

Latitude: 35.2638

Longitude: -81.182

Main & Marietta Streets




Gastonia, NC 28052

Radius: 1.0 mile

Main & Marietta Streets

Gastonia, NC 28052

Radius: 5.0 mile

	1990 Total Population	8,666	82,558
	2000 Total Population	8,187	88,006
	2000 Group Quarters	525	1,773
	2000 Population Density	2,480.5	1,093.7
	2006 Total Population	7,969	90,385
	2006 Population Density	2,414.4	1,123.2
	2011 Total Population	8,064	92,690
	2006 - 2011 Annual Rate	0.24%	0.5%
	1990 Households	3,284	31,312
	2000 Households	3,119	34,418
	2000 Average Household Size	2.46	2.51
	2006 Households	3,065	35,930
	2006 Average Household Size	2.43	2.46
	2011 Households	3,123	37,144
	2011 Average Household Size	2.41	2.45
	2006 - 2011 Annual Rate	0.38%	0.67%
	2000 Families	1,951	23,879
	2000 Average Family Size	3.07	2.98
	2006 Families	1,851	24,282
	2006 Average Family Size	3.08	2.97
	2011 Families	1,833	24,553
	2011 Average Family Size	3.08	2.96
	2006 - 2011 Annual Rate	-0.2%	0.22%
	2000 Housing Units	3,459	36,901
	Owner Occupied Housing Units	42.5%	56.1%
	Renter Occupied Housing Units	48.0%	37.1%
	Vacant Housing Units	9.6%	6.8%
	2006 Housing Units	3,532	39,289
	Owner Occupied Housing Units	42.6%	56.7%
	Renter Occupied Housing Units	44.2%	34.7%
	Vacant Housing Units	13.2%	8.5%
	2011 Housing Units	3,660	41,075
	Owner Occupied Housing Units	41.2%	55.9%
	Renter Occupied Housing Units	44.1%	34.5%
	Vacant Housing Units	14.7%	9.6%
	Median Household Income		
	1990	\$18,503	\$26,187
	2000	\$26,640	\$36,641
	2006	\$31,610	\$44,627
	2011	\$36,099	\$52,524
	Median Home Value		
	1990	\$42,160	\$55,359
	2000	\$66,433	\$84,314
	2006	\$79,879	\$105,481
	2011	\$95,543	\$125,613
	Per Capita Income		
	1990	\$9,674	\$12,206
	2000	\$14,524	\$18,879
	2006	\$17,228	\$23,431
	2011	\$20,262	\$28,330
	Median Age		
	1990	35.3	33.9
	2000	35.9	35.9
	2006	37.2	37.4
	2011	38.7	38.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011. ESRI converted 1990 Census data into 2000 geography.



Market Profile - Appraisal Version

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2000 Households by Income

Household Income Base	Main & Marietta Streets	Main & Marietta Streets
< \$15,000	3,187 29.9%	34,306 19.7%
\$15,000 - \$24,999	15.9%	14.3%
\$25,000 - \$34,999	18.2%	13.8%
\$35,000 - \$49,999	16.5%	17.8%
\$50,000 - \$74,999	11.5%	18.1%
\$75,000 - \$99,999	3.9%	8.1%
\$100,000 - \$149,999	2.2%	5.4%
\$150,000 - \$199,999	0.9%	1.4%
\$200,000+	0.8%	1.4%
Average Household Income	\$36,567	\$47,459

2006 Households by Income

Household Income Base	Main & Marietta Streets	Main & Marietta Streets
< \$15,000	3,065 24.7%	35,931 16.0%
\$15,000 - \$24,999	14.9%	11.3%
\$25,000 - \$34,999	16.8%	11.9%
\$35,000 - \$49,999	14.4%	16.0%
\$50,000 - \$74,999	15.4%	19.6%
\$75,000 - \$99,999	7.9%	11.6%
\$100,000 - \$149,999	3.8%	9.4%
\$150,000 - \$199,999	0.8%	2.0%
\$200,000+	1.3%	2.2%
Average Household Income	\$42,338	\$58,155

2011 Households by Income

Household Income Base	Main & Marietta Streets	Main & Marietta Streets
< \$15,000	3,123 21.6%	37,143 13.5%
\$15,000 - \$24,999	14.0%	9.9%
\$25,000 - \$34,999	12.4%	9.7%
\$35,000 - \$49,999	17.0%	14.6%
\$50,000 - \$74,999	17.7%	20.2%
\$75,000 - \$99,999	7.3%	11.7%
\$100,000 - \$149,999	7.0%	13.2%
\$150,000 - \$199,999	1.4%	4.0%
\$200,000+	1.6%	3.3%
Average Household Income	\$49,635	\$69,826

