



# Retail MarketPlace Profile

100 Main St W, Valdese, North Carolina, 28690  
 Ring: 0.5 mile radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## Summary Demographics

2018 Population	768
2018 Households	384
2018 Median Disposable Income	\$36,849
2018 Per Capita Income	\$27,367

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$11,841,636	\$32,835,120	-\$20,993,484	-47.0	26
Total Retail Trade	44-45	\$10,832,161	\$28,242,144	-\$17,409,983	-44.6	17
Total Food & Drink	722	\$1,009,475	\$4,592,976	-\$3,583,501	-64.0	8

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,483,203	\$4,979,808	-\$2,496,605	-33.5	5
Automobile Dealers	4411	\$2,042,062	\$3,179,485	-\$1,137,423	-21.8	2
Other Motor Vehicle Dealers	4412	\$213,383	\$843,939	-\$630,556	-59.6	1
Auto Parts, Accessories & Tire Stores	4413	\$227,758	\$956,384	-\$728,626	-61.5	1
Furniture & Home Furnishings Stores	442	\$368,185	\$434,234	-\$66,049	-8.2	1
Furniture Stores	4421	\$223,045	\$0	\$223,045	100.0	0
Home Furnishings Stores	4422	\$145,141	\$0	\$145,141	100.0	0
Electronics & Appliance Stores	443	\$285,018	\$431,942	-\$146,924	-20.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$824,864	\$270,552	\$554,312	50.6	1
Bldg Material & Supplies Dealers	4441	\$765,062	\$0	\$765,062	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$59,802	\$106,760	-\$46,958	-28.2	1
Food & Beverage Stores	445	\$1,861,829	\$8,998,365	-\$7,136,536	-65.7	1
Grocery Stores	4451	\$1,737,927	\$8,237,278	-\$6,499,351	-65.2	1
Specialty Food Stores	4452	\$68,092	\$0	\$68,092	100.0	0
Beer, Wine & Liquor Stores	4453	\$55,810	\$761,087	-\$705,277	-86.3	1
Health & Personal Care Stores	446,4461	\$708,159	\$6,434,076	-\$5,725,917	-80.2	2
Gasoline Stations	447,4471	\$1,208,745	\$2,272,638	-\$1,063,893	-30.6	1
Clothing & Clothing Accessories Stores	448	\$431,154	\$84,428	\$346,726	67.2	1
Clothing Stores	4481	\$289,217	\$0	\$289,217	100.0	0
Shoe Stores	4482	\$69,486	\$0	\$69,486	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$72,450	\$84,428	-\$11,978	-7.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$264,703	\$1,000,958	-\$736,255	-58.2	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$225,065	\$1,000,958	-\$775,893	-63.3	1
Book, Periodical & Music Stores	4512	\$39,639	\$0	\$39,639	100.0	0
General Merchandise Stores	452	\$1,686,940	\$3,071,881	-\$1,384,941	-29.1	2
Department Stores Excluding Leased Depts.	4521	\$1,187,463	\$0	\$1,187,463	100.0	0
Other General Merchandise Stores	4529	\$499,476	\$3,071,881	-\$2,572,405	-72.0	2
Miscellaneous Store Retailers	453	\$508,468	\$263,263	\$245,205	31.8	2
Florists	4531	\$16,016	\$0	\$16,016	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$89,263	\$0	\$89,263	100.0	0
Used Merchandise Stores	4533	\$46,734	\$247,629	-\$200,895	-68.2	1
Other Miscellaneous Store Retailers	4539	\$356,455	\$0	\$356,455	100.0	0
Nonstore Retailers	454	\$200,892	\$0	\$200,892	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$126,711	\$0	\$126,711	100.0	0
Vending Machine Operators	4542	\$10,006	\$0	\$10,006	100.0	0
Direct Selling Establishments	4543	\$64,174	\$0	\$64,174	100.0	0
Food Services & Drinking Places	722	\$1,009,475	\$4,592,976	-\$3,583,501	-64.0	8
Special Food Services	7223	\$10,252	\$0	\$10,252	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$61,857	\$0	\$61,857	100.0	0
Restaurants/Other Eating Places	7225	\$937,366	\$4,592,976	-\$3,655,610	-66.1	8

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>

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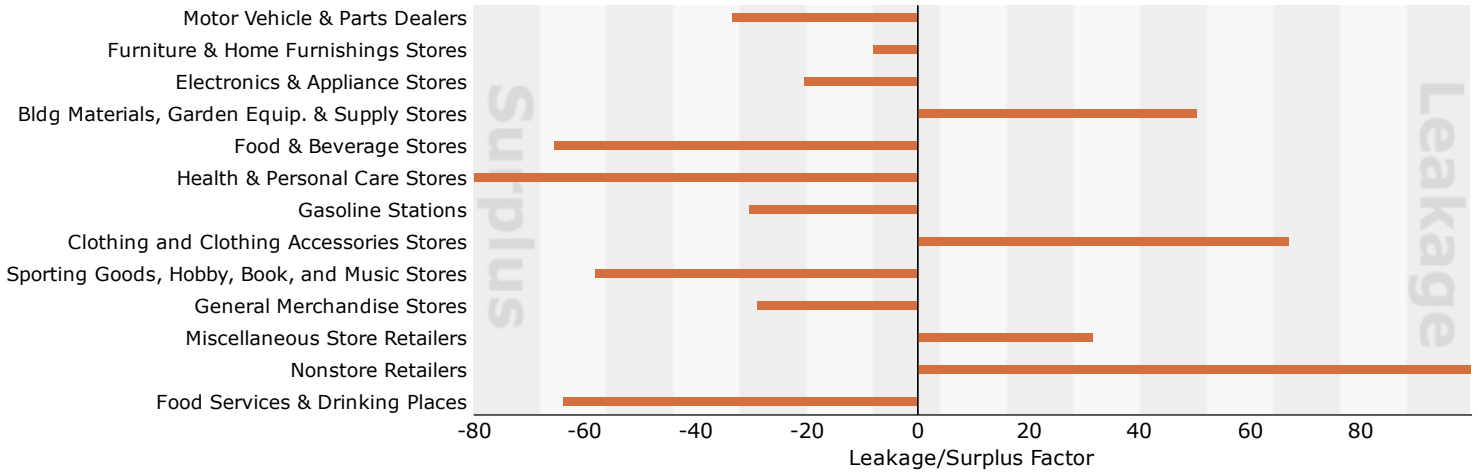


# Retail MarketPlace Profile

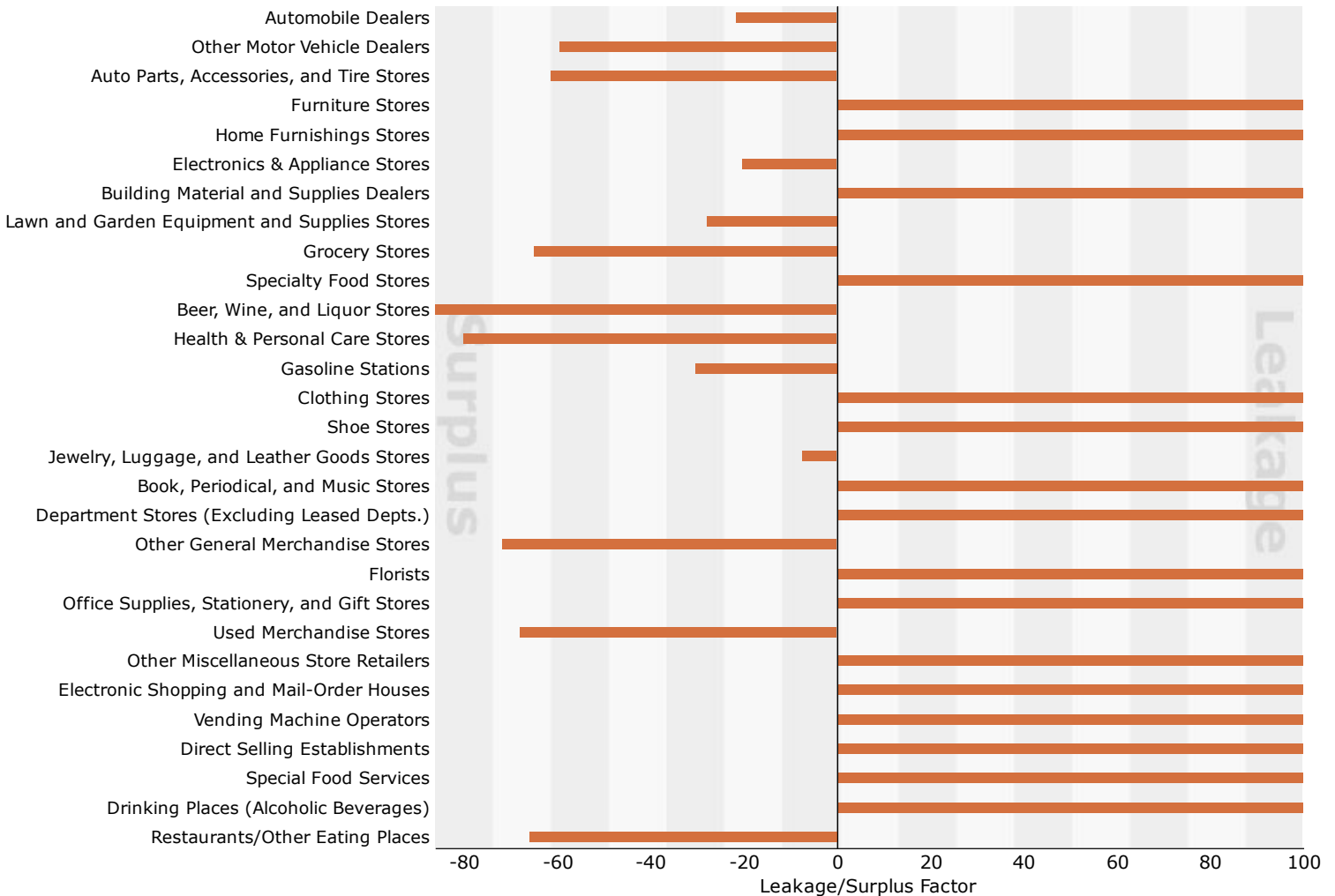
100 Main St W, Valdese, North Carolina, 28690  
 Ring: 0.5 mile radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



# Retail MarketPlace Profile

100 Main St W, Valdese, North Carolina, 28690  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## Summary Demographics

2018 Population	11,949
2018 Households	5,057
2018 Median Disposable Income	\$36,214
2018 Per Capita Income	\$24,943

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$145,943,674	\$122,399,852	\$23,543,822	8.8	84
Total Retail Trade	44-45	\$133,219,627	\$112,095,331	\$21,124,296	8.6	63
Total Food & Drink	722	\$12,724,047	\$10,304,520	\$2,419,527	10.5	21

## 2017 Industry Group

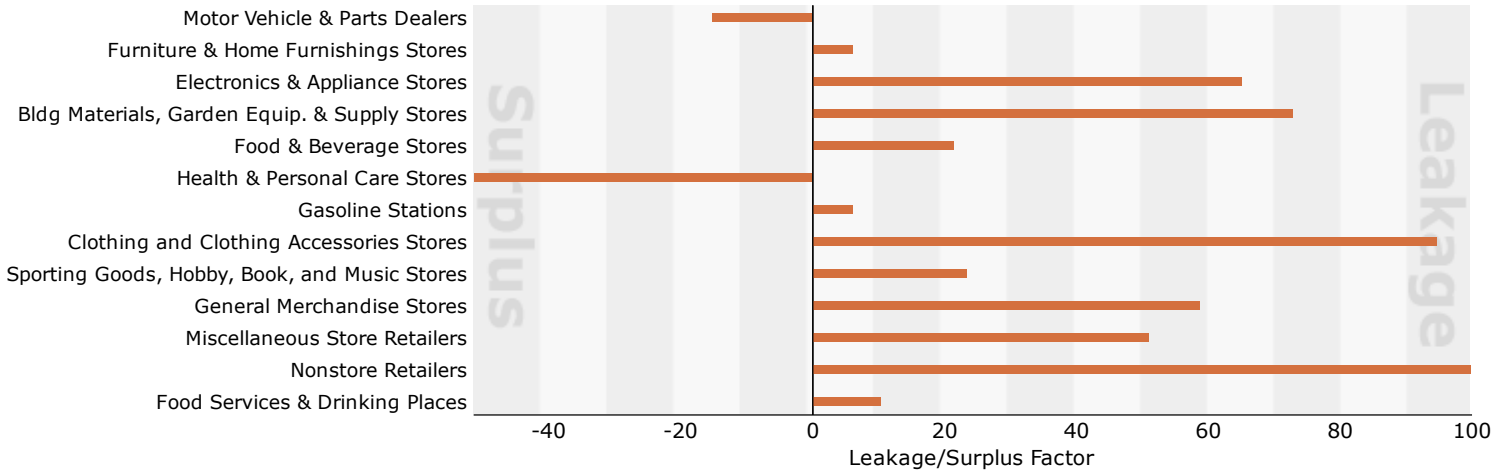
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$30,209,338	\$41,066,434	-\$10,857,096	-15.2	17
Automobile Dealers	4411	\$24,841,391	\$33,172,804	-\$8,331,413	-14.4	8
Other Motor Vehicle Dealers	4412	\$2,558,724	\$4,089,764	-\$1,531,040	-23.0	3
Auto Parts, Accessories & Tire Stores	4413	\$2,809,222	\$3,803,865	-\$994,643	-15.0	6
Furniture & Home Furnishings Stores	442	\$4,647,385	\$4,097,563	\$549,822	6.3	6
Furniture Stores	4421	\$2,807,377	\$3,391,186	-\$583,809	-9.4	5
Home Furnishings Stores	4422	\$1,840,007	\$706,377	\$1,133,630	44.5	2
Electronics & Appliance Stores	443	\$3,576,693	\$750,761	\$2,825,932	65.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,108,744	\$1,577,435	\$8,531,309	73.0	4
Bldg Material & Supplies Dealers	4441	\$9,397,644	\$1,244,972	\$8,152,672	76.6	2
Lawn & Garden Equip & Supply Stores	4442	\$711,101	\$332,464	\$378,637	36.3	2
Food & Beverage Stores	445	\$22,873,779	\$14,792,534	\$8,081,245	21.5	5
Grocery Stores	4451	\$21,330,521	\$13,266,857	\$8,063,664	23.3	4
Specialty Food Stores	4452	\$834,516	\$202,828	\$631,688	60.9	1
Beer, Wine & Liquor Stores	4453	\$708,742	\$1,322,849	-\$614,107	-30.2	1
Health & Personal Care Stores	446,4461	\$8,734,033	\$27,176,874	-\$18,442,841	-51.4	8
Gasoline Stations	447,4471	\$14,748,813	\$13,023,510	\$1,725,303	6.2	5
Clothing & Clothing Accessories Stores	448	\$5,489,702	\$146,745	\$5,342,957	94.8	1
Clothing Stores	4481	\$3,662,320	\$0	\$3,662,320	100.0	0
Shoe Stores	4482	\$880,281	\$0	\$880,281	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$947,101	\$146,745	\$800,356	73.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,291,950	\$2,036,196	\$1,255,754	23.6	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,800,049	\$2,036,196	\$763,853	15.8	4
Book, Periodical & Music Stores	4512	\$491,901	\$0	\$491,901	100.0	0
General Merchandise Stores	452	\$20,951,814	\$5,432,590	\$15,519,224	58.8	4
Department Stores Excluding Leased Depts.	4521	\$14,827,475	\$0	\$14,827,475	100.0	0
Other General Merchandise Stores	4529	\$6,124,340	\$5,432,590	\$691,750	6.0	4
Miscellaneous Store Retailers	453	\$6,148,545	\$1,994,689	\$4,153,856	51.0	8
Florists	4531	\$198,031	\$99,667	\$98,364	33.0	2
Office Supplies, Stationery & Gift Stores	4532	\$1,120,443	\$0	\$1,120,443	100.0	0
Used Merchandise Stores	4533	\$589,574	\$1,139,481	-\$549,907	-31.8	4
Other Miscellaneous Store Retailers	4539	\$4,240,498	\$755,540	\$3,484,958	69.8	2
Nonstore Retailers	454	\$2,438,831	\$0	\$2,438,831	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,571,449	\$0	\$1,571,449	100.0	0
Vending Machine Operators	4542	\$123,186	\$0	\$123,186	100.0	0
Direct Selling Establishments	4543	\$744,196	\$0	\$744,196	100.0	0
Food Services & Drinking Places	722	\$12,724,047	\$10,304,520	\$2,419,527	10.5	21
Special Food Services	7223	\$125,138	\$0	\$125,138	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$805,768	\$0	\$805,768	100.0	0
Restaurants/Other Eating Places	7225	\$11,793,142	\$10,304,520	\$1,488,622	6.7	21

