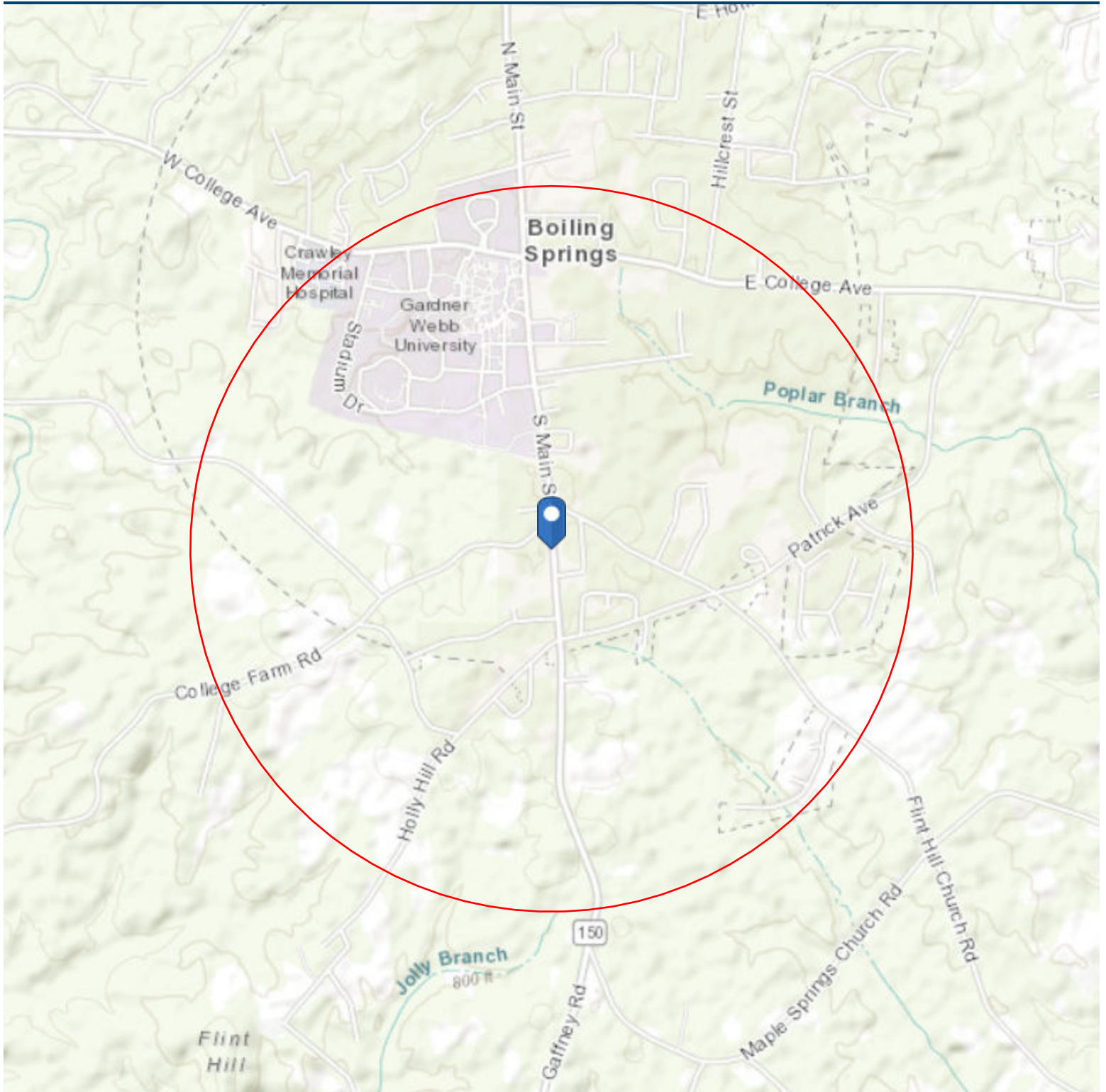




2023 Office Specialty Report (Esri 2023)

416 S Main St, Shelby, North Carolina, 28152
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business
Latitude: 35.23884
Longitude: -81.66532





2023 Office Specialty Report (Esri 2023)

416 S Main St, Shelby, North Carolina, 28152
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2023 Labor Force							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	1,988	772	66	7.9%	42.2%	39	
16-24	835	147	56	27.6%	24.3%	18	
25-54	666	492	10	2.0%	75.4%	74	
55-64	221	109	0	0.0%	49.3%	49	
65+	267	24	0	0.0%	9.0%	9	