2000 Owner Occupied HUs by Value

Total	Main & Marietta Streets	Main & Marietta Streets
<\$50,000	1,455 30.8%	20,821 17.9%
\$50,000 - 99,999	50.8%	47.0%
\$100,000 - 149,999	12.7%	21.4%
\$150,000 - 199,999	3.2%	7.3%
\$200,000 - \$299,999	2.0%	4.8%
\$300,000 - 499,999	0.4%	1.2%
\$500,000 - 999,999	0.0%	0.4%
\$1,000,000+	0.1%	0.0%
Average Home Value	\$76,912	\$99,201

2000 Specified Renter Occupied HUs by Contract Rent

Total	Main & Marietta Streets	Main & Marietta Streets
With Cash Rent	1,747 92.7%	13,525 94.5%
No Cash Rent	7.3%	5.5%
Median Rent	\$353	\$417
Average Rent	\$370	\$434

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Population by Age

Age Group	Main & Marietta Streets (1.0 mile)	Main & Marietta Streets (5.0 mile)
Total	8,188	88,003
0 - 4	6.6%	6.9%
5 - 9	6.9%	7.1%
10 - 14	6.9%	6.9%
15 - 19	6.5%	6.2%
20 - 24	6.4%	6.3%
25 - 34	15.4%	15.4%
35 - 44	15.5%	15.1%
45 - 54	13.1%	13.6%
55 - 64	8.4%	9.0%
65 - 74	7.3%	7.5%
75 - 84	5.2%	4.7%
85+	1.9%	1.5%
18+	75.6%	75.3%

2006 Population by Age

Age Group	Main & Marietta Streets (1.0 mile)	Main & Marietta Streets (5.0 mile)
Total	7,971	90,383
0 - 4	6.6%	6.8%
5 - 9	6.0%	6.4%
10 - 14	6.5%	6.8%
15 - 19	7.0%	6.4%
20 - 24	6.8%	6.0%
25 - 34	13.9%	14.2%
35 - 44	14.4%	14.7%
45 - 54	14.9%	14.1%
55 - 64	10.5%	11.0%
65 - 74	6.4%	6.8%
75 - 84	4.9%	5.0%
85+	2.2%	1.8%
18+	76.7%	76.2%

2011 Population by Age

Age Group	Main & Marietta Streets (1.0 mile)	Main & Marietta Streets (5.0 mile)
Total	8,061	92,692
0 - 4	6.6%	6.9%
5 - 9	5.9%	6.1%
10 - 14	5.9%	6.4%
15 - 19	6.5%	6.4%
20 - 24	7.7%	6.6%
25 - 34	12.6%	12.3%
35 - 44	13.9%	14.4%
45 - 54	14.6%	14.3%
55 - 64	12.4%	12.6%
65 - 74	6.8%	6.9%
75 - 84	4.9%	5.0%
85+	2.4%	2.2%
18+	77.7%	76.8%

2000 Population by Sex

Males	47.9%	47.6%
Females	52.1%	52.4%

2006 Population by Sex

Males	48.2%	47.9%
Females	51.8%	52.1%

2011 Population by Sex

Males	48.2%	47.9%
Females	51.8%	52.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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2000 Population 15+ by Sex and Marital Status

	Main & Marietta Streets Radius: 1.0 mile	Main & Marietta Streets Radius: 5.0 mile
Total	6,635	69,852
Females	52.0%	52.9%
Never Married	14.5%	10.7%
Married, not Separated	20.9%	27.2%
Married, Separated	2.7%	2.2%
Widowed	7.3%	7.1%
Divorced	6.7%	5.7%
Males	48.0%	47.1%
Never Married	15.2%	12.3%
Married, not Separated	23.1%	27.6%
Married, Separated	2.8%	1.6%
Widowed	1.7%	1.4%
Divorced	5.2%	4.2%



2000 Population 16+ by Employment Status

	Main & Marietta Streets Radius: 1.0 mile	Main & Marietta Streets Radius: 5.0 mile
Total	6,493	68,501
In Labor Force	53.0%	62.8%
Civilian Employed	47.0%	58.9%
Civilian Unemployed	5.9%	3.8%
In Armed Forces	0.0%	0.0%
Not in Labor Force	47.0%	37.2%

2006 Civilian Population 16+ in Labor Force

	Main & Marietta Streets Radius: 1.0 mile	Main & Marietta Streets Radius: 5.0 mile
Civilian Employed	89.6%	91.9%
Civilian Unemployed	10.4%	8.1%

