000 - \$199,999	14.3%	13.6%	14.6%
\$200,000 - \$249,999	5.7%	7.0%	7.4%
\$250,000 - \$299,999	4.8%	5.3%	4.7%
\$300,000 - \$399,999	3.6%	5.7%	6.0%
\$400,000 - \$499,999	1.5%	2.4%	2.2%
\$500,000 - \$749,999	1.5%	1.8%	1.4%
\$750,000 - \$999,999	0.5%	0.7%	0.4%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	0.5%	0.3%
Average Home Value	\$158,999	\$169,339	\$160,807
2024 Owner Occupied Housing Units by Value			
Total	5,472	9,255	22,489
<\$50,000	6.5%	6.6%	7.7%
\$50,000 - \$99,999	26.1%	25.1%	23.2%
\$100,000 - \$149,999	29.0%	24.9%	25.5%
\$150,000 - \$199,999	15.7%	14.9%	16.1%
\$200,000 - \$249,999	7.0%	8.5%	8.9%
\$250,000 - \$299,999	6.0%	6.7%	5.8%
\$300,000 - \$399,999	3.9%	6.2%	6.8%
\$400,000 - \$499,999	1.7%	2.6%	2.7%
\$500,000 - \$749,999	2.5%	2.9%	2.3%
\$750,000 - \$999,999	0.8%	1.0%	0.6%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	0.5%	0.3%
Average Home Value	\$176,193	\$189,056	\$179,293

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

Creekside Plaza
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 Rings: 3, 5, 10 mile radii

Prepared by Esri
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	3 miles	5 miles	10 miles
2010 Population by Age			
Total	22,929	35,642	82,164
0 - 4	6.5%	6.3%	6.0%
5 - 9	6.2%	6.4%	6.5%
10 - 14	6.4%	6.5%	6.8%
15 - 24	12.6%	12.4%	13.8%
25 - 34	10.7%	10.7%	10.6%
35 - 44	12.3%	12.7%	13.4%
45 - 54	14.3%	14.8%	14.9%
55 - 64	13.5%	13.9%	13.3%
65 - 74	9.1%	9.1%	8.4%
75 - 84	6.1%	5.4%	4.7%
85 +	2.3%	1.9%	1.6%
18 +	76.6%	76.5%	76.4%
2019 Population by Age			
Total	23,605	36,803	84,337
0 - 4	5.9%	5.7%	5.4%
5 - 9	6.0%	5.9%	5.7%
10 - 14	6.0%	6.0%	5.9%
15 - 24	11.6%	11.3%	12.5%
25 - 34	11.9%	12.0%	12.4%
35 - 44	11.3%	11.4%	11.5%
45 - 54	12.1%	12.6%	13.4%
55 - 64	13.8%	14.4%	14.3%
65 - 74	12.0%	12.2%	11.5%
75 - 84	6.5%	6.0%	5.3%
85 +	2.9%	2.4%	1.9%
18 +	78.5%	78.8%	79.4%
2024 Population by Age			
Total	23,899	37,291	85,269
0 - 4	5.9%	5.7%	5.3%
5 - 9	5.9%	5.8%	5.6%
10 - 14	6.1%	6.1%	6.0%
15 - 24	11.4%	11.0%	12.0%
25 - 34	11.8%	11.5%	11.4%
35 - 44	11.4%	11.7%	12.0%
45 - 54	11.5%	11.8%	12.3%
55 - 64	12.8%	13.8%	14.2%
65 - 74	12.8%	13.0%	12.3%
75 - 84	7.5%	7.3%	6.8%
85 +	2.9%	2.5%	2.1%
18 +	78.4%	78.9%	79.5%
2010 Population by Sex			
Males	10,711	16,904	39,584
Females	12,218	18,737	42,580
2019 Population by Sex			
Males	11,058	17,492	40,727
Females	12,547	19,308	43,607
2024 Population by Sex			
Males	11,217	17,746	41,228
Females	12,682	19,545	44,042

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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	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	22,928	35,641	82,164
White Alone	58.5%	63.8%	73.3%
Black Alone	37.7%	32.5%	22.8%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	0.8%	0.6%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.1%	1.2%
Two or More Races	1.7%	1.7%	1.6%
Hispanic Origin	3.2%	3.0%	2.9%
Diversity Index	54.6	51.8	44.4
2019 Population by Race/Ethnicity			
Total	23,605	36,799	84,334
White Alone	57.5%	62.8%	72.1%
Black Alone	37.3%	32.2%	22.7%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.0%	0.9%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.5%	1.6%
Two or More Races	2.2%	2.2%	2.2%
Hispanic Origin	4.3%	4.2%	3.9%
Diversity Index	56.9	54.2	47.2
2024 Population by Race/Ethnicity			
Total	23,899	37,292	85,271
White Alone	56.9%	62.1%	71.2%
Black Alone	36.9%	31.9%	22.6%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.2%	1.0%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.8%	1.9%
Two or More Races	2.7%	2.7%	2.6%
Hispanic Origin	5.2%	5.0%	4.7%
Diversity Index	58.5	55.9	49.2
2010 Population by Relationship and Household Type			
Total	22,929	35,641	82,164
In Households	98.0%	98.6%	97.6%
In Family Households	79.9%	82.5%	83.9%
Householder	26.2%	27.2%	27.4%
Spouse	15.9%	17.8%	19.3%
Child	30.9%	31.0%	31.1%
Other relative	4.3%	4.0%	3.7%
Nonrelative	2.6%	2.4%	2.4%
In Nonfamily Households	18.1%	16.2%	13.7%
In Group Quarters	2.0%	1.4%	2.4%
Institutionalized Population	0.9%	0.6%	0.5%
Noninstitutionalized Population	1.1%	0.8%	1.9%

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.

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 Population 25+ by Educational Attainment			
Total	16,632	26,160	59,388
Less than 9th Grade	4.7%	5.2%	4.8%
9th - 12th Grade, No Diploma	11.0%	10.6%	9.9%
High School Graduate	29.5%	29.3%	29.6%
GED/Alternative Credential	4.3%	4.0%	4.2%
Some College, No Degree	19.0%	18.9%	20.6%
Associate Degree	10.1%	10.7%	11.2%
Bachelor's Degree	13.1%	12.9%	11.6%
Graduate/Professional Degree	8.4%	8.4%	8.2%
2019 Population 15+ by Marital Status			
Total	19,379	30,311	69,906
Never Married	34.4%	32.7%	30.5%
Married	44.2%	46.8%	51.1%
Widowed	9.2%	8.5%	7.4%
Divorced	12.2%	12.0%	11.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	91.7%	91.8%	93.7%
Civilian Unemployed (Unemployment Rate)	8.3%	8.2%	6.3%
2019 Employed Population 16+ by Industry			
Total	9,583	15,362	36,194
Agriculture/Mining	0.1%	0.4%	0.7%
Construction	2.9%	3.3%	4.4%
Manufacturing	21.9%	22.2%	21.1%
Wholesale Trade	2.2%	2.2%	2.0%
Retail Trade	13.5%	13.2%	13.5%
Transportation/Utilities	4.4%	5.0%	5.2%
Information	1.1%	1.4%	0.9%
Finance/Insurance/Real Estate	2.7%	2.5%	3.0%
Services	47.0%	45.3%	45.1%
Public Administration	4.2%	4.4%	4.1%
2019 Employed Population 16+ by Occupation			
Total	9,582	15,363	36,194
White Collar	52.3%	52.6%	52.7%
Management/Business/Financial	8.2%	8.5%	9.4%
Professional	20.9%	21.0%	20.2%
Sales	12.0%	11.3%	10.7%
Administrative Support	11.3%	11.7%	12.3%
Services	20.2%	19.1%	16.9%
Blue Collar	27.4%	28.3%	30.4%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	2.1%	2.3%	3.3%
Installation/Maintenance/Repair	4.1%	4.8%	5.9%
Production	14.6%	14.5%	13.5%
Transportation/Material Moving	6.5%	6.6%	7.6%
2010 Population By Urban/ Rural Status			
Total Population	22,929	35,641	82,164
Population Inside Urbanized Area	0.0%	0.6%	7.2%
Population Inside Urbanized Cluster	89.8%	72.9%	39.8%
Rural Population	10.2%	26.5%	53.0%

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	9,638	14,692	31,959
Households with 1 Person	32.8%	29.5%	25.5%
Households with 2+ People	67.2%	70.5%	74.5%
Family Households	62.6%	66.2%	70.2%
Husband-wife Families	38.1%	43.3%	49.4%
With Related Children	13.2%	15.4%	19.4%
Other Family (No Spouse Present)	24.6%	22.9%	20.9%
Other Family with Male Householder	4.8%	4.9%	5.4%
With Related Children	2.5%	2.6%	3.1%
Other Family with Female Householder	19.7%	18.0%	15.5%
With Related Children	13.4%	12.3%	10.3%
Nonfamily Households	4.6%	4.3%	4.3%
All Households with Children	29.6%	30.9%	33.3%
Multigenerational Households	4.8%	4.7%	4.9%
Unmarried Partner Households	5.8%	5.7%	5.8%
Male-female	5.1%	5.1%	5.2%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	9,639	14,693	31,960
1 Person Household	32.8%	29.4%	25.5%
2 Person Household	32.8%	34.1%	34.7%
3 Person Household	15.8%	16.8%	18.0%
4 Person Household	10.7%	11.6%	13.1%
5 Person Household	4.6%	4.8%	5.4%
6 Person Household	2.0%	2.0%	2.1%
7 + Person Household	1.3%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	9,639	14,692	31,959
Owner Occupied	55.5%	61.0%	68.5%
Owned with a Mortgage/Loan	34.5%	38.8%	43.9%
Owned Free and Clear	21.0%	22.2%	24.6%
Renter Occupied	44.5%	39.0%	31.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,168	16,703	35,884
Housing Units Inside Urbanized Area	0.0%	0.5%	6.7%
Housing Units Inside Urbanized Cluster	90.3%	74.5%	41.1%
Rural Housing Units	9.7%	25.0%	52.1%

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.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Southern Satellites (10A)
2.	Midlife Constants (5E)	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Traditional Living (12B)	Heartland Communities (6F)	Small Town Simplicity (12C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$12,179,106	\$19,663,321	\$44,410,310
Average Spent	\$1,229.34	\$1,298.34	\$1,356.79
Spending Potential Index	57	61	63
Education: Total \$	\$8,245,389	\$13,036,102	\$29,356,903
Average Spent	\$832.28	\$860.75	\$896.89
Spending Potential Index	52	54	56
Entertainment/Recreation: Total \$	\$19,423,549	\$31,812,105	\$71,759,936
Average Spent	\$1,960.59	\$2,100.50	\$2,192.35
Spending Potential Index	60	64	67
Food at Home: Total \$	\$31,378,653	\$51,317,434	\$115,322,201
Average Spent	\$3,167.32	\$3,388.41	\$3,523.23
Spending Potential Index	61	65	68
Food Away from Home: Total \$	\$20,887,995	\$33,735,599	\$76,648,203
Average Spent	\$2,108.41	\$2,227.51	\$2,341.69
Spending Potential Index	57	61	64
Health Care: Total \$	\$37,423,592	\$61,204,923	\$137,869,901
Average Spent	\$3,777.49	\$4,041.26	\$4,212.08
Spending Potential Index	64	68	71
HH Furnishings & Equipment: Total \$	\$12,147,116	\$19,635,250	\$44,537,151
Average Spent	\$1,226.11	\$1,296.48	\$1,360.66
Spending Potential Index	58	61	64
Personal Care Products & Services: Total \$	\$4,997,854	\$7,985,274	\$18,223,626
Average Spent	\$504.48	\$527.25	\$556.75
Spending Potential Index	57	59	63
Shelter: Total \$	\$100,753,514	\$158,593,216	\$352,292,740
Average Spent	\$10,169.93	\$10,471.66	\$10,762.95
Spending Potential Index	55	57	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,699,821	\$23,983,882	\$54,570,865
Average Spent	\$1,483.78	\$1,583.62	\$1,667.20
Spending Potential Index	60	64	67
Travel: Total \$	\$11,779,302	\$18,902,876	\$43,141,165
Average Spent	\$1,188.99	\$1,248.13	\$1,318.01
Spending Potential Index	53	56	59
Vehicle Maintenance & Repairs: Total \$	\$6,933,167	\$11,249,682	\$25,115,998
Average Spent	\$699.83	\$742.80	\$767.32
Spending Potential Index	61	65	67

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.