Industry	Employed	Percent	US Percent	Location Quotient
Total	772	100.0%	100.0%	-
Agriculture/Forestry/Fishing	10	1.3%	1.2%	1.08
Mining/Quarrying/Oil & Gas	0	0.0%	0.4%	0.00
Construction	38	4.9%	7.1%	0.69
Manufacturing	102	13.2%	9.6%	1.38
Wholesale Trade	5	0.6%	2.5%	0.24
Retail Trade	98	12.7%	10.8%	1.18
Transportation/Warehousing	32	4.1%	5.5%	0.75
Utilities	3	0.4%	0.8%	0.50
Information	6	0.8%	1.9%	0.42
Finance/Insurance	8	1.0%	4.8%	0.21
Real Estate/Rental/Leasing	3	0.4%	2.0%	0.20
Professional/Scientific/Tech	47	6.1%	8.0%	0.76
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	15	1.9%	3.8%	0.50
Educational Services	139	18.0%	9.0%	2.00
Health Care/Social Assistance	80	10.4%	14.5%	0.72
Arts/Entertainment/Recreation	18	2.3%	1.8%	1.28
Accommodation/Food Services	115	14.9%	6.5%	2.29
Other Services (Excluding Public)	34	4.4%	4.7%	0.94
Public Administration	20	2.6%	4.9%	0.53

Occupation	Employed	Percent	US Percent	Location Quotient
Total	772	100.0%	100.0%	-
White Collar	462	59.8%	61.8%	0.97
Management	67	8.7%	11.5%	0.76
Business/Financial	22	2.8%	6.0%	0.47
Computer/Mathematical	18	2.3%	3.7%	0.62
Architecture/Engineering	25	3.2%	1.9%	1.68
Life/Physical/Social Sciences	0	0.0%	1.0%	0.00
Community/Social Service	48	6.2%	1.9%	3.26
Legal	21	2.7%	1.1%	2.45
Education/Training/Library	78	10.1%	5.9%	1.71
Arts/Design/Entertainment	17	2.2%	2.0%	1.10
Healthcare Practitioner	55	7.1%	6.5%	1.09
Sales and Sales Related	71	9.2%	9.2%	1.00
Office/Administrative Support	40	5.2%	11.1%	0.47
Blue Collar	182	23.6%	22.3%	1.05
Farming/Fishing/Forestry	7	0.9%	0.6%	1.50
Construction/Extraction	28	3.6%	5.2%	0.69
Installation/Maintenance/Repair	25	3.2%	3.0%	1.07
Production	57	7.4%	5.4%	1.37
Transportation/Material Moving	65	8.4%	8.1%	1.04
Services	127	16.5%	15.9%	1.04
Healthcare Support	13	1.7%	3.4%	0.50
Protective Service	12	1.6%	2.0%	0.80
Food Preparation/Serving	67	8.7%	5.0%	1.74
Building Maintenance	20	2.6%	3.6%	0.72
Personal Care/Service	15	1.9%	1.9%	1.00

Source: Esri, Esri-Data Axle, U.S. Census



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2023 Labor Force							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	5,964	2,903	131	4.3%	50.9%	49	
16-24	1,620	364	95	20.7%	28.3%	22	
25-54	2,437	1,928	37	1.9%	80.6%	79	
55-64	859	483	0	0.0%	56.2%	56	
65+	1,047	128	0	0.0%	12.2%	12	

Industry	Employed	Percent	US Percent	Location Quotient
Total	2,903	100.0%	100.0%	-
Agriculture/Forestry/Fishing	27	0.9%	1.2%	0.75
Mining/Quarrying/Oil & Gas	0	0.0%	0.4%	0.00
Construction	155	5.3%	7.1%	0.75
Manufacturing	458	15.8%	9.6%	1.65
Wholesale Trade	36	1.2%	2.5%	0.48
Retail Trade	292	10.1%	10.8%	0.94
Transportation/Warehousing	160	5.5%	5.5%	1.00
Utilities	30	1.0%	0.8%	1.25
Information	21	0.7%	1.9%	0.37
Finance/Insurance	60	2.1%	4.8%	0.44
Real Estate/Rental/Leasing	13	0.4%	2.0%	0.20
Professional/Scientific/Tech	149	5.1%	8.0%	0.64
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	74	2.5%	3.8%	0.66
Educational Services	442	15.2%	9.0%	1.69
Health Care/Social Assistance	349	12.0%	14.5%	0.83
Arts/Entertainment/Recreation	43	1.5%	1.8%	0.83
Accommodation/Food Services	364	12.5%	6.5%	1.92
Other Services (Excluding Public)	130	4.5%	4.7%	0.96
Public Administration	101	3.5%	4.9%	0.71