2011 Civilian Population 16+ in Labor Force

	Main & Marietta Streets Radius: 1.0 mile	Main & Marietta Streets Radius: 5.0 mile
Civilian Employed	89.3%	91.7%
Civilian Unemployed	10.7%	8.3%

2000 Females 16+ by Employment Status and Age of Children

	Main & Marietta Streets Radius: 1.0 mile	Main & Marietta Streets Radius: 5.0 mile
Total	3,377	36,180
Own Children < 6 Only	7.5%	8.0%
Employed/in Armed Forces	3.9%	4.8%
Unemployed	0.3%	0.4%
Not in Labor Force	3.3%	2.9%
Own Children < 6 and 6-17 Only	4.4%	5.3%
Employed/in Armed Forces	2.2%	2.9%
Unemployed	0.3%	0.2%
Not in Labor Force	1.9%	2.1%
Own Children 6-17 Only	15.3%	16.2%
Employed/in Armed Forces	11.2%	12.1%
Unemployed	0.4%	0.6%
Not in Labor Force	3.7%	3.5%
No Own Children < 18	72.8%	70.5%
Employed/in Armed Forces	28.8%	33.0%
Unemployed	3.6%	2.2%
Not in Labor Force	40.5%	35.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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2006 Employed Population 16+ by Industry

Total	2,908	41,669
Agriculture/Mining	0.3%	0.3%
Construction	8.3%	7.8%
Manufacturing	20.6%	21.2%
Wholesale Trade	2.6%	4.1%
Retail Trade	13.5%	12.5%
Transportation/Utilities	3.3%	6.2%
Information	1.6%	1.6%
Finance/Insurance/Real Estate	5.5%	6.5%
Services	39.6%	36.2%
Public Administration	4.6%	3.6%

2006 Employed Population 16+ by Occupation

Total	2,911	41,670
White Collar	49.0%	52.6%
Management/Business/Financial	6.5%	11.6%
Professional	17.4%	16.0%
Sales	12.5%	11.4%
Administrative Support	12.6%	13.6%
Services	16.4%	14.2%
Blue Collar	34.7%	33.2%
Farming/Forestry/Fishing	0.1%	0.1%
Construction/Extraction	7.0%	6.1%
Installation/Maintenance/Repair	4.0%	5.3%
Production	15.3%	13.6%
Transportation/Material Moving	8.3%	8.1%



2000 Workers 16+ by Means of Transportation to Work

Total	3,014	39,457
Drove Alone - Car, Truck, or Van	72.5%	81.9%
Carpooled - Car, Truck, or Van	19.0%	14.0%
Public Transportation	3.4%	0.5%
Walked	2.6%	1.2%
Other Means	1.1%	0.8%
Worked at Home	1.5%	1.6%

2000 Workers 16+ by Travel Time to Work

Total	3,016	39,454
Did Not Work at Home	98.5%	98.4%
Less than 5 minutes	2.6%	2.2%
5 to 9 minutes	12.3%	9.4%
10 to 19 minutes	39.6%	38.9%
20 to 24 minutes	11.9%	13.8%
25 to 34 minutes	14.2%	17.0%
35 to 44 minutes	5.8%	6.3%
45 to 59 minutes	5.5%	6.8%
60 to 89 minutes	3.9%	2.5%
90 or more minutes	2.7%	1.7%
Worked at Home	1.5%	1.6%
Average Travel Time to Work (in min)	23.9	23.1

2000 Households by Vehicles Available

Total	3,201	34,406
None	20.2%	9.3%
1	38.6%	35.7%
2	30.3%	38.5%
3	8.7%	12.2%
4	1.9%	3.4%
5+	0.3%	0.8%
Average Number of Vehicles Available	1.3	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.

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2000 Households by Type

Total	3,119	34,418
Family Households	62.6%	69.4%
Married-couple Family	33.7%	48.9%
With Related Children	14.5%	21.5%
Other Family (No Spouse)	28.9%	20.5%
With Related Children	17.2%	13.2%
Nonfamily Households	37.4%	30.6%
Householder Living Alone	30.8%	25.6%
Householder Not Living Alone	6.7%	5.0%
Households with Related Children	31.7%	34.7%
Households with Persons 65+	25.8%	24.3%

2000 Households by Size

Total	3,119	34,418
1 Person Household	30.8%	25.6%
2 Person Household	31.4%	33.8%
3 Person Household	16.5%	18.8%
4 Person Household	11.6%	13.5%
5 Person Household	5.6%	5.5%
6 Person Household	2.4%	1.9%
7+ Person Household	1.7%	1.1%