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>

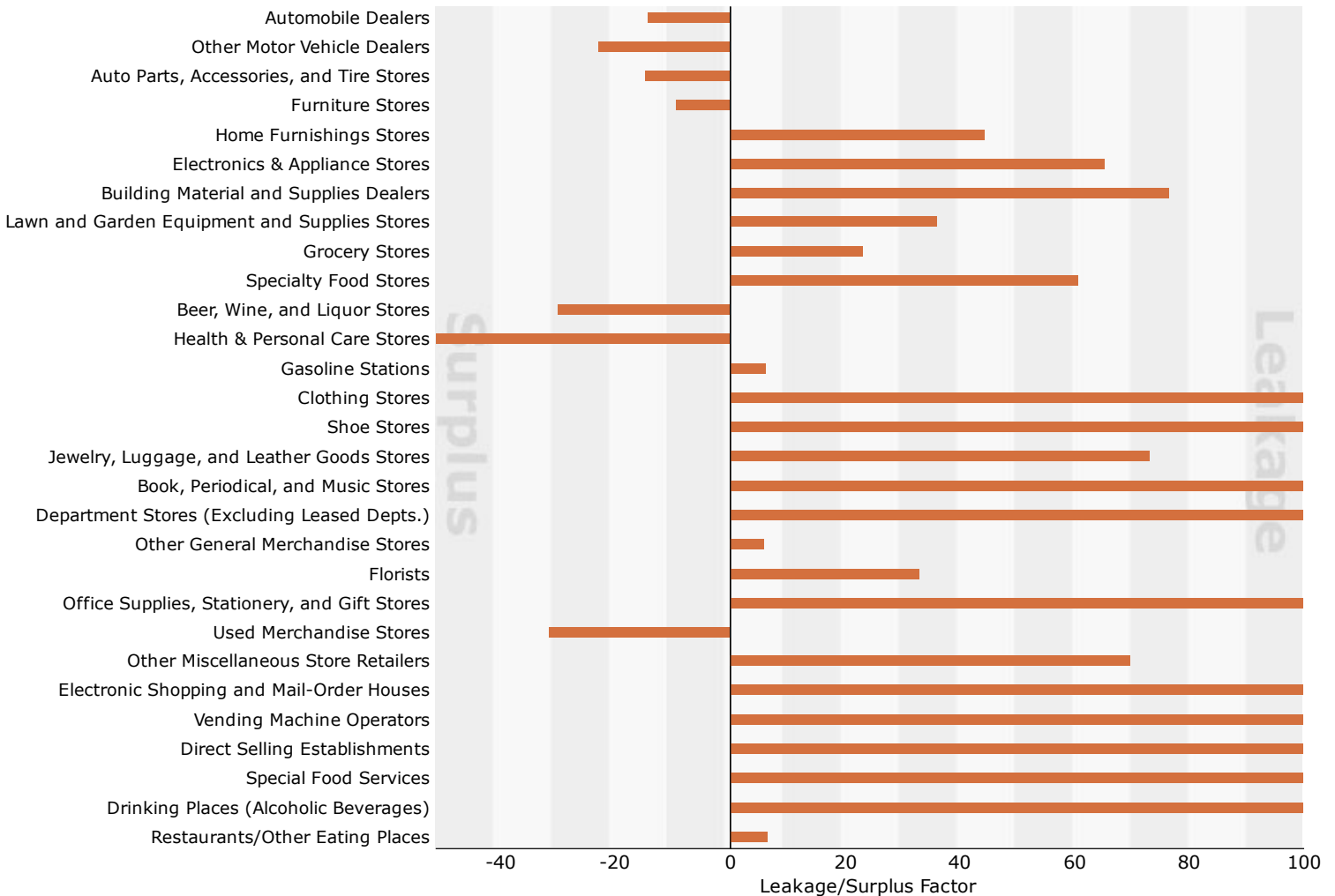
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May 06, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

100 Main St W, Valdese, North Carolina, 28690  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## Summary Demographics

2018 Population	110,465
2018 Households	43,777
2018 Median Disposable Income	\$34,199
2018 Per Capita Income	\$21,791

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,154,512,900	\$1,245,046,442	-\$90,533,542	-3.8	785
Total Retail Trade	44-45	\$1,051,806,106	\$1,124,507,328	-\$72,701,222	-3.3	606
Total Food & Drink	722	\$102,706,794	\$120,539,114	-\$17,832,320	-8.0	179

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$236,558,348	\$206,904,560	\$29,653,788	6.7	102
Automobile Dealers	4411	\$194,798,460	\$159,724,632	\$35,073,828	9.9	49
Other Motor Vehicle Dealers	4412	\$19,674,333	\$12,768,960	\$6,905,373	21.3	14
Auto Parts, Accessories & Tire Stores	4413	\$22,085,555	\$34,410,968	-\$12,325,413	-21.8	39
Furniture & Home Furnishings Stores	442	\$37,326,857	\$135,108,890	-\$97,782,033	-56.7	53
Furniture Stores	4421	\$22,594,708	\$123,721,201	-\$101,126,493	-69.1	38
Home Furnishings Stores	4422	\$14,732,150	\$11,387,689	\$3,344,461	12.8	15
Electronics & Appliance Stores	443	\$28,540,000	\$13,110,787	\$15,429,213	37.0	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$78,793,766	\$62,780,630	\$16,013,136	11.3	48
Bldg Material & Supplies Dealers	4441	\$73,577,189	\$57,395,935	\$16,181,254	12.4	35
Lawn & Garden Equip & Supply Stores	4442	\$5,216,577	\$5,384,695	-\$168,118	-1.6	14
Food & Beverage Stores	445	\$180,772,762	\$242,412,791	-\$61,640,029	-14.6	72
Grocery Stores	4451	\$168,519,756	\$234,832,108	-\$66,312,352	-16.4	57
Specialty Food Stores	4452	\$6,586,595	\$4,525,008	\$2,061,587	18.6	12
Beer, Wine & Liquor Stores	4453	\$5,666,411	\$3,055,675	\$2,610,736	29.9	3
Health & Personal Care Stores	446,4461	\$68,273,980	\$134,790,422	-\$66,516,442	-32.8	52
Gasoline Stations	447,4471	\$116,900,730	\$114,177,104	\$2,723,626	1.2	55
Clothing & Clothing Accessories Stores	448	\$44,705,421	\$18,867,684	\$25,837,737	40.6	37
Clothing Stores	4481	\$29,810,539	\$11,903,262	\$17,907,277	42.9	26
Shoe Stores	4482	\$7,262,639	\$3,145,652	\$4,116,987	39.6	3
Jewelry, Luggage & Leather Goods Stores	4483	\$7,632,243	\$3,818,770	\$3,813,473	33.3	8
Sporting Goods, Hobby, Book & Music Stores	451	\$26,180,473	\$22,984,207	\$3,196,266	6.5	34
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,290,882	\$22,134,577	\$156,305	0.4	29
Book, Periodical & Music Stores	4512	\$3,889,591	\$849,630	\$3,039,961	64.1	5
General Merchandise Stores	452	\$167,310,021	\$127,884,136	\$39,425,885	13.4	49
Department Stores Excluding Leased Depts.	4521	\$118,913,224	\$74,224,957	\$44,688,267	23.1	12
Other General Merchandise Stores	4529	\$48,396,797	\$53,659,179	-\$5,262,382	-5.2	37
Miscellaneous Store Retailers	453	\$47,893,158	\$40,666,732	\$7,226,426	8.2	83
Florists	4531	\$1,492,748	\$2,541,014	-\$1,048,266	-26.0	11
Office Supplies, Stationery & Gift Stores	4532	\$8,957,859	\$3,944,341	\$5,013,518	38.9	8
Used Merchandise Stores	4533	\$4,743,985	\$4,799,337	-\$55,352	-0.6	23
Other Miscellaneous Store Retailers	4539	\$32,698,565	\$29,382,040	\$3,316,525	5.3	41
Nonstore Retailers	454	\$18,550,592	\$4,819,386	\$13,731,206	58.8	5
Electronic Shopping & Mail-Order Houses	4541	\$12,370,452	\$0	\$12,370,452	100.0	0
Vending Machine Operators	4542	\$977,090	\$4,461,723	-\$3,484,633	-64.1	4
Direct Selling Establishments	4543	\$5,203,051	\$357,662	\$4,845,389	87.1	1
Food Services & Drinking Places	722	\$102,706,794	\$120,539,114	-\$17,832,320	-8.0	179
Special Food Services	7223	\$979,333	\$606,439	\$372,894	23.5	4
Drinking Places - Alcoholic Beverages	7224	\$6,503,804	\$229,786	\$6,274,018	93.2	1
Restaurants/Other Eating Places	7225	\$95,223,657	\$119,702,889	-\$24,479,232	-11.4	174

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>

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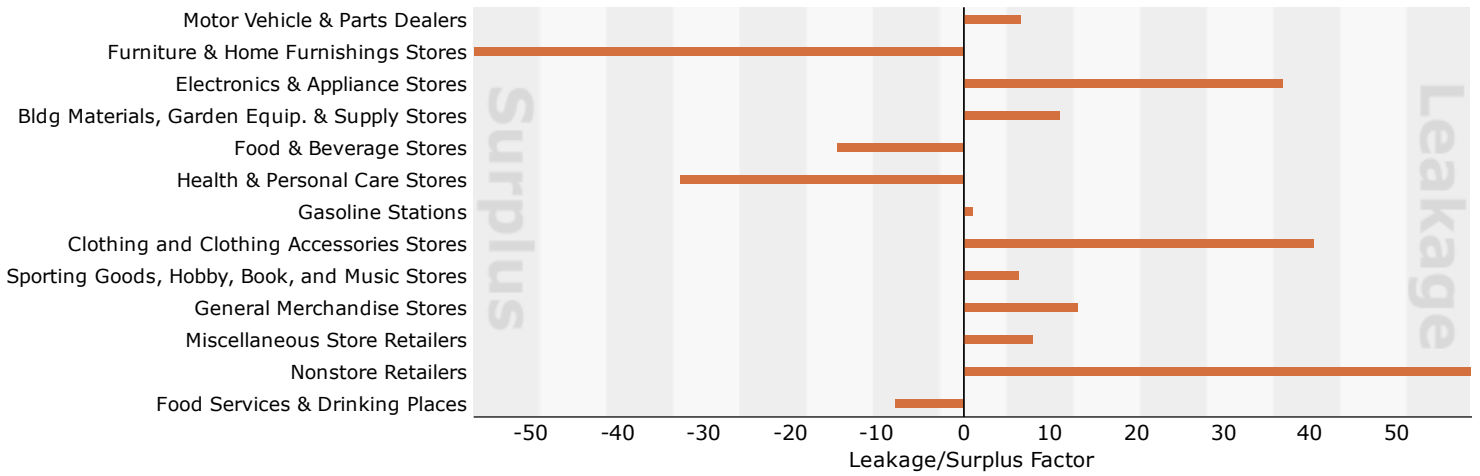


# Retail MarketPlace Profile

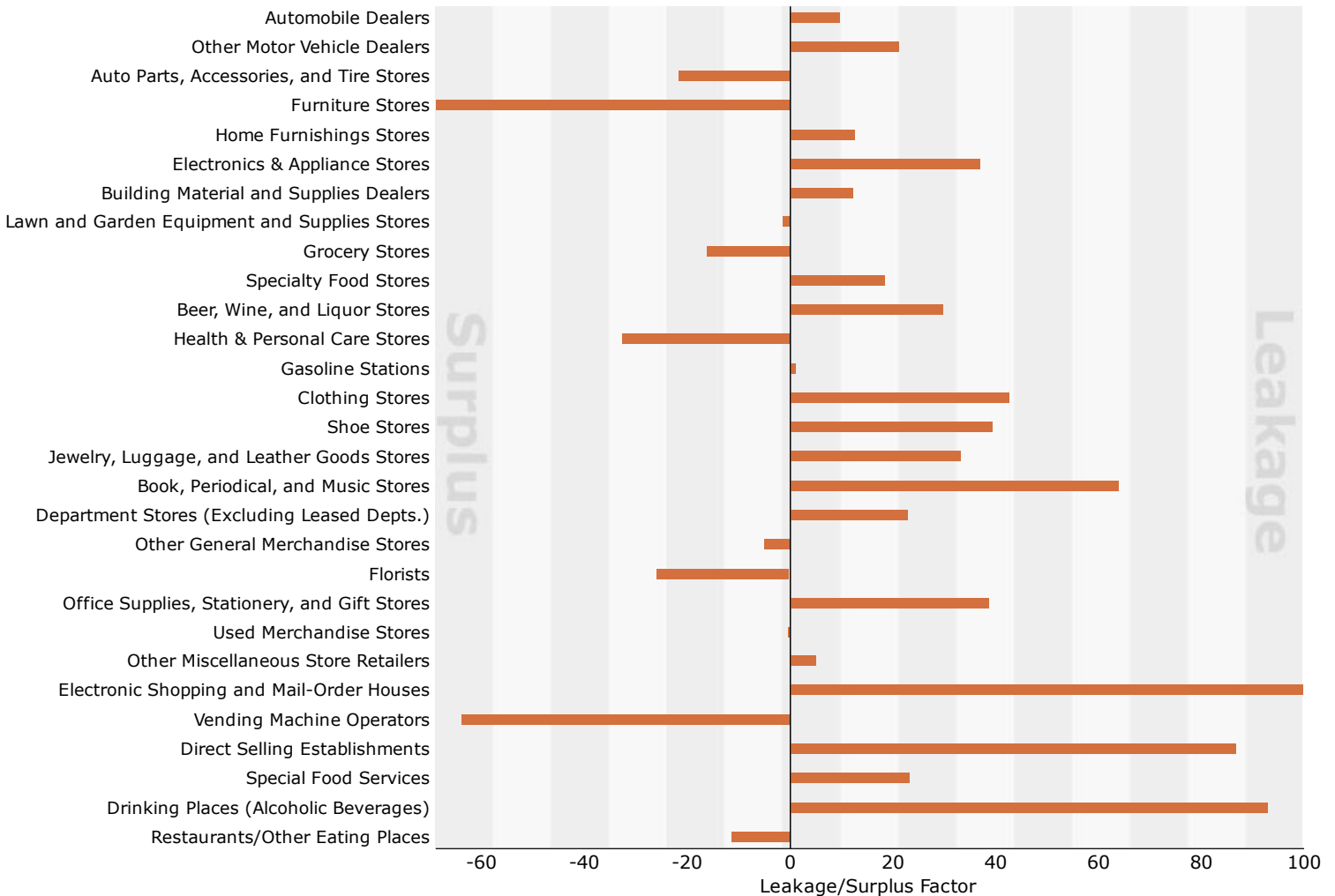
100 Main St W, Valdese, North Carolina, 28690  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Tapestry Segmentation Area Profile

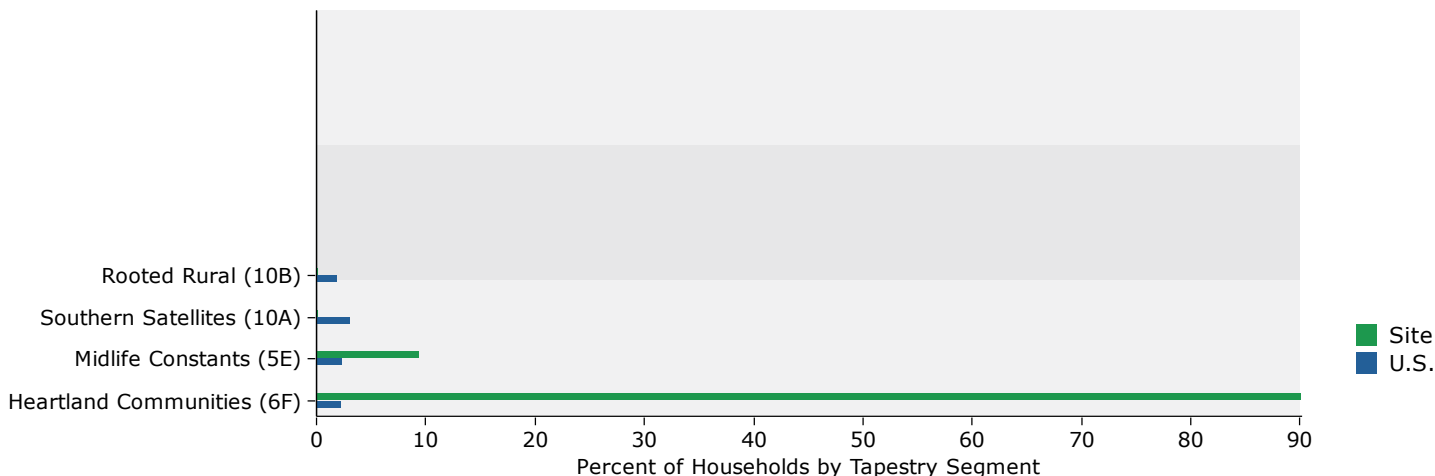
100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	90.2%	90.2%	2.3%	2.3%	3929
2	Midlife Constants (5E)	9.5%	99.7%	2.5%	4.8%	384
3	Southern Satellites (10A)	0.2%	99.9%	3.1%	7.9%	8
4	Rooted Rural (10B)	0.1%	100.0%	2.0%	9.9%	3
<b>Subtotal</b>		<b>100.0%</b>		<b>9.9%</b>		
<b>Total</b>		<b>100.0%</b>		<b>9.9%</b>		<b>1013</b>

## 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

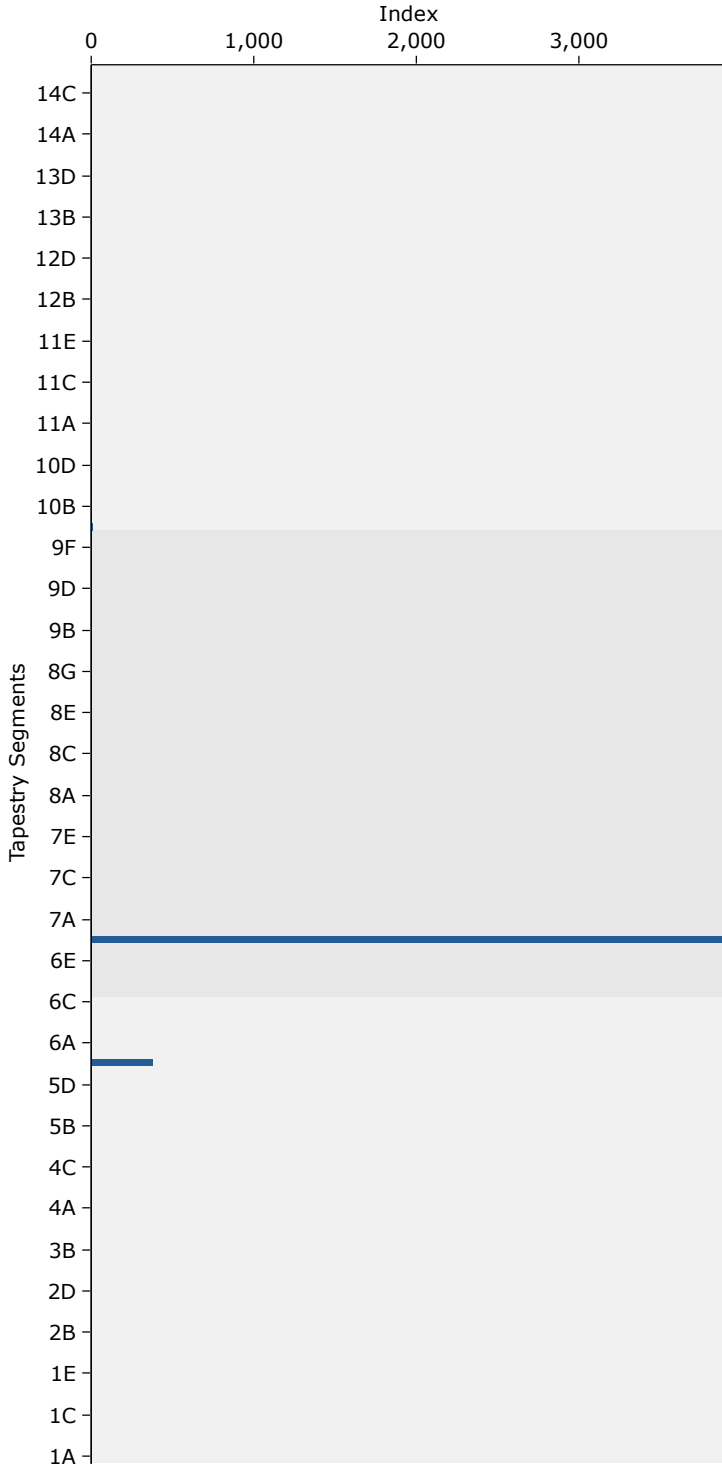


# Tapestry Segmentation Area Profile

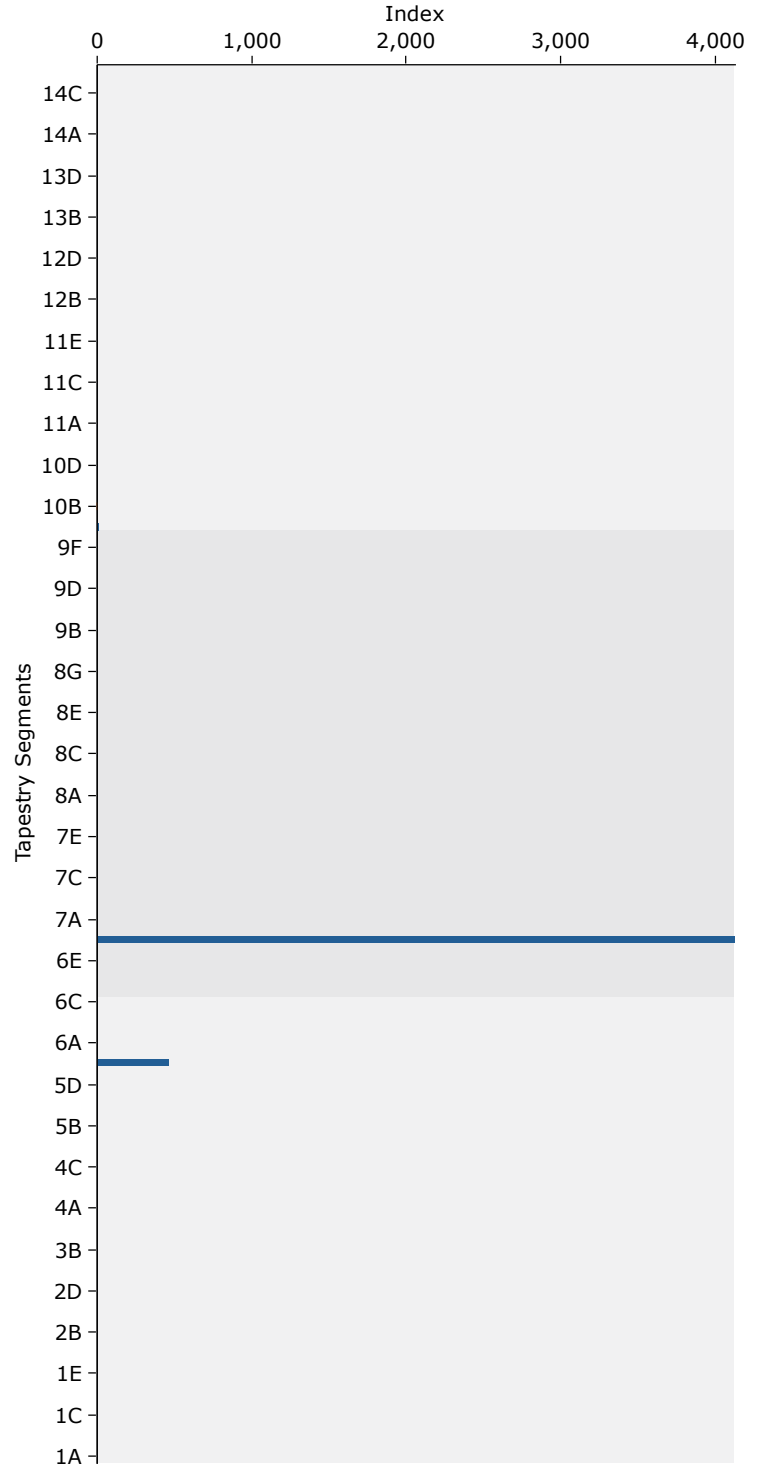
100 Main St W, Valdese, North Carolina, 28690  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 35.74349  
Longitude: -81.56287

### 2018 Tapestry Indexes by Households



### 2018 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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,690	100.0%		3,025	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>161</b>	<b>9.5%</b>	<b>84</b>	<b>334</b>	<b>11.0%</b>	<b>101</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
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)	161	9.5%	384	334	11.0%	471
<b>6. Cozy Country Living</b>	<b>1,524</b>	<b>90.2%</b>	<b>753</b>	<b>2,681</b>	<b>88.6%</b>	<b>750</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
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)	1,524	90.2%	3,929	2,681	88.6%	4,135
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,690	100.0%		3,025	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>10. Rustic Outposts</b>	<b>5</b>	<b>0.3%</b>	<b>4</b>	<b>10</b>	<b>0.3%</b>	<b>4</b>
Southern Satellites (10A)	4	0.2%	8	9	0.3%	9
Rooted Rural (10B)	1	0.1%	3	1	0.0%	2
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,690	100.0%		3,025	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	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
<b>3. Metro Cities</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	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
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)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	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

**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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,690	100.0%		3,025	100.0%	
<b>4. Suburban Periphery</b>	<b>161</b>	<b>9.5%</b>	<b>30</b>	<b>334</b>	<b>11.0%</b>	<b>34</b>
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)	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
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)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	161	9.5%	384	334	11.0%	471
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
<b>5. Semirural</b>	<b>1,524</b>	<b>90.2%</b>	<b>967</b>	<b>2,681</b>	<b>88.6%</b>	<b>985</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,524	90.2%	3,929	2,681	88.6%	4,135
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)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>5</b>	<b>0.3%</b>	<b>2</b>	<b>10</b>	<b>0.3%</b>	<b>2</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
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)	4	0.2%	8	9	0.3%	9
Rooted Rural (10B)	1	0.1%	3	1	0.0%	2
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



# Tapestry Segmentation Area Profile

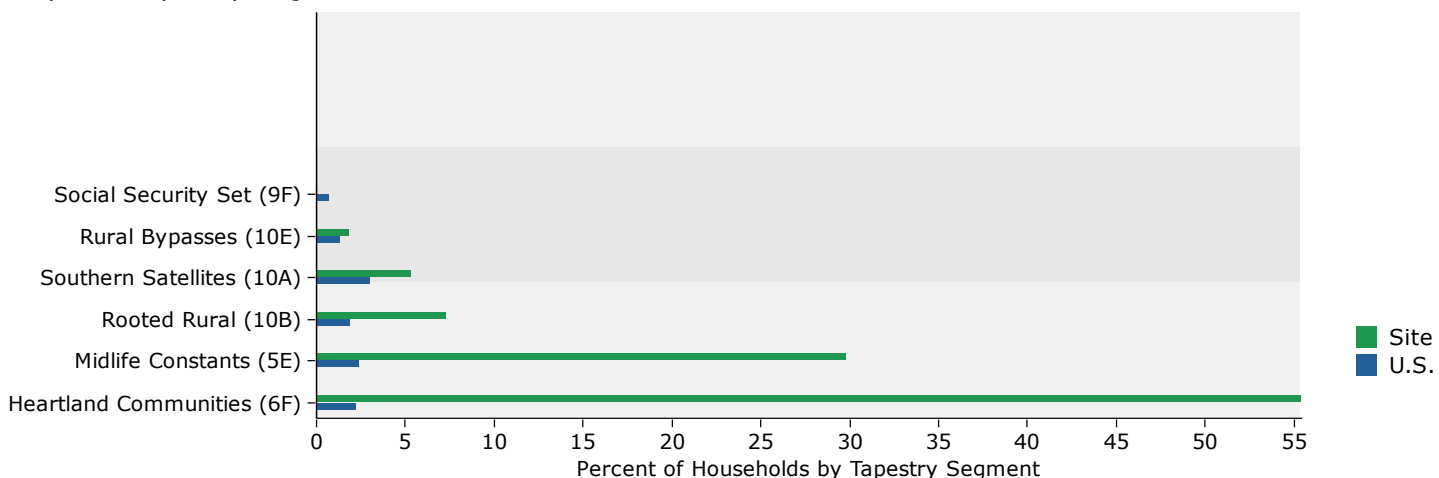
100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	55.5%	55.5%	2.3%	2.3%	2416
2	Midlife Constants (5E)	29.9%	85.4%	2.5%	4.8%	1,207
3	Rooted Rural (10B)	7.4%	92.8%	2.0%	6.8%	374
4	Southern Satellites (10A)	5.4%	98.2%	3.1%	9.9%	172
5	Rural Bypasses (10E)	1.9%	100.1%	1.3%	11.2%	140
<b>Subtotal</b>		<b>100.1%</b>		<b>11.2%</b>		
6	Social Security Set (9F)	0.0%	100.1%	0.8%	12.0%	4
				<b>0.8%</b>		
<b>Total</b>		<b>100.0%</b>		<b>12.0%</b>		<b>832</b>

## 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

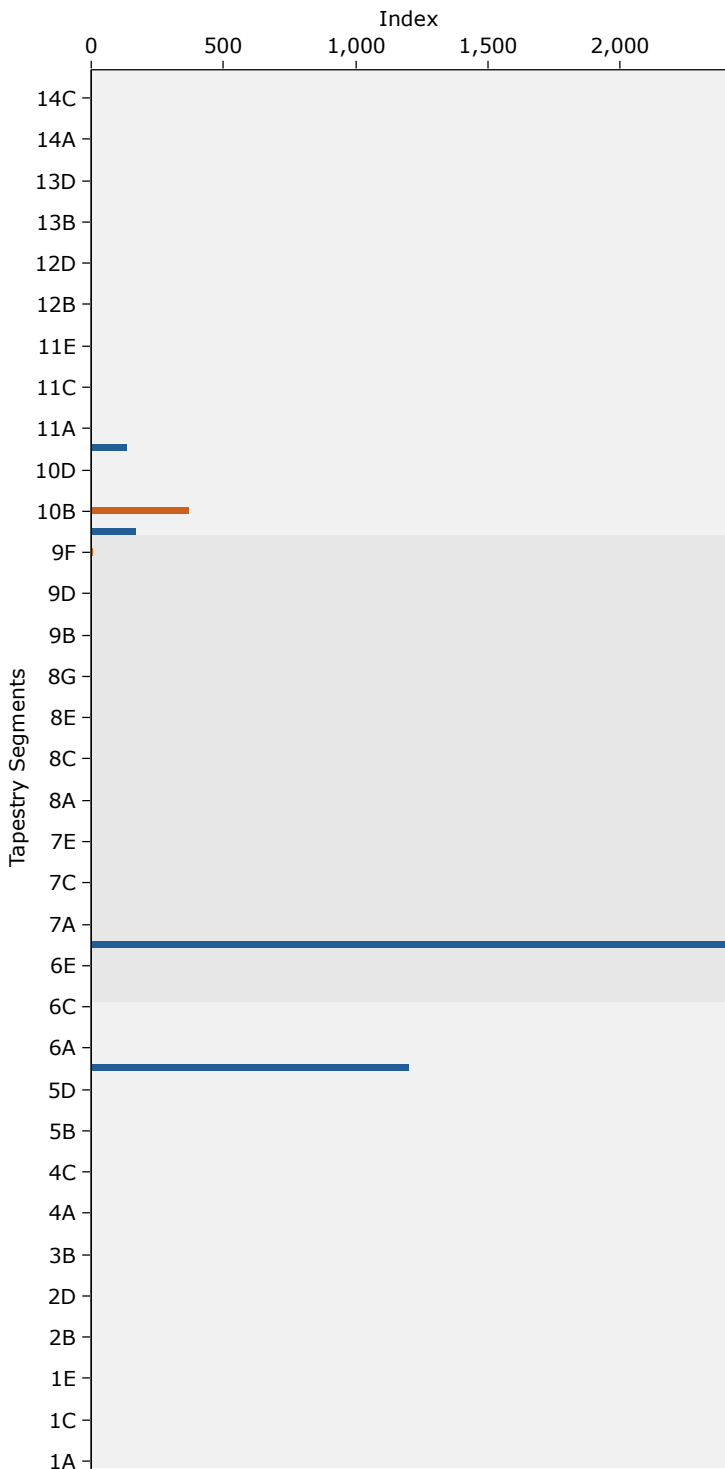


# Tapestry Segmentation Area Profile

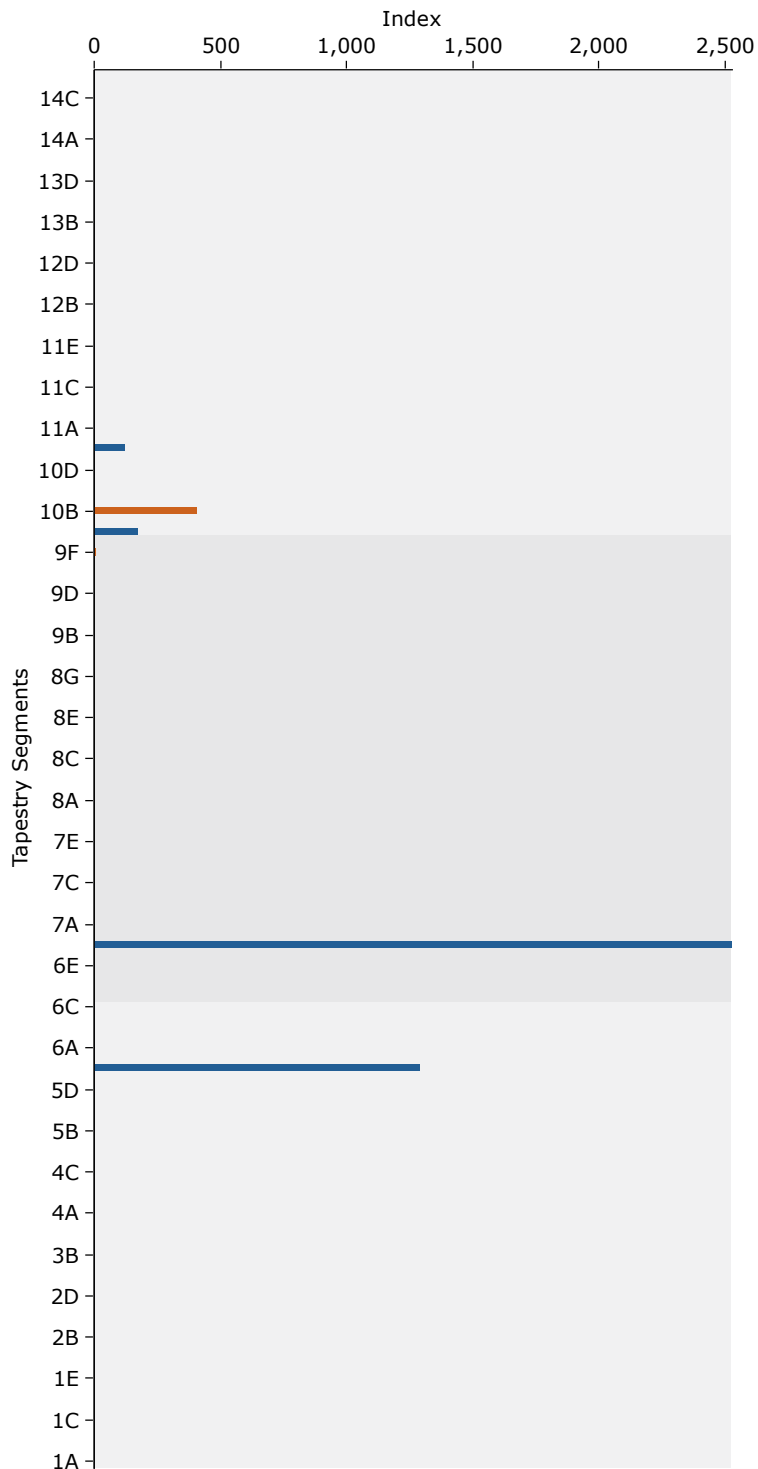
100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

### 2018 Tapestry Indexes by Households



### 2018 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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	6,162	100.0%		11,864	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>1,843</b>	<b>29.9%</b>	<b>264</b>	<b>3,604</b>	<b>30.4%</b>	<b>279</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
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)	1,843	29.9%	1,207	3,604	30.4%	1,295
<b>6. Cozy Country Living</b>	<b>3,417</b>	<b>55.5%</b>	<b>463</b>	<b>6,437</b>	<b>54.3%</b>	<b>459</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
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)	3,417	55.5%	2,416	6,437	54.3%	2,531
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	6,162	100.0%		11,864	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>2</b>	<b>0.0%</b>	<b>1</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>
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)	2	0.0%	4	2	0.0%	3
<b>10. Rustic Outposts</b>	<b>900</b>	<b>14.6%</b>	<b>177</b>	<b>1,821</b>	<b>15.3%</b>	<b>185</b>
Southern Satellites (10A)	332	5.4%	172	663	5.6%	176
Rooted Rural (10B)	453	7.4%	374	953	8.0%	413
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	115	1.9%	140	205	1.7%	125
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	6,162	100.0%		11,864	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	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
<b>3. Metro Cities</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2	0.0%	4	2	0.0%	3
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)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	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

**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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	6,162	100.0%		11,864	100.0%	
<b>4. Suburban Periphery</b>	<b>1,843</b>	<b>29.9%</b>	<b>94</b>	<b>3,604</b>	<b>30.4%</b>	<b>93</b>
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)	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
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)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,843	29.9%	1,207	3,604	30.4%	1,295
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
<b>5. Semirural</b>	<b>3,417</b>	<b>55.5%</b>	<b>595</b>	<b>6,437</b>	<b>54.3%</b>	<b>603</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	3,417	55.5%	2,416	6,437	54.3%	2,531
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)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>900</b>	<b>14.6%</b>	<b>87</b>	<b>1,821</b>	<b>15.3%</b>	<b>91</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
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)	332	5.4%	172	663	5.6%	176
Rooted Rural (10B)	453	7.4%	374	953	8.0%	413
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	115	1.9%	140	205	1.7%	125
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

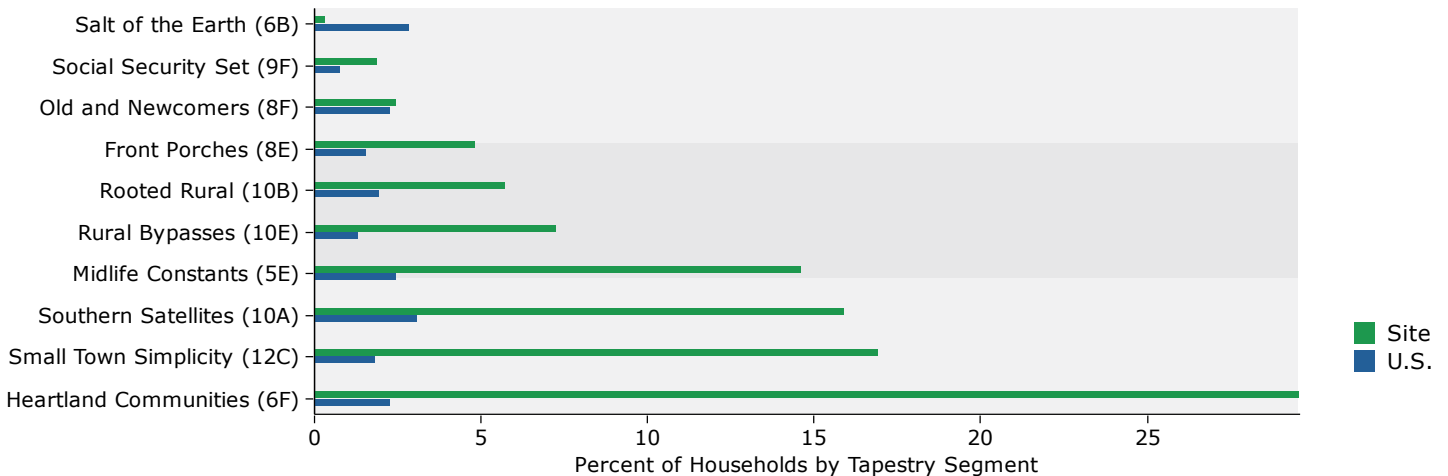
100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	29.6%	29.6%	2.3%	2.3%	1289
2	Small Town Simplicity (12C)	16.9%	46.5%	1.9%	4.2%	912
3	Southern Satellites (10A)	15.9%	62.4%	3.1%	7.3%	509
4	Midlife Constants (5E)	14.6%	77.0%	2.5%	9.8%	590
5	Rural Bypasses (10E)	7.3%	84.3%	1.3%	11.1%	548
<b>Subtotal</b>		<b>84.3%</b>		<b>11.1%</b>		
6	Rooted Rural (10B)	5.8%	90.1%	2.0%	13.1%	293
7	Front Porches (8E)	4.8%	94.9%	1.6%	14.7%	306
8	Old and Newcomers (8F)	2.5%	97.4%	2.3%	17.0%	108
9	Social Security Set (9F)	1.9%	99.3%	0.8%	17.8%	236
10	Salt of the Earth (6B)	0.3%	99.6%	2.9%	20.7%	12
<b>Subtotal</b>		<b>15.3%</b>		<b>9.6%</b>		
11	Down the Road (10D)	0.2%	99.8%	1.1%	21.8%	14
12	Comfortable Empty Nesters (5A)	0.1%	99.9%	2.5%	24.3%	2
<b>Subtotal</b>		<b>0.3%</b>		<b>3.6%</b>		
<b>Total</b>		<b>100.0%</b>		<b>24.2%</b>		<b>413</b>

## 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

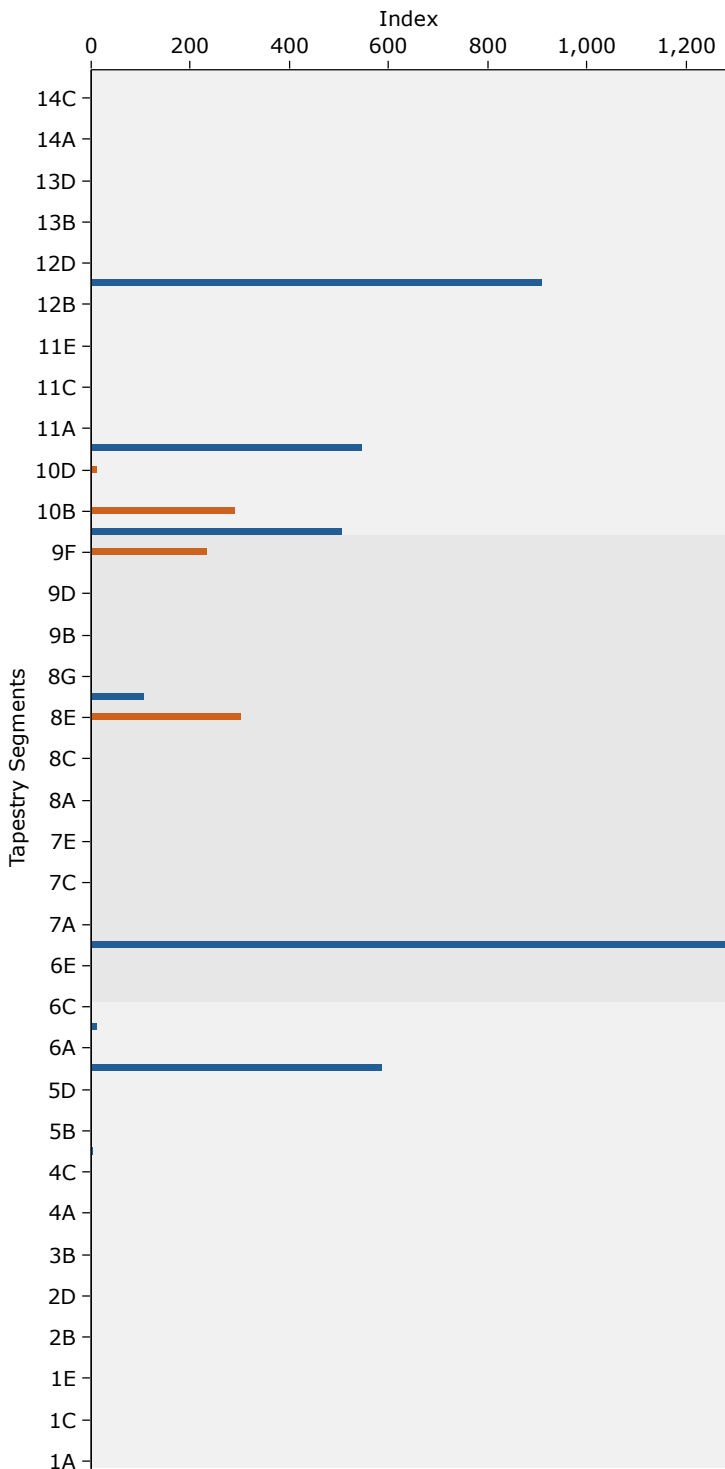


# Tapestry Segmentation Area Profile

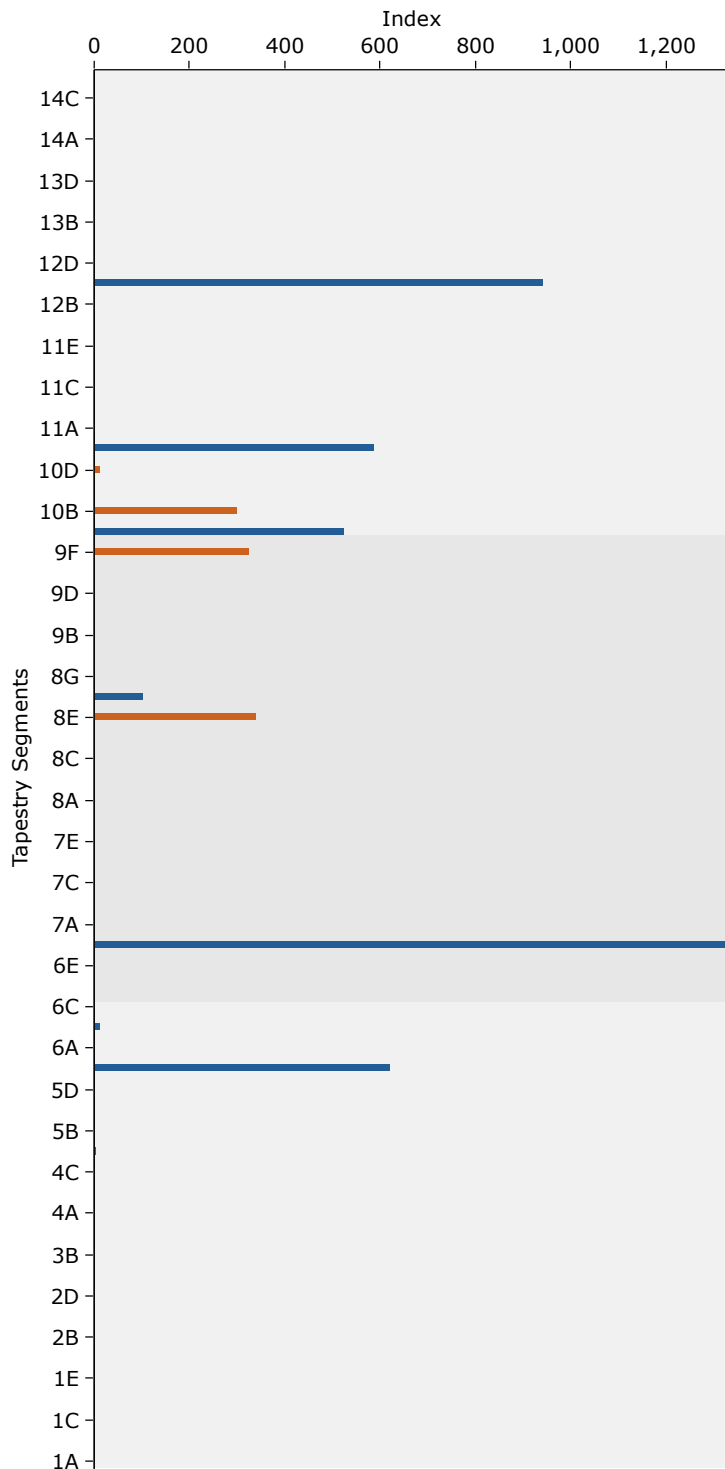
100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

### 2018 Tapestry Indexes by Households



### 2018 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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	15,681	100.0%		30,914	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>2,304</b>	<b>14.7%</b>	<b>129</b>	<b>4,541</b>	<b>14.7%</b>	<b>135</b>
Comfortable Empty Nesters (5A)	9	0.1%	2	17	0.1%	2
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)	2,295	14.6%	590	4,524	14.6%	624
<b>6. Cozy Country Living</b>	<b>4,693</b>	<b>29.9%</b>	<b>250</b>	<b>8,998</b>	<b>29.1%</b>	<b>246</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	53	0.3%	12	115	0.4%	13
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)	4,640	29.6%	1,289	8,883	28.7%	1,341
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	15,681	100.0%		30,914	100.0%	
<b>8. Middle Ground</b>	<b>1,149</b>	<b>7.3%</b>	<b>67</b>	<b>2,263</b>	<b>7.3%</b>	<b>72</b>
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)	759	4.8%	306	1,607	5.2%	342
Old and Newcomers (8F)	390	2.5%	108	656	2.1%	106
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>302</b>	<b>1.9%</b>	<b>33</b>	<b>680</b>	<b>2.2%</b>	<b>44</b>
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)	302	1.9%	236	680	2.2%	329
<b>10. Rustic Outposts</b>	<b>4,577</b>	<b>29.2%</b>	<b>354</b>	<b>9,550</b>	<b>30.9%</b>	<b>372</b>
Southern Satellites (10A)	2,500	15.9%	509	5,177	16.7%	528
Rooted Rural (10B)	904	5.8%	293	1,805	5.8%	300
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	25	0.2%	14	47	0.2%	13
Rural Bypasses (10E)	1,148	7.3%	548	2,521	8.2%	588
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>2,656</b>	<b>16.9%</b>	<b>276</b>	<b>4,882</b>	<b>15.8%</b>	<b>273</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	2,656	16.9%	912	4,882	15.8%	943
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	15,681	100.0%		30,914	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	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
<b>3. Metro Cities</b>	<b>1,451</b>	<b>9.3%</b>	<b>51</b>	<b>2,943</b>	<b>9.5%</b>	<b>56</b>
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)	759	4.8%	306	1,607	5.2%	342
Old and Newcomers (8F)	390	2.5%	108	656	2.1%	106
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	302	1.9%	236	680	2.2%	329
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)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	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

**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

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	15,681	100.0%		30,914	100.0%	
<b>4. Suburban Periphery</b>	<b>2,304</b>	<b>14.7%</b>	<b>46</b>	<b>4,541</b>	<b>14.7%</b>	<b>45</b>
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)	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
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)	9	0.1%	2	17	0.1%	2
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,295	14.6%	590	4,524	14.6%	624
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
<b>5. Semirural</b>	<b>7,321</b>	<b>46.7%</b>	<b>501</b>	<b>13,812</b>	<b>44.7%</b>	<b>496</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	4,640	29.6%	1,289	8,883	28.7%	1,341
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)	25	0.2%	14	47	0.2%	13
Small Town Simplicity (12C)	2,656	16.9%	912	4,882	15.8%	943
<b>6. Rural</b>	<b>4,605</b>	<b>29.4%</b>	<b>175</b>	<b>9,618</b>	<b>31.1%</b>	<b>185</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	53	0.3%	12	115	0.4%	13
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)	2,500	15.9%	509	5,177	16.7%	528
Rooted Rural (10B)	904	5.8%	293	1,805	5.8%	300
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	1,148	7.3%	548	2,521	8.2%	588
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





# Retail MarketPlace Profile

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## Summary Demographics

2018 Population	3,751
2018 Households	1,690
2018 Median Disposable Income	\$36,127
2018 Per Capita Income	\$26,359

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$49,949,731	\$62,835,716	-\$12,885,985	-11.4	43
Total Retail Trade	44-45	\$45,644,261	\$55,987,849	-\$10,343,588	-10.2	30
Total Food & Drink	722	\$4,305,470	\$6,847,866	-\$2,542,396	-22.8	13

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,401,090	\$16,730,792	-\$6,329,702	-23.3	9
Automobile Dealers	4411	\$8,550,530	\$12,565,351	-\$4,014,821	-19.0	4
Other Motor Vehicle Dealers	4412	\$888,682	\$2,380,647	-\$1,491,965	-45.6	2
Auto Parts, Accessories & Tire Stores	4413	\$961,878	\$1,784,795	-\$822,917	-30.0	3
Furniture & Home Furnishings Stores	442	\$1,571,350	\$1,470,754	\$100,596	3.3	2
Furniture Stores	4421	\$951,089	\$1,188,277	-\$237,188	-11.1	2
Home Furnishings Stores	4422	\$620,260	\$282,478	\$337,782	37.4	1
Electronics & Appliance Stores	443	\$1,214,813	\$565,641	\$649,172	36.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,464,857	\$909,966	\$2,554,891	58.4	1
Bldg Material & Supplies Dealers	4441	\$3,215,966	\$764,362	\$2,451,604	61.6	1
Lawn & Garden Equip & Supply Stores	4442	\$248,891	\$145,605	\$103,286	26.2	1
Food & Beverage Stores	445	\$7,849,733	\$12,514,716	-\$4,664,983	-22.9	3
Grocery Stores	4451	\$7,323,585	\$11,507,910	-\$4,184,325	-22.2	2
Specialty Food Stores	4452	\$286,897	\$0	\$286,897	100.0	0
Beer, Wine & Liquor Stores	4453	\$239,251	\$996,665	-\$757,414	-61.3	1
Health & Personal Care Stores	446,4461	\$2,986,449	\$12,328,074	-\$9,341,625	-61.0	3
Gasoline Stations	447,4471	\$5,071,320	\$5,431,554	-\$360,234	-3.4	3
Clothing & Clothing Accessories Stores	448	\$1,846,898	\$110,561	\$1,736,337	88.7	1
Clothing Stores	4481	\$1,235,636	\$0	\$1,235,636	100.0	0
Shoe Stores	4482	\$296,483	\$0	\$296,483	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$314,779	\$110,561	\$204,218	48.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,122,937	\$1,405,262	-\$282,325	-11.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$954,346	\$1,405,262	-\$450,916	-19.1	2
Book, Periodical & Music Stores	4512	\$168,591	\$0	\$168,591	100.0	0
General Merchandise Stores	452	\$7,144,890	\$4,063,785	\$3,081,105	27.5	3
Department Stores Excluding Leased Depts.	4521	\$5,041,709	\$0	\$5,041,709	100.0	0
Other General Merchandise Stores	4529	\$2,103,180	\$4,063,785	-\$1,960,605	-31.8	3
Miscellaneous Store Retailers	453	\$2,126,285	\$456,745	\$1,669,540	64.6	3
Florists	4531	\$67,970	\$48,857	\$19,113	16.4	1
Office Supplies, Stationery & Gift Stores	4532	\$379,967	\$0	\$379,967	100.0	0
Used Merchandise Stores	4533	\$199,798	\$374,271	-\$174,473	-30.4	2
Other Miscellaneous Store Retailers	4539	\$1,478,550	\$0	\$1,478,550	100.0	0
Nonstore Retailers	454	\$843,641	\$0	\$843,641	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$536,562	\$0	\$536,562	100.0	0
Vending Machine Operators	4542	\$42,228	\$0	\$42,228	100.0	0
Direct Selling Establishments	4543	\$264,851	\$0	\$264,851	100.0	0
Food Services & Drinking Places	722	\$4,305,470	\$6,847,866	-\$2,542,396	-22.8	13
Special Food Services	7223	\$43,229	\$0	\$43,229	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$268,455	\$0	\$268,455	100.0	0
Restaurants/Other Eating Places	7225	\$3,993,785	\$6,847,866	-\$2,854,081	-26.3	13

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 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

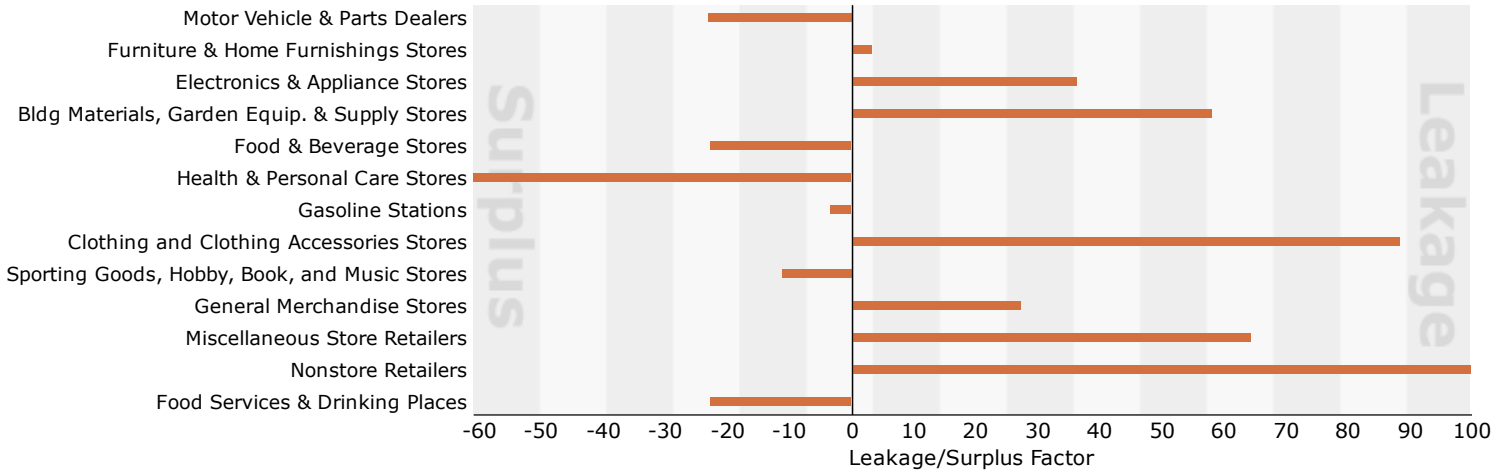


# Retail MarketPlace Profile

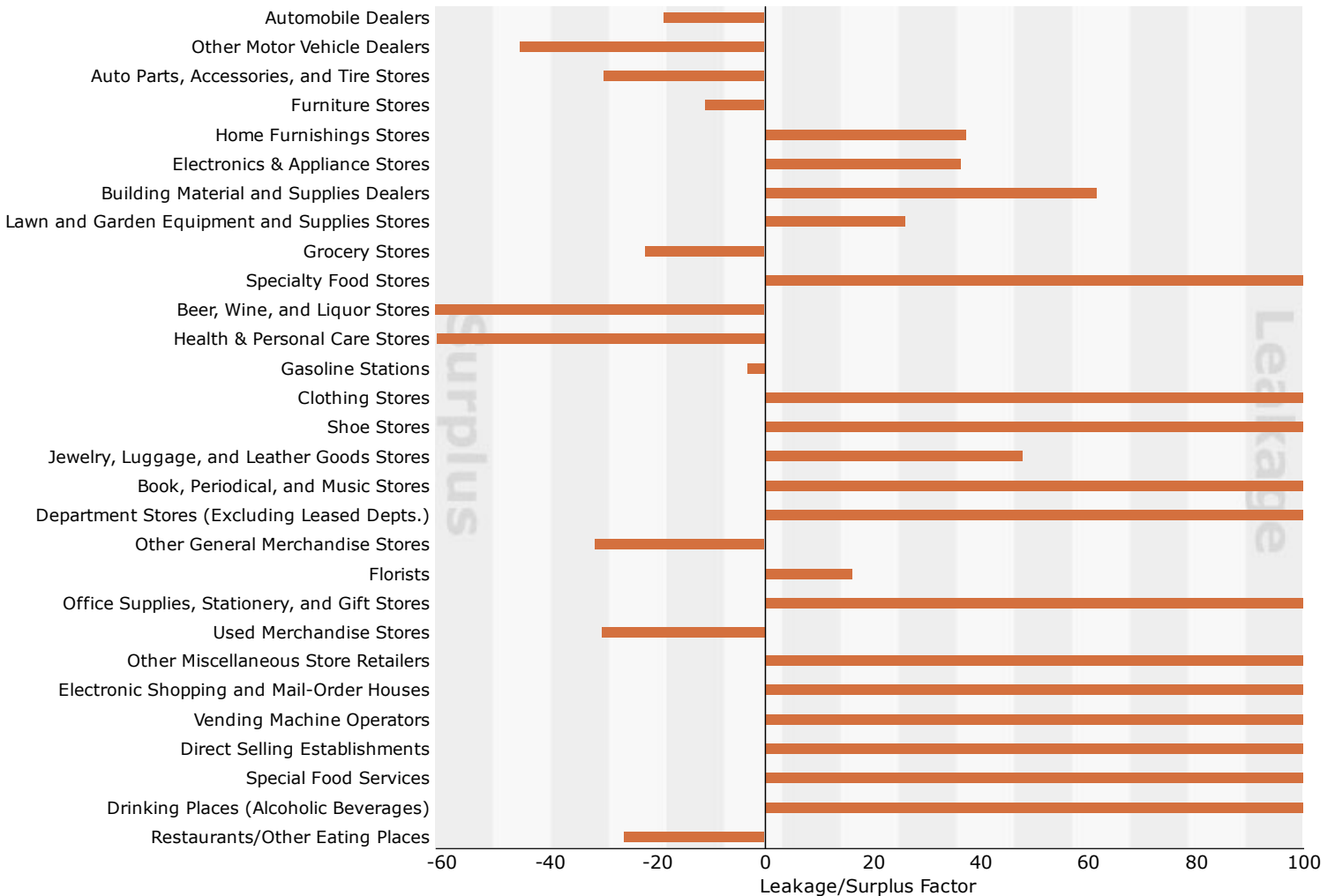
100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



# Retail MarketPlace Profile

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

## Summary Demographics

2018 Population	14,604
2018 Households	6,162
2018 Median Disposable Income	\$35,856
2018 Per Capita Income	\$24,822

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$174,962,479	\$151,311,922	\$23,650,557	7.2	103
Total Retail Trade	44-45	\$159,628,439	\$135,984,121	\$23,644,318	8.0	77
Total Food & Drink	722	\$15,334,040	\$15,327,801	\$6,239	0.0	26

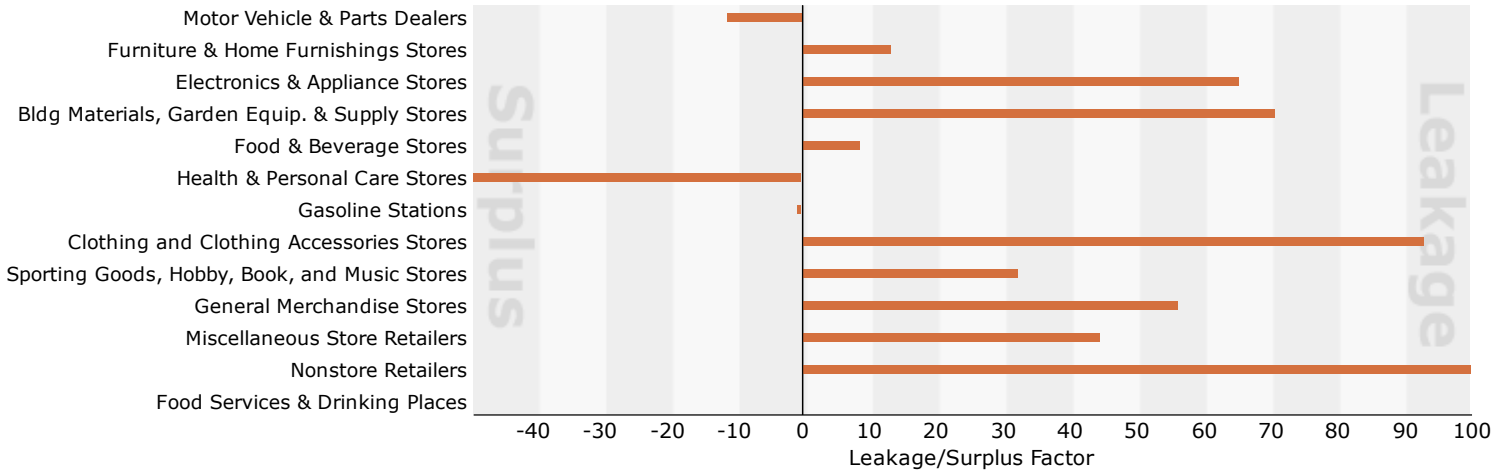
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$36,098,806	\$45,138,579	-\$9,039,773	-11.1	19
Automobile Dealers	4411	\$29,685,224	\$36,781,961	-\$7,096,737	-10.7	9
Other Motor Vehicle Dealers	4412	\$3,045,203	\$3,918,280	-\$873,077	-12.5	3
Auto Parts, Accessories & Tire Stores	4413	\$3,368,379	\$4,438,338	-\$1,069,959	-13.7	7
Furniture & Home Furnishings Stores	442	\$5,601,729	\$4,269,917	\$1,331,812	13.5	7
Furniture Stores	4421	\$3,382,638	\$3,500,860	-\$118,222	-1.7	5
Home Furnishings Stores	4422	\$2,219,091	\$769,057	\$1,450,034	48.5	2
Electronics & Appliance Stores	443	\$4,306,301	\$896,974	\$3,409,327	65.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,090,422	\$2,076,606	\$10,013,816	70.7	5
Bldg Material & Supplies Dealers	4441	\$11,246,653	\$1,658,776	\$9,587,877	74.3	2
Lawn & Garden Equip & Supply Stores	4442	\$843,769	\$417,830	\$425,939	33.8	3
Food & Beverage Stores	445	\$27,409,490	\$22,964,187	\$4,445,303	8.8	8
Grocery Stores	4451	\$25,554,642	\$21,386,905	\$4,167,737	8.9	6
Specialty Food Stores	4452	\$999,413	\$417,525	\$581,888	41.1	1
Beer, Wine & Liquor Stores	4453	\$855,435	\$1,159,758	-\$304,323	-15.1	1
Health & Personal Care Stores	446,4461	\$10,470,570	\$30,623,380	-\$20,152,810	-49.0	9
Gasoline Stations	447,4471	\$17,648,161	\$17,903,451	-\$255,290	-0.7	7
Clothing & Clothing Accessories Stores	448	\$6,631,560	\$239,282	\$6,392,278	93.0	1
Clothing Stores	4481	\$4,419,214	\$0	\$4,419,214	100.0	0
Shoe Stores	4482	\$1,062,581	\$0	\$1,062,581	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,149,765	\$128,653	\$1,021,112	79.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,954,334	\$2,022,354	\$1,931,980	32.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,363,577	\$2,022,354	\$1,341,223	24.9	4
Book, Periodical & Music Stores	4512	\$590,757	\$0	\$590,757	100.0	0
General Merchandise Stores	452	\$25,166,849	\$7,039,973	\$18,126,876	56.3	5
Department Stores Excluding Leased Depts.	4521	\$17,831,872	\$0	\$17,831,872	100.0	0
Other General Merchandise Stores	4529	\$7,334,977	\$7,039,973	\$295,004	2.1	5
Miscellaneous Store Retailers	453	\$7,338,955	\$2,809,418	\$4,529,537	44.6	10
Florists	4531	\$237,268	\$99,667	\$137,601	40.8	2
Office Supplies, Stationery & Gift Stores	4532	\$1,348,785	\$0	\$1,348,785	100.0	0
Used Merchandise Stores	4533	\$710,653	\$1,549,315	-\$838,662	-37.1	5
Other Miscellaneous Store Retailers	4539	\$5,042,249	\$1,148,776	\$3,893,473	62.9	3
Nonstore Retailers	454	\$2,911,263	\$0	\$2,911,263	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,886,141	\$0	\$1,886,141	100.0	0
Vending Machine Operators	4542	\$147,687	\$0	\$147,687	100.0	0
Direct Selling Establishments	4543	\$877,435	\$0	\$877,435	100.0	0
Food Services & Drinking Places	722	\$15,334,040	\$15,327,801	\$6,239	0.0	26
Special Food Services	7223	\$149,640	\$0	\$149,640	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$977,967	\$0	\$977,967	100.0	0
Restaurants/Other Eating Places	7225	\$14,206,433	\$15,307,976	-\$1,101,543	-3.7	26

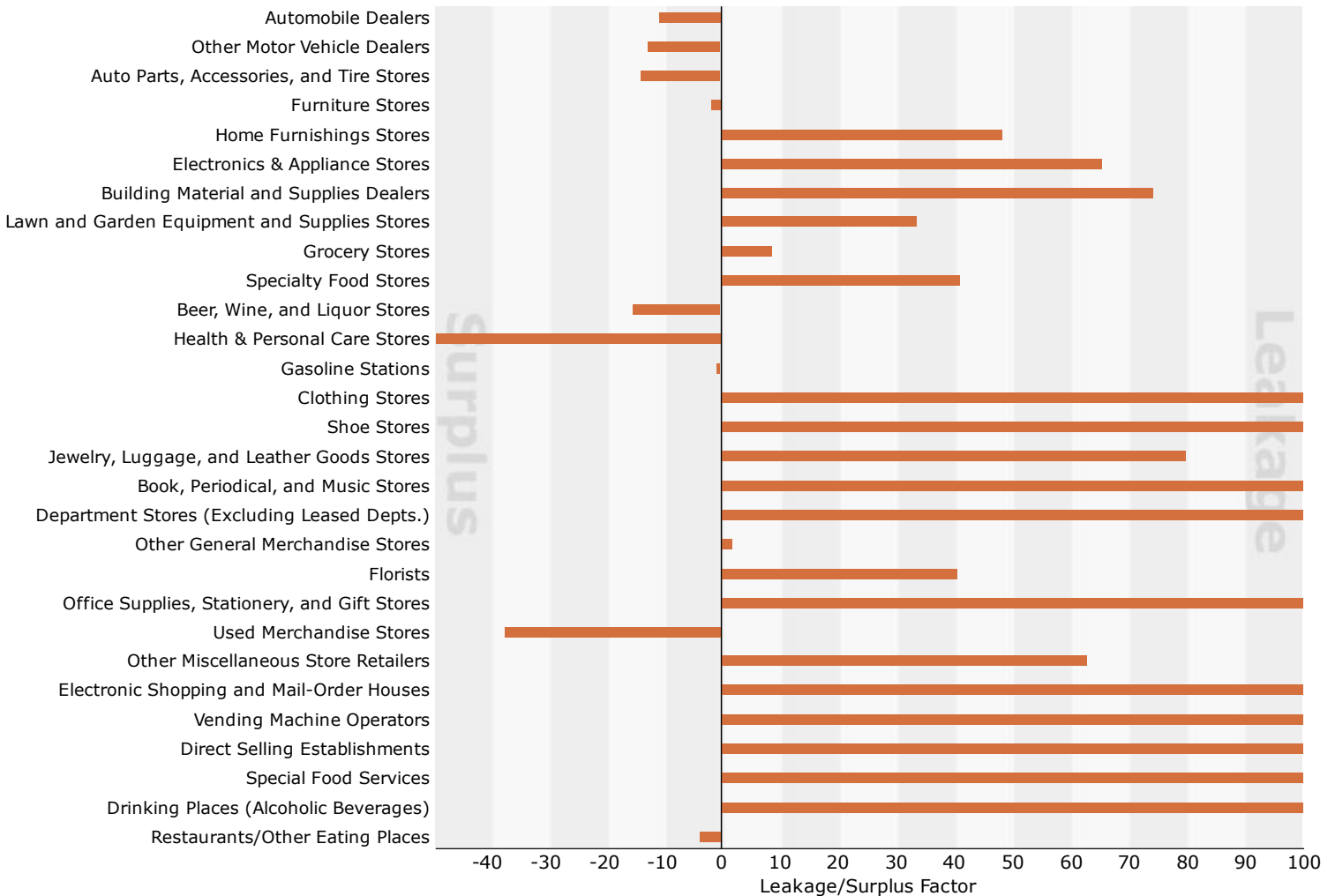
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 15 minute radius

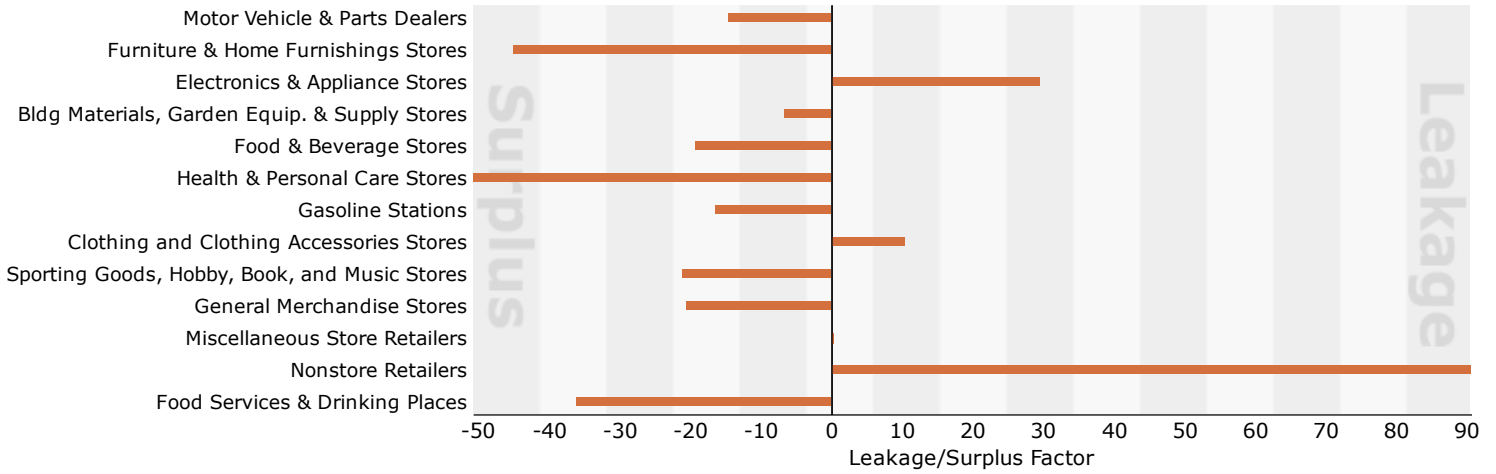
Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Summary Demographics						
2018 Population						38,572
2018 Households						15,682
2018 Median Disposable Income						\$32,182
2018 Per Capita Income						\$22,102
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$406,659,223	\$620,579,741	-\$213,920,518	-20.8	394
Total Retail Trade	44-45	\$370,801,852	\$543,836,872	-\$173,035,020	-18.9	291
Total Food & Drink	722	\$35,857,371	\$76,742,869	-\$40,885,498	-36.3	102
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$83,699,579	\$112,563,165	-\$28,863,586	-14.7	46
Automobile Dealers	4411	\$68,950,849	\$93,473,152	-\$24,522,303	-15.1	22
Other Motor Vehicle Dealers	4412	\$6,948,275	\$5,798,737	\$1,149,538	9.0	6
Auto Parts, Accessories & Tire Stores	4413	\$7,800,455	\$13,291,277	-\$5,490,822	-26.0	17
Furniture & Home Furnishings Stores	442	\$12,999,108	\$34,324,489	-\$21,325,381	-45.1	22
Furniture Stores	4421	\$7,906,371	\$31,089,943	-\$23,183,572	-59.5	16
Home Furnishings Stores	4422	\$5,092,737	\$3,234,546	\$1,858,191	22.3	6
Electronics & Appliance Stores	443	\$10,030,932	\$5,457,550	\$4,573,382	29.5	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$27,470,219	\$31,466,673	-\$3,996,454	-6.8	22
Bldg Material & Supplies Dealers	4441	\$25,619,664	\$30,244,201	-\$4,624,537	-8.3	16
Lawn & Garden Equip & Supply Stores	4442	\$1,850,556	\$1,222,472	\$628,084	20.4	6
Food & Beverage Stores	445	\$63,950,913	\$94,689,465	-\$30,738,552	-19.4	35
Grocery Stores	4451	\$59,640,804	\$90,047,859	-\$30,407,055	-20.3	27
Specialty Food Stores	4452	\$2,328,906	\$3,481,849	-\$1,152,943	-19.8	7
Beer, Wine & Liquor Stores	4453	\$1,981,203	\$1,159,758	\$821,445	26.2	1
Health & Personal Care Stores	446,4461	\$24,179,144	\$74,135,868	-\$49,956,724	-50.8	30
Gasoline Stations	447,4471	\$41,384,102	\$57,849,788	-\$16,465,686	-16.6	25
Clothing & Clothing Accessories Stores	448	\$15,563,008	\$12,597,770	\$2,965,238	10.5	20
Clothing Stores	4481	\$10,379,962	\$7,808,256	\$2,571,706	14.1	14
Shoe Stores	4482	\$2,521,473	\$2,910,636	-\$389,163	-7.2	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,661,573	\$1,878,878	\$782,695	17.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$9,165,830	\$14,100,264	-\$4,934,434	-21.2	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,791,564	\$13,774,013	-\$5,982,449	-27.7	14
Book, Periodical & Music Stores	4512	\$1,374,265	\$326,251	\$1,048,014	61.6	2
General Merchandise Stores	452	\$58,735,960	\$89,330,650	-\$30,594,690	-20.7	26
Department Stores Excluding Leased Depts.	4521	\$41,636,532	\$58,604,833	-\$16,968,301	-16.9	6
Other General Merchandise Stores	4529	\$17,099,428	\$30,725,817	-\$13,626,389	-28.5	20
Miscellaneous Store Retailers	453	\$17,019,272	\$17,000,366	\$18,906	0.1	41
Florists	4531	\$520,348	\$505,352	\$14,996	1.5	6
Office Supplies, Stationery & Gift Stores	4532	\$3,135,405	\$2,970,598	\$164,807	2.7	4
Used Merchandise Stores	4533	\$1,655,067	\$2,771,664	-\$1,116,597	-25.2	11
Other Miscellaneous Store Retailers	4539	\$11,708,453	\$10,752,753	\$955,700	4.3	20
Nonstore Retailers	454	\$6,603,783	\$320,822	\$6,282,961	90.7	2
Electronic Shopping & Mail-Order Houses	4541	\$4,350,548	\$0	\$4,350,548	100.0	0
Vending Machine Operators	4542	\$345,275	\$270,132	\$75,143	12.2	1
Direct Selling Establishments	4543	\$1,907,961	\$50,690	\$1,857,271	94.8	1
Food Services & Drinking Places	722	\$35,857,371	\$76,742,869	-\$40,885,498	-36.3	102
Special Food Services	7223	\$341,807	\$210,643	\$131,164	23.7	2
Drinking Places - Alcoholic Beverages	7224	\$2,255,805	\$0	\$2,255,805	100.0	0
Restaurants/Other Eating Places	7225	\$33,259,759	\$76,502,137	-\$43,242,378	-39.4	101

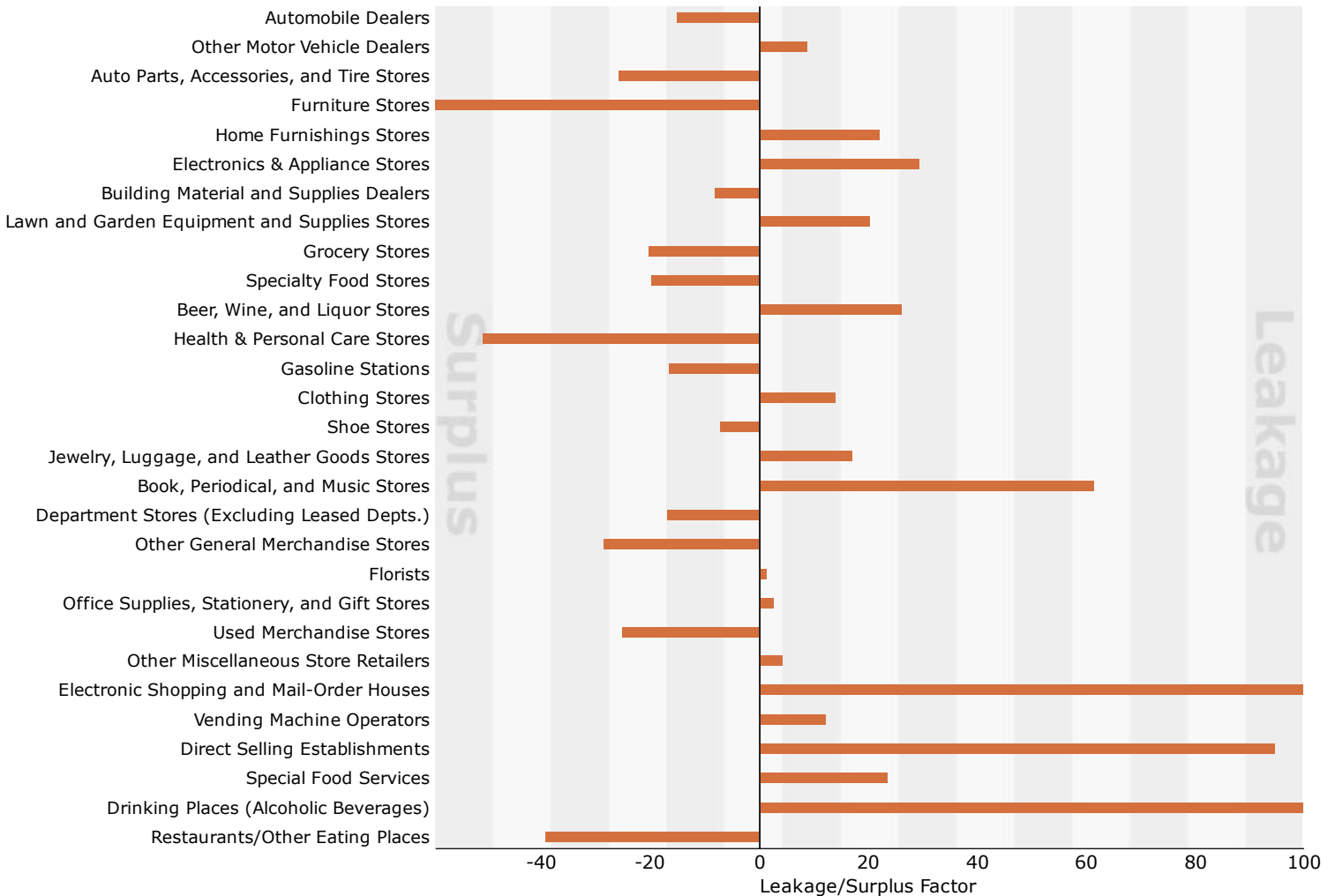
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





# Demographic and Income Profile

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Summary	Census 2010	2018	2023
Population	3,908	3,751	3,706
Households	1,768	1,690	1,666
Families	1,117	1,054	1,034
Average Household Size	2.20	2.21	2.21
Owner Occupied Housing Units	1,191	1,042	1,065
Renter Occupied Housing Units	577	648	602
Median Age	43.5	45.7	46.1
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	-0.24%	1.13%	0.83%
Households	-0.29%	1.10%	0.79%
Families	-0.38%	1.00%	0.71%
Owner HHs	0.44%	1.45%	1.16%
Median Household Income	3.82%	1.93%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	301	17.8%	230	13.8%
\$15,000 - \$24,999	216	12.8%	170	10.2%
\$25,000 - \$34,999	189	11.2%	168	10.1%
\$35,000 - \$49,999	217	12.8%	216	13.0%
\$50,000 - \$74,999	322	19.1%	331	19.9%
\$75,000 - \$99,999	180	10.7%	203	12.2%
\$100,000 - \$149,999	151	8.9%	195	11.7%
\$150,000 - \$199,999	68	4.0%	85	5.1%
\$200,000+	47	2.8%	69	4.1%
Median Household Income	\$43,564		\$52,553	
Average Household Income	\$60,390		\$72,898	
Per Capita Income	\$26,359		\$31,705	

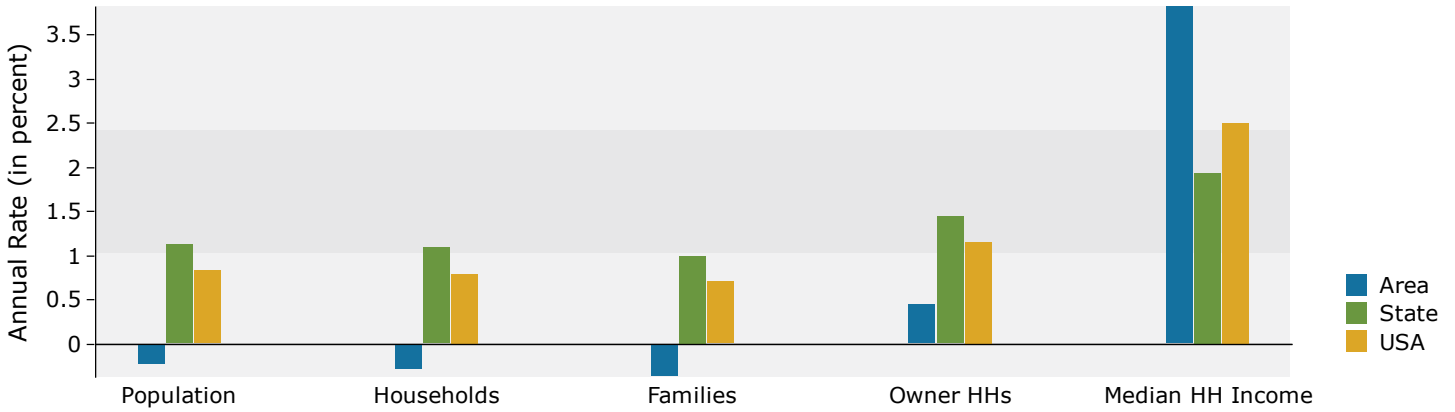
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	223	5.7%	201	5.4%	192	5.2%
5 - 9	231	5.9%	204	5.4%	204	5.5%
10 - 14	237	6.1%	202	5.4%	208	5.6%
15 - 19	246	6.3%	193	5.1%	197	5.3%
20 - 24	207	5.3%	202	5.4%	170	4.6%
25 - 34	382	9.8%	444	11.8%	419	11.3%
35 - 44	512	13.1%	396	10.6%	421	11.4%
45 - 54	576	14.7%	522	13.9%	435	11.7%
55 - 64	541	13.8%	567	15.1%	582	15.7%
65 - 74	404	10.3%	444	11.8%	467	12.6%
75 - 84	252	6.4%	263	7.0%	300	8.1%
85+	99	2.5%	113	3.0%	112	3.0%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,646	93.3%	3,469	92.5%	3,405	91.9%
Black Alone	67	1.7%	61	1.6%	56	1.5%
American Indian Alone	5	0.1%	6	0.2%	6	0.2%
Asian Alone	106	2.7%	110	2.9%	114	3.1%
Pacific Islander Alone	0	0.0%	0	0.0%	1	0.0%
Some Other Race Alone	34	0.9%	44	1.2%	53	1.4%
Two or More Races	50	1.3%	61	1.6%	71	1.9%
Hispanic Origin (Any Race)	83	2.1%	106	2.8%	127	3.4%

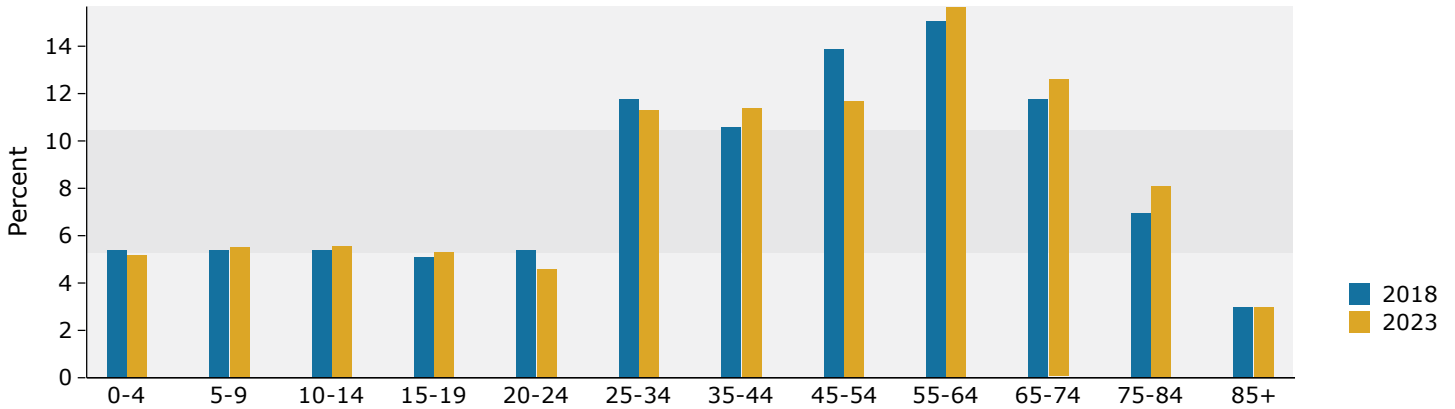
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

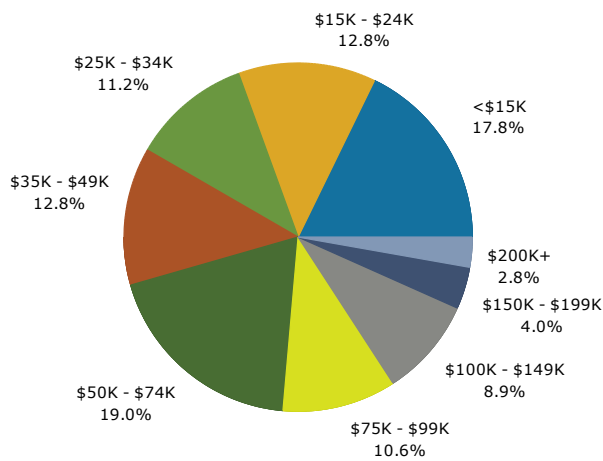
## Trends 2018-2023



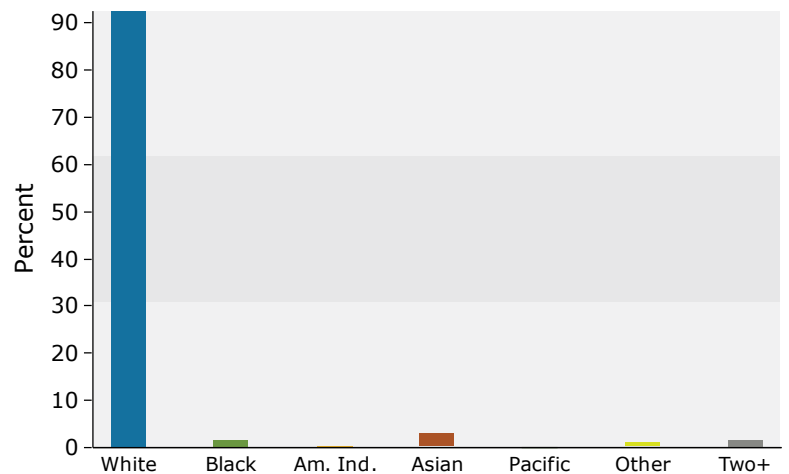
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 2.8%





# Demographic and Income Profile

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Summary	Census 2010	2018	2023
Population	14,823	14,604	14,603
Households	6,256	6,162	6,151
Families	4,137	4,029	4,007
Average Household Size	2.33	2.34	2.34
Owner Occupied Housing Units	4,504	4,110	4,200
Renter Occupied Housing Units	1,752	2,051	1,951
Median Age	44.0	46.2	47.0
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.00%	1.13%	0.83%
Households	-0.04%	1.10%	0.79%
Families	-0.11%	1.00%	0.71%
Owner HHs	0.43%	1.45%	1.16%
Median Household Income	3.58%	1.93%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	1,062	17.2%	845	13.7%
\$15,000 - \$24,999	823	13.4%	684	11.1%
\$25,000 - \$34,999	730	11.8%	675	11.0%
\$35,000 - \$49,999	747	12.1%	744	12.1%
\$50,000 - \$74,999	1,246	20.2%	1,305	21.2%
\$75,000 - \$99,999	653	10.6%	751	12.2%
\$100,000 - \$149,999	558	9.1%	715	11.6%
\$150,000 - \$199,999	213	3.5%	257	4.2%
\$200,000+	129	2.1%	175	2.8%
Median Household Income	\$43,273		\$51,599	
Average Household Income	\$58,428		\$68,459	
Per Capita Income	\$24,822		\$28,981	

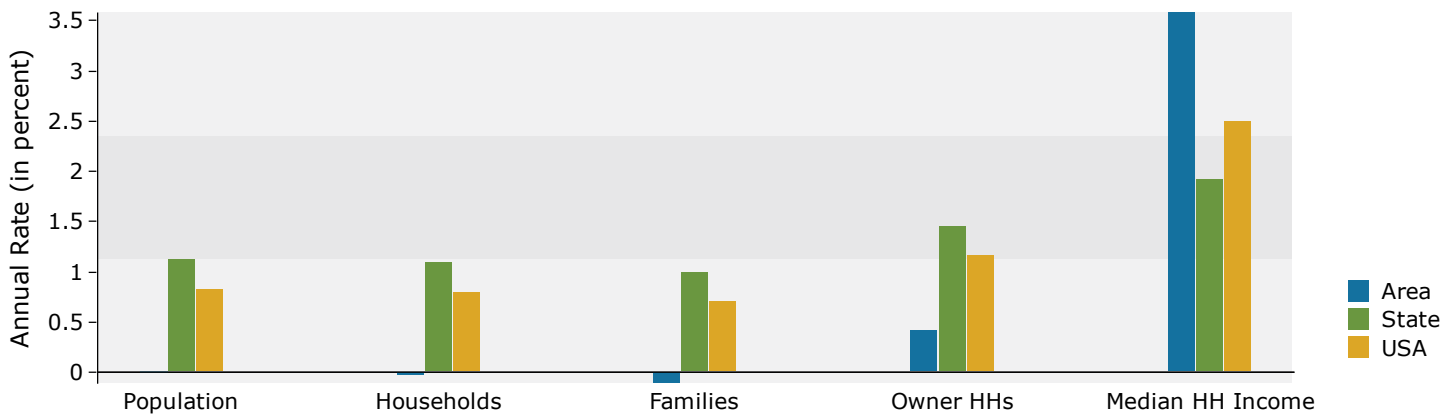
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	785	5.3%	723	5.0%	697	4.8%
5 - 9	849	5.7%	754	5.2%	759	5.2%
10 - 14	917	6.2%	779	5.3%	799	5.5%
15 - 19	956	6.4%	761	5.2%	768	5.3%
20 - 24	789	5.3%	768	5.3%	640	4.4%
25 - 34	1,439	9.7%	1,753	12.0%	1,649	11.3%
35 - 44	1,898	12.8%	1,544	10.6%	1,688	11.6%
45 - 54	2,282	15.4%	2,011	13.8%	1,706	11.7%
55 - 64	2,081	14.0%	2,241	15.3%	2,264	15.5%
65 - 74	1,504	10.1%	1,801	12.3%	1,951	13.4%
75 - 84	920	6.2%	1,027	7.0%	1,232	8.4%
85+	403	2.7%	442	3.0%	450	3.1%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,459	90.8%	13,106	89.7%	12,983	88.9%
Black Alone	366	2.5%	340	2.3%	323	2.2%
American Indian Alone	32	0.2%	41	0.3%	48	0.3%
Asian Alone	566	3.8%	603	4.1%	629	4.3%
Pacific Islander Alone	11	0.1%	15	0.1%	19	0.1%
Some Other Race Alone	195	1.3%	255	1.7%	311	2.1%
Two or More Races	193	1.3%	243	1.7%	290	2.0%
Hispanic Origin (Any Race)	370	2.5%	493	3.4%	599	4.1%

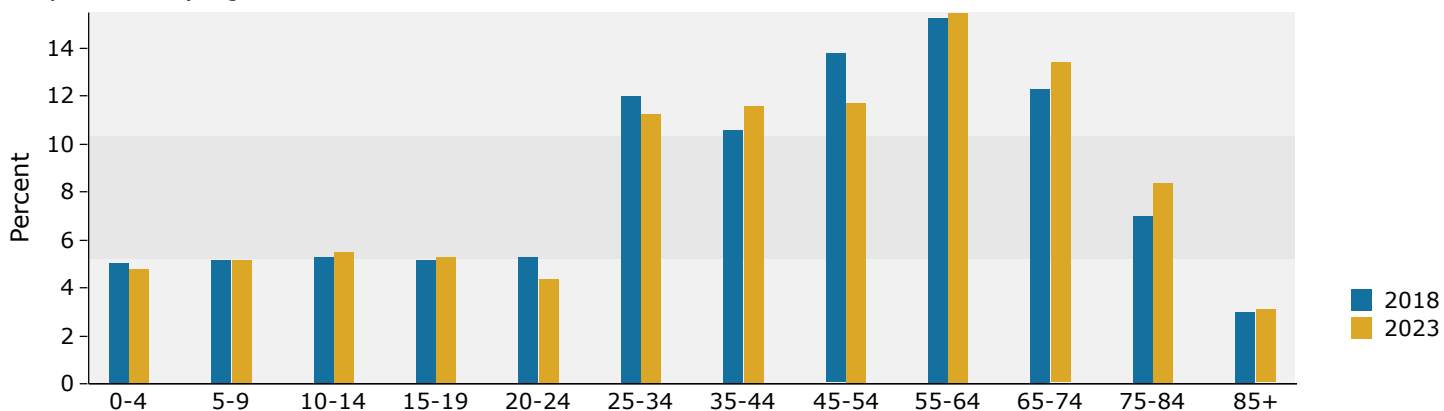
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

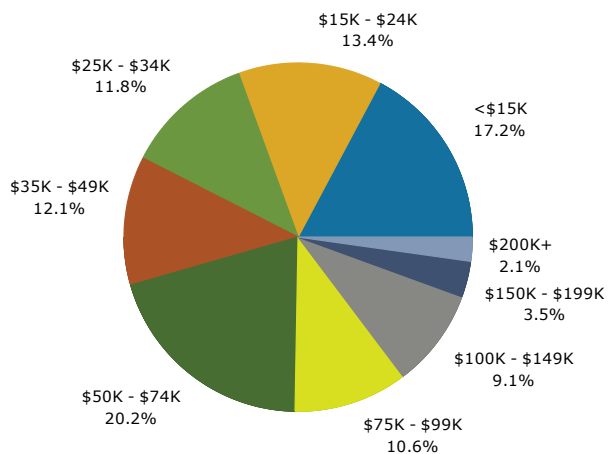
## Trends 2018-2023



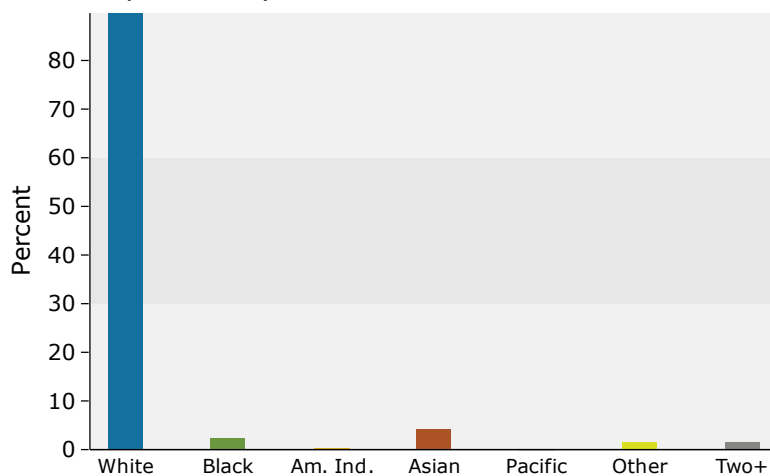
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 3.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Demographic and Income Profile

100 Main St W, Valdese, North Carolina, 28690  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 35.74349  
 Longitude: -81.56287

Summary	Census 2010	2018	2023
Population	38,514	38,572	38,979
Households	15,563	15,682	15,827
Families	10,128	10,071	10,116
Average Household Size	2.38	2.39	2.39
Owner Occupied Housing Units	10,356	9,546	9,877
Renter Occupied Housing Units	5,207	6,135	5,950
Median Age	41.4	43.1	44.1
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.21%	1.13%	0.83%
Households	0.18%	1.10%	0.79%
Families	0.09%	1.00%	0.71%
Owner HHs	0.68%	1.45%	1.16%
Median Household Income	3.77%	1.93%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	3,179	20.3%	2,710	17.1%
\$15,000 - \$24,999	2,286	14.6%	1,949	12.3%
\$25,000 - \$34,999	1,803	11.5%	1,657	10.5%
\$35,000 - \$49,999	1,993	12.7%	1,998	12.6%
\$50,000 - \$74,999	3,042	19.4%	3,329	21.0%
\$75,000 - \$99,999	1,572	10.0%	1,875	11.8%
\$100,000 - \$149,999	1,091	7.0%	1,400	8.8%
\$150,000 - \$199,999	443	2.8%	538	3.4%
\$200,000+	272	1.7%	371	2.3%
Median Household Income	\$38,410		\$46,223	
Average Household Income	\$53,138		\$62,030	
Per Capita Income	\$22,102		\$25,671	

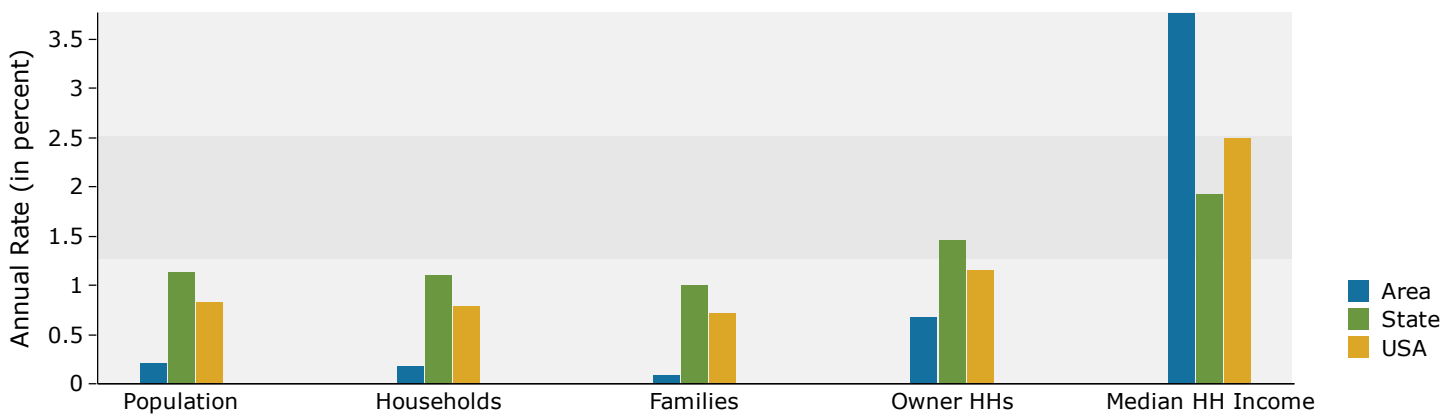
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,203	5.7%	2,069	5.4%	2,017	5.2%
5 - 9	2,241	5.8%	2,121	5.5%	2,116	5.4%
10 - 14	2,368	6.1%	2,152	5.6%	2,240	5.7%
15 - 19	2,764	7.2%	2,234	5.8%	2,303	5.9%
20 - 24	2,280	5.9%	2,189	5.7%	1,927	4.9%
25 - 34	4,271	11.1%	4,899	12.7%	4,550	11.7%
35 - 44	5,043	13.1%	4,449	11.5%	4,772	12.2%
45 - 54	5,640	14.6%	5,196	13.5%	4,765	12.2%
55 - 64	4,846	12.6%	5,383	14.0%	5,545	14.2%
65 - 74	3,558	9.2%	4,353	11.3%	4,751	12.2%
75 - 84	2,318	6.0%	2,455	6.4%	2,926	7.5%
85+	981	2.5%	1,073	2.8%	1,068	2.7%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	32,380	84.1%	31,764	82.3%	31,541	80.9%
Black Alone	2,075	5.4%	1,869	4.8%	1,747	4.5%
American Indian Alone	150	0.4%	192	0.5%	229	0.6%
Asian Alone	1,301	3.4%	1,389	3.6%	1,451	3.7%
Pacific Islander Alone	231	0.6%	301	0.8%	367	0.9%
Some Other Race Alone	1,682	4.4%	2,182	5.7%	2,602	6.7%
Two or More Races	695	1.8%	875	2.3%	1,042	2.7%
Hispanic Origin (Any Race)	2,729	7.1%	3,553	9.2%	4,245	10.9%

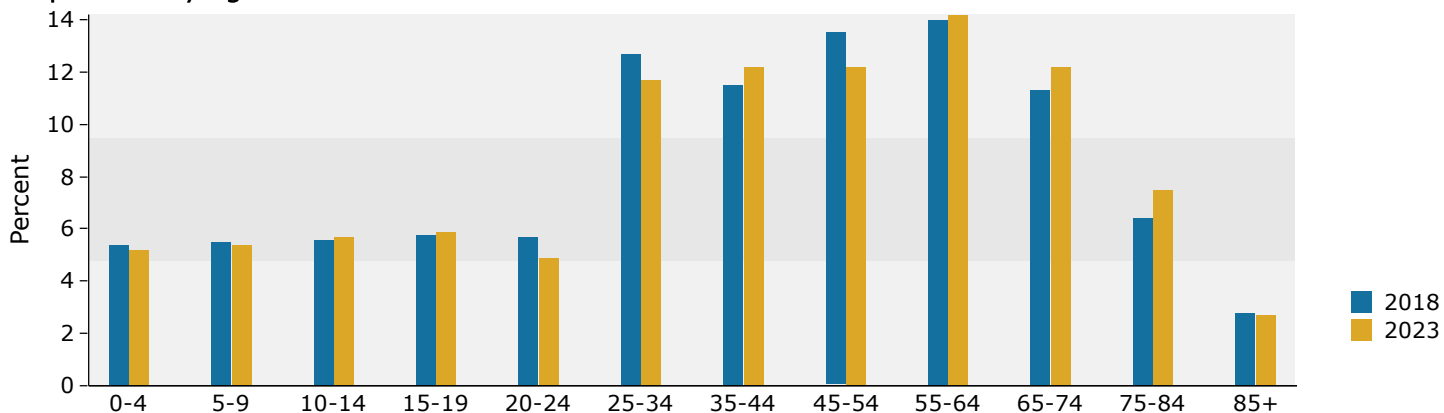
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

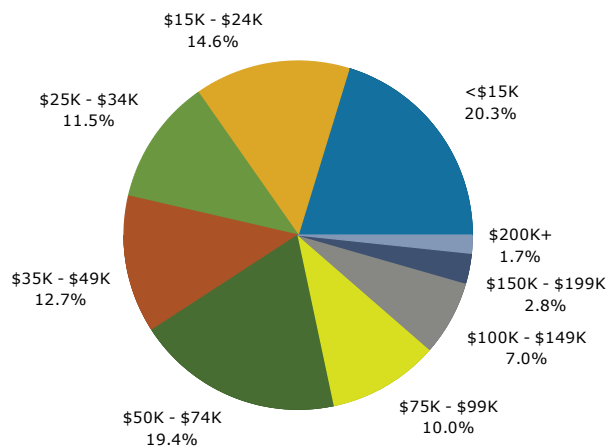
## Trends 2018-2023



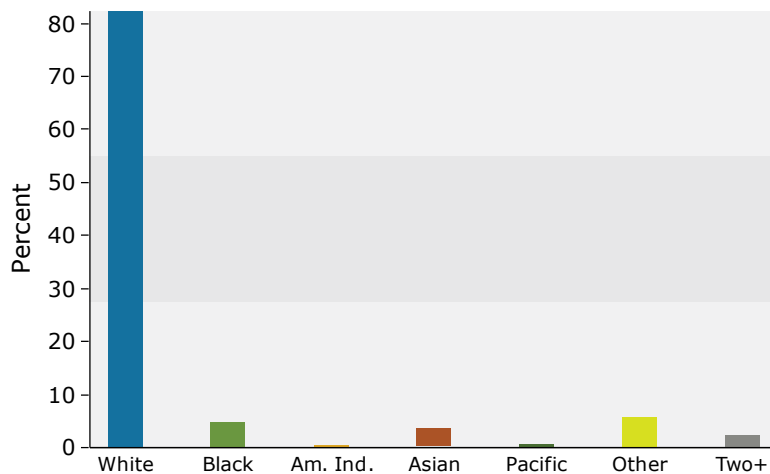
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 9.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.