Occupation	Employed	Percent	US Percent	Location Quotient
Total	2,903	100.0%	100.0%	-
White Collar	1,665	57.4%	61.8%	0.93
Management	249	8.6%	11.5%	0.75
Business/Financial	84	2.9%	6.0%	0.48
Computer/Mathematical	94	3.2%	3.7%	0.86
Architecture/Engineering	76	2.6%	1.9%	1.37
Life/Physical/Social Sciences	2	0.1%	1.0%	0.10
Community/Social Service	147	5.1%	1.9%	2.68
Legal	44	1.5%	1.1%	1.36
Education/Training/Library	281	9.7%	5.9%	1.64
Arts/Design/Entertainment	35	1.2%	2.0%	0.60
Healthcare Practitioner	230	7.9%	6.5%	1.22
Sales and Sales Related	216	7.4%	9.2%	0.80
Office/Administrative Support	207	7.1%	11.1%	0.64
Blue Collar	786	27.1%	22.3%	1.21
Farming/Fishing/Forestry	15	0.5%	0.6%	0.83
Construction/Extraction	100	3.4%	5.2%	0.65
Installation/Maintenance/Repair	139	4.8%	3.0%	1.60
Production	291	10.0%	5.4%	1.85
Transportation/Material Moving	241	8.3%	8.1%	1.02
Services	452	15.6%	15.9%	0.98
Healthcare Support	46	1.6%	3.4%	0.47
Protective Service	62	2.1%	2.0%	1.05
Food Preparation/Serving	217	7.5%	5.0%	1.50
Building Maintenance	84	2.9%	3.6%	0.81
Personal Care/Service	43	1.5%	1.9%	0.79

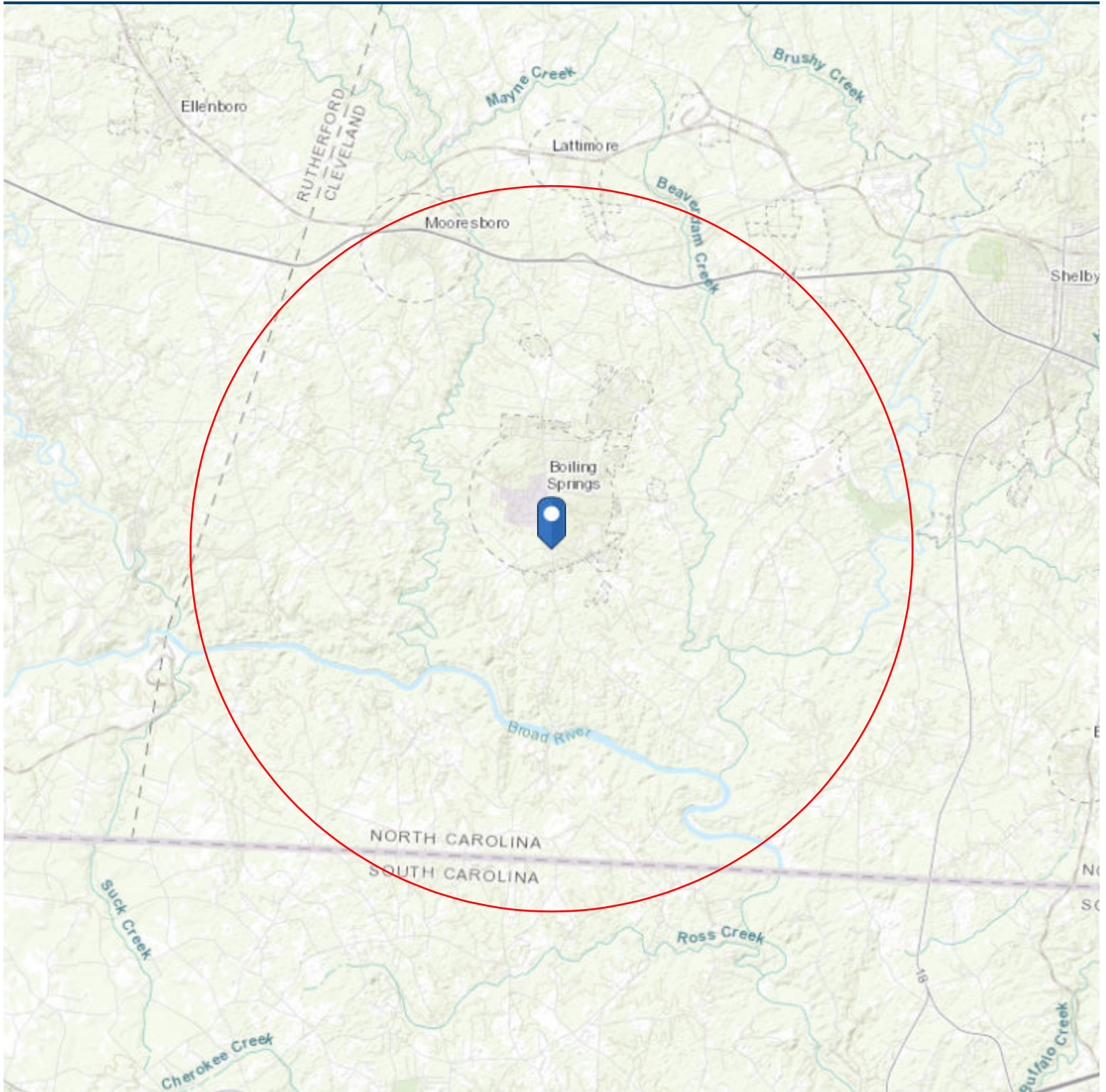
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2023 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	11,456	5,873	226	3.7%	53.2%	51
16-24	2,318	672	123	15.5%	34.3%	29
25-54	5,032	3,906	102	2.5%	79.7%	78
55-64	1,771	990	0	0.0%	55.9%	56
65+	2,335	305	1	0.3%	13.1%	13

Industry	Employed	Percent	US Percent	Location Quotient
Total	5,873	100.0%	100.0%	-
Agriculture/Forestry/Fishing	48	0.8%	1.2%	0.67
Mining/Quarrying/Oil & Gas	0	0.0%	0.4%	0.00
Construction	341	5.8%	7.1%	0.82
Manufacturing	995	16.9%	9.6%	1.76
Wholesale Trade	85	1.4%	2.5%	0.56
Retail Trade	563	9.6%	10.8%	0.89
Transportation/Warehousing	328	5.6%	5.5%	1.02
Utilities	71	1.2%	0.8%	1.50
Information	44	0.7%	1.9%	0.37
Finance/Insurance	149	2.5%	4.8%	0.52
Real Estate/Rental/Leasing	30	0.5%	2.0%	0.25
Professional/Scientific/Tech	261	4.4%	8.0%	0.55
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	175	3.0%	3.8%	0.79
Educational Services	734	12.5%	9.0%	1.39
Health Care/Social Assistance	827	14.1%	14.5%	0.97
Arts/Entertainment/Recreation	59	1.0%	1.8%	0.56
Accommodation/Food Services	562	9.6%	6.5%	1.48
Other Services (Excluding Public)	360	6.1%	4.7%	1.30
Public Administration	244	4.2%	4.9%	0.86

Occupation	Employed	Percent	US Percent	Location Quotient
Total	5,873	100.0%	100.0%	-
White Collar	3,346	57.0%	61.8%	0.92
Management	460	7.8%	11.5%	0.68
Business/Financial	158	2.7%	6.0%	0.45
Computer/Mathematical	188	3.2%	3.7%	0.86
Architecture/Engineering	138	2.3%	1.9%	1.21
Life/Physical/Social Sciences	8	0.1%	1.0%	0.10
Community/Social Service	304	5.2%	1.9%	2.74
Legal	62	1.1%	1.1%	1.00
Education/Training/Library	515	8.8%	5.9%	1.49
Arts/Design/Entertainment	77	1.3%	2.0%	0.65
Healthcare Practitioner	458	7.8%	6.5%	1.20
Sales and Sales Related	440	7.5%	9.2%	0.82
Office/Administrative Support	538	9.2%	11.1%	0.83
Blue Collar	1,683	28.7%	22.3%	1.28
Farming/Fishing/Forestry	24	0.4%	0.6%	0.67
Construction/Extraction	235	4.0%	5.2%	0.77
Installation/Maintenance/Repair	277	4.7%	3.0%	1.57
Production	625	10.6%	5.4%	1.96
Transportation/Material Moving	522	8.9%	8.1%	1.10
Services	845	14.4%	15.9%	0.91
Healthcare Support	133	2.3%	3.4%	0.68
Protective Service	119	2.0%	2.0%	1.00
Food Preparation/Serving	331	5.6%	5.0%	1.12
Building Maintenance	187	3.2%	3.6%	0.89
Personal Care/Service	75	1.3%	1.9%	0.68

Source: Esri, Esri-Data Axle, U.S. Census



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	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	77		178		287							
Total Employees:	1,069		2,278		3,111							
Total Residential Population:	2,313		7,108		13,865							
Employee/Residential Population Ratio (per 100)	46		32		22							
by NAICS Codes												
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.1%	1	0.6%	4	0.2%	3	1.0%	9	0.3%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	4	5.2%	16	1.5%	13	7.3%	46	2.0%	28	9.8%	110	3.5%
Manufacturing	3	3.9%	12	1.1%	7	3.9%	30	1.3%	15	5.2%	202	6.5%
Wholesale Trade	2	2.6%	7	0.7%	5	2.8%	24	1.1%	9	3.1%	65	2.1%
Retail Trade	7	9.1%	71	6.6%	17	9.6%	146	6.4%	34	11.8%	223	7.2%
Motor Vehicle & Parts Dealers	2	2.6%	8	0.7%	5	2.8%	17	0.7%	8	2.8%	29	0.9%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	1	0.6%	1	0.0%	1	0.3%	1	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	1	0.0%
Bldg Material & Garden Equipment &	0	0.0%	1	0.1%	1	0.6%	5	0.2%	4	1.4%	18	0.6%
Food & Beverage Stores	1	1.3%	43	4.0%	2	1.1%	80	3.5%	5	1.7%	90	2.9%
Health & Personal Care Stores	1	1.3%	12	1.1%	2	1.1%	21	0.9%	2	0.7%	21	0.7%
Gasoline Stations	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.3%	5	0.2%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	1	0.6%	6	0.3%	3	1.0%	16	0.5%
General Merchandise Stores	2	2.6%	7	0.7%	5	2.8%	14	0.6%	8	2.8%	40	1.3%
Miscellaneous Store Retailers												
Nonstore Retailers												
Transportation & Warehousing	2	2.6%	83	7.8%	4	2.2%	154	6.8%	8	2.8%	176	5.7%
Information	1	1.3%	8	0.7%	2	1.1%	22	1.0%	6	2.1%	36	1.2%
Finance & Insurance	5	6.5%	24	2.2%	10	5.6%	46	2.0%	11	3.8%	50	1.6%
Central Bank/Credit Intermediation & Related	3	3.9%	14	1.3%	6	3.4%	27	1.2%	7	2.4%	30	1.0%
Securities, Commodity Contracts & Other	1	1.3%	3	0.3%	3	1.7%	7	0.3%	3	1.0%	8	0.3%
Insurance Carriers & Related Activities;	1	1.3%	7	0.7%	1	0.6%	12	0.5%	1	0.3%	12	0.4%
Real Estate, Rental & Leasing	5	6.5%	12	1.1%	11	6.2%	26	1.1%	14	4.9%	39	1.3%
Professional, Scientific & Tech Services	5	6.5%	21	2.0%	10	5.6%	50	2.2%	16	5.6%	96	3.1%
Legal Services	2	2.6%	8	0.7%	3	1.7%	14	0.6%	3	1.0%	16	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.3%	3	0.1%
Administrative & Support & Waste Management	1	1.3%	13	1.2%	3	1.7%	31	1.4%	7	2.4%	49	1.6%
Educational Services	4	5.2%	489	45.7%	8	4.5%	1,050	46.1%	11	3.8%	1,209	38.9%
Health Care & Social Assistance	6	7.8%	41	3.8%	12	6.7%	92	4.0%	16	5.6%	152	4.9%
Arts, Entertainment & Recreation	4	5.2%	12	1.1%	9	5.1%	27	1.2%	9	3.1%	28	0.9%
Accommodation & Food Services	10	13.0%	135	12.6%	19	10.7%	258	11.3%	21	7.3%	263	8.5%
Accommodation	1	1.3%	6	0.6%	2	1.1%	12	0.5%	3	1.0%	14	0.5%
Food Services & Drinking Places	9	11.7%	129	12.1%	17	9.6%	246	10.8%	18	6.3%	248	8.0%
Other Services (except Public Administration)	12	15.6%	49	4.6%	27	15.2%	106	4.7%	47	16.4%	201	6.5%
Automotive Repair & Maintenance	2	2.6%	6	0.6%	4	2.2%	14	0.6%	9	3.1%	27	0.9%
Public Administration	3	3.9%	75	7.0%	8	4.5%	166	7.3%	10	3.5%	197	6.3%
Unclassified Establishments	5	6.5%	0	0.0%	12	6.7%	0	0.0%	21	7.3%	3	0.1%



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POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	104	4%	86	4%	84	4%
5 - 9	112	5%	99	4%	93	4%
10 - 14	114	5%	106	5%	104	5%
15 - 19	453	19%	467	20%	466	21%
20 - 24	513	22%	401	17%	389	17%
Total	206	9%	246	11%	212	9%
35- 44	211	9%	212	9%	230	10%
45 - 54	265	11%	208	9%	194	9%
55 - 64	193	8%	221	10%	199	9%
65 - 74	92	4%	165	7%	168	7%
75 - 84	72	3%	77	3%	100	4%
85 +	25	1%	25	1%	28	1%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	1,278	1,105	1,080
2010 Female Population	1,478	1,208	1,187



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POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	374	5%	317	4%	305	4%
5 - 9	418	6%	360	5%	336	5%
10 - 14	451	6%	376	5%	378	5%
15 - 19	945	13%	918	13%	910	13%
20 - 24	981	14%	793	11%	749	11%
Total	736	10%	861	12%	703	10%
35- 44	827	11%	794	11%	864	12%
45 - 54	971	13%	782	11%	728	10%
55 - 64	728	10%	859	12%	802	12%
65 - 74	360	5%	655	9%	670	10%
75 - 84	260	4%	303	4%	403	6%
85 +	78	1%	89	1%	103	1%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	3,737	3,446	3,359
2010 Female Population	4,125	3,662	3,592



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POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	784	6%	672	5%	653	5%
5 - 9	885	6%	752	5%	708	5%
10 - 14	974	7%	813	6%	825	6%
15 - 19	1,412	10%	1,337	10%	1,316	10%
20 - 24	1,360	10%	1,152	8%	1,082	8%
Total	1,485	11%	1,700	12%	1,416	10%
35- 44	1,773	13%	1,636	12%	1,745	13%
45 - 54	2,003	14%	1,696	12%	1,605	12%
55 - 64	1,539	11%	1,771	13%	1,693	12%
65 - 74	804	6%	1,467	11%	1,514	11%
75 - 84	533	4%	689	5%	906	7%
85 +	157	1%	179	1%	211	2%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	7,090	6,754	6,634
2010 Female Population	7,635	7,111	7,041

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	1,156	4,343	9,139
Less than 9th Grade	1.8%	2.3%	2.5%
9th - 12th Grade, No Diploma	5.0%	5.0%	5.3%
High School Graduate	27.9%	26.1%	27.4%
GED/Alternative Credential	4.2%	5.0%	5.2%
Some College, No Degree	11.2%	15.0%	16.6%
Associate Degree	11.2%	10.4%	11.7%
Bachelor's Degree	17.4%	18.1%	17.2%
Graduate/Professional Degree	21.2%	18.1%	14.1%

POPULATION 15+ BY MARITAL STATUS 2023

Total	2,021	6,055	11,628
Never Married	59.5%	43.1%	34.7%
Married	33.1%	47.0%	52.8%
Widowed	3.1%	4.1%	4.2%
Divorced	4.3%	5.8%	8.3%



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HOUSEHOLDS BY INCOME

Household Income Base	466	2,383	5,152
<\$15,000	5.8%	7.0%	9.2%
\$15,000 - \$24,999	8.4%	7.8%	7.5%
\$25,000 - \$34,999	14.4%	12.1%	11.3%
\$35,000 - \$49,999	12.0%	13.7%	14.0%
\$50,000 - \$74,999	13.7%	14.9%	17.3%
\$75,000 - \$99,999	16.5%	16.3%	14.6%
\$100,000 - \$149,999	17.6%	16.7%	16.1%
\$150,000 - \$199,999	7.7%	7.8%	6.6%
\$200,000+	4.3%	3.7%	3.5%
Average Household Income	\$86,212	\$84,078	\$80,731

HOUSEHOLDS BY TYPE

Total	469	2,364	5,003
Households with 1 Person	23.9%	23.9%	22.7%
Households with 2+ People	76.1%	76.1%	77.3%
Family Households	71.4%	71.1%	72.5%
Husband-wife Families	55.0%	55.2%	55.3%
With Related Children	25.8%	24.9%	24.0%
Other Family (No Spouse Present)	16.4%	15.8%	17.3%
Other Family with Male Householder	3.2%	3.8%	4.7%
With Related Children	1.9%	2.4%	2.9%
Other Family with Female Householder	13.2%	12.0%	12.6%
With Related Children	9.6%	8.5%	8.7%
Nonfamily Households	4.7%	5.1%	4.7%
All Households with Children	37.4%	36.1%	36.1%
Multigenerational Households	3.8%	3.8%	4.3%
Unmarried Partner Households	4.9%	4.9%	5.3%
Male-female	4.2%	4.2%	4.7%
Same-sex	0.6%	0.6%	0.6%

HOUSEHOLD BY SIZE

Total	469	2,363	5,005
1 Person Household	23.9%	23.9%	22.7%
2 Person Household	34.3%	35.0%	35.3%
3 Person Household	18.8%	18.2%	18.2%
4 Person Household	14.9%	14.6%	14.9%
5 Person Household	5.1%	5.4%	5.6%
6 Person Household	2.1%	2.0%	2.1%
7 + Person Household	0.9%	1.0%	1.2%



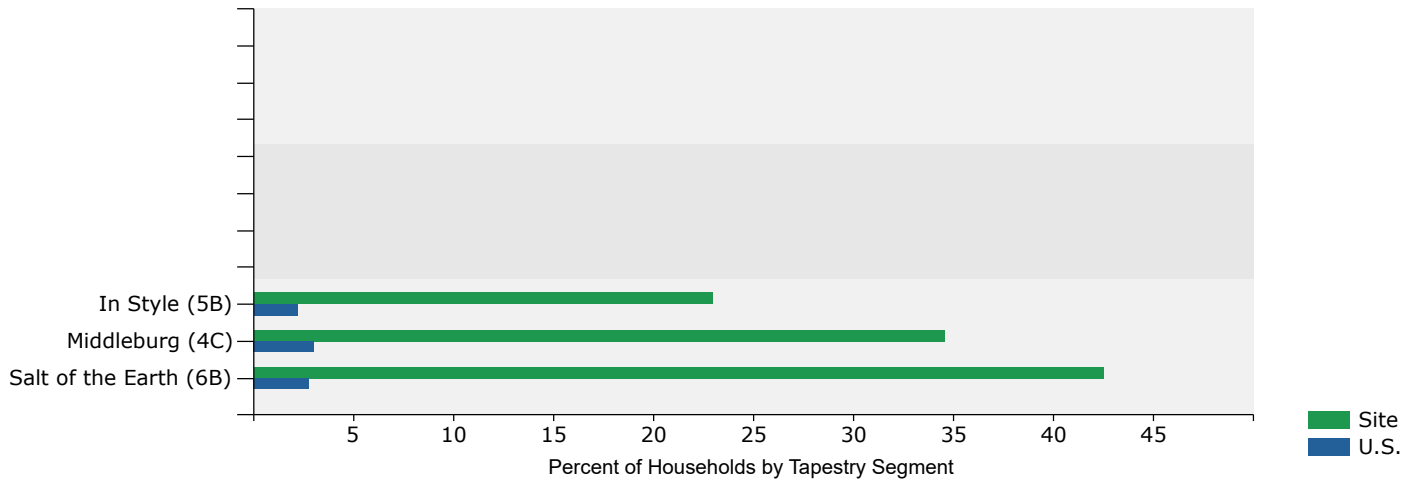
2023 Office Specialty Report (Esri 2023)

416 S Main St, Shelby, North Carolina, 28152
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business
 Latitude: 35.23884
 Longitude: -81.66532

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	42.5%	42.5%	2.8%	2.8%	1525
2	Middleburg (4C)	34.5%	77.0%	3.1%	5.8%	1,132
3	In Style (5B)	23.0%	100.0%	2.2%	8.1%	1,026
Subtotal		100.0%		8.1%		
Total		100.0%		8.1%		1238

Top Ten Tapestry Segments Site vs. U.S.





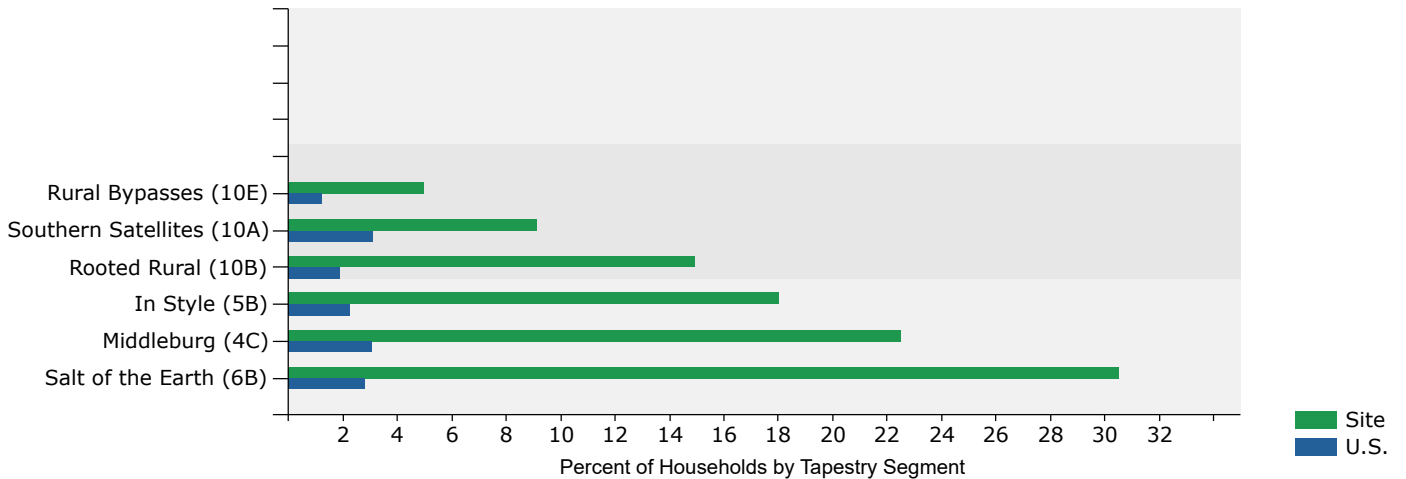
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 Latitude: 35.23884
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Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	30.5%	30.5%	2.8%	2.8%	1095
2	Middleburg (4C)	22.5%	53.0%	3.1%	5.8%	737
3	In Style (5B)	18.0%	71.0%	2.2%	8.1%	806
4	Rooted Rural (10B)	14.9%	85.9%	1.8%	9.9%	807
5	Southern Satellites (10A)	9.1%	95.0%	3.1%	13.0%	295
	Subtotal	95.0%		13.0%		
6	Rural Bypasses (10E)	5.0%	100.0%	1.2%	14.2%	405
	Subtotal	5.0%		1.2%		
	Total	100.0%		14.2%		703

Top Ten Tapestry Segments Site vs. U.S.





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Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rural Bypasses (10E)	20.6%	20.6%	1.2%	1.2%	1682
2	Middleburg (4C)	18.6%	39.2%	3.1%	4.3%	610
3	Salt of the Earth (6B)	15.5%	54.7%	2.8%	7.1%	557
4	Southern Satellites (10A)	13.9%	68.5%	3.1%	10.2%	448
5	Rooted Rural (10B)	13.9%	82.4%	1.8%	12.0%	751
Subtotal		82.5%		12.0%		
6	Heartland Communities (6F)	9.3%	91.7%	2.2%	14.2%	421
7	In Style (5B)	8.3%	100.0%	2.2%	16.4%	373
Subtotal		17.6%		4.4%		
Total		100.0%		16.4%		608

Top Ten Tapestry Segments Site vs. U.S.