2000 Households by Year Householder Moved In

Total	3,202	34,405
Moved in 1999 to March 2000	23.6%	21.6%
Moved in 1995 to 1998	25.4%	24.5%
Moved in 1990 to 1994	12.4%	14.1%
Moved in 1980 to 1989	14.4%	14.9%
Moved in 1970 to 1979	10.3%	10.6%
Moved in 1969 or Earlier	13.8%	14.3%
Median Year Householder Moved In	1995	1994



2000 Housing Units by Units in Structure

Total	3,536	36,865
1, Detached	80.2%	72.6%
1, Attached	3.0%	2.1%
2	4.4%	1.9%
3 or 4	4.3%	3.8%
5 to 9	2.5%	6.8%
10 to 19	2.3%	4.7%
20+	2.6%	3.0%
Mobile Home	0.5%	5.1%
Other	0.2%	0.0%

2000 Housing Units by Year Structure Built

Total	3,548	36,853
1999 to March 2000	0.2%	2.5%
1995 to 1998	2.2%	5.4%
1990 to 1994	1.8%	7.4%
1980 to 1989	5.1%	13.8%
1970 to 1979	10.5%	18.0%
1969 or Earlier	80.2%	52.8%
Median Year Structure Built	1950	1968

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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2000 Population 3+ by School Enrollment

Total	8,024	84,189
Enrolled in Nursery/Preschool	1.3%	1.5%
Enrolled in Kindergarten	1.1%	1.5%
Enrolled in Grade 1-8	12.7%	11.9%
Enrolled in Grade 9-12	7.3%	5.5%
Enrolled in College	2.9%	3.5%
Enrolled in Grad/Prof School	0.6%	0.4%
Not Enrolled in School	74.0%	75.6%

2000 Population 25+ by Educational Attainment

Total	5,514	58,703
Less than 9th Grade	14.1%	10.9%
9th - 12th Grade, No Diploma	25.4%	19.4%
High School Graduate	26.3%	27.2%
Some College, No Degree	17.6%	20.1%
Associate Degree	4.3%	6.0%
Bachelor's Degree	8.7%	11.9%
Master's/Prof/Doctorate Degree	3.7%	4.5%

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Top 3 Tapestry Segments

1.		Home Town	
2.		Modest Income Homes	Home Town
3.		Great Expectations	Old and Newcomers Heartland Communities

 **2006 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$3,851,465	\$60,428,921
Average Spent	\$1,256.60	\$1,681.85
Spending Potential Index	46	62
Computers & Accessories: Total \$	\$478,233	\$7,672,530
Average Spent	\$156.03	\$213.54
Spending Potential Index	61	83
Education: Total \$	\$2,319,859	\$35,087,211
Average Spent	\$756.89	\$976.54
Spending Potential Index	67	86
Entertainment/Recreation: Total \$	\$5,984,899	\$97,706,377
Average Spent	\$1,952.66	\$2,719.35
Spending Potential Index	59	82
Food at Home: Total \$	\$9,559,446	\$149,998,568
Average Spent	\$3,118.91	\$4,174.74
Spending Potential Index	63	85
Food Away from Home: Total \$	\$6,445,417	\$101,418,480
Average Spent	\$2,102.91	\$2,822.67
Spending Potential Index	63	85
Health Care: Total \$	\$7,303,023	\$114,502,162
Average Spent	\$2,382.72	\$3,186.81
Spending Potential Index	65	87
HH Furnishings & Equipment: Total \$	\$3,421,993	\$56,307,785
Average Spent	\$1,116.47	\$1,567.15
Spending Potential Index	51	71
Investments: Total \$	\$7,156,978	\$118,815,146
Average Spent	\$2,335.07	\$3,306.85
Spending Potential Index	50	71
Retail Goods: Total \$	\$46,835,448	\$754,002,863
Average Spent	\$15,280.73	\$20,985.33
Spending Potential Index	59	81
Shelter: Total \$	\$25,423,073	\$413,005,136
Average Spent	\$8,294.64	\$11,494.72
Spending Potential Index	58	81
TV/Video/Sound Equipment: Total \$	\$2,177,513	\$33,677,629
Average Spent	\$710.44	\$937.31
Spending Potential Index	65	86
Travel: Total \$	\$3,240,413	\$52,612,759
Average Spent	\$1,057.23	\$1,464.31
Spending Potential Index	59	82
Vehicle Maintenance & Repairs: Total \$	\$1,973,656	\$31,838,890
Average Spent	\$643.93	\$886.14
Spending Potential Index	60	83

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics.