

### Rea Rd. & Williams Pond Rd. - Charlotte, NC

	SITE NAME: Rea & Williams -		Rea & Williams -		Rea & Williams -	
	TRADE AREA SIZE: 1 miles		3 miles		5 miles	
	VALUE	%	VALUE	%	VALUE	%
<b>Population</b>						
Population (1990)	1,880		19,094		56,875	
Population (2000)	6,592		43,865		100,434	
Population (2009)	12,859		75,530		159,232	
Population (2014)	15,338		93,435		189,573	
Population (2019)	20,195		120,965		239,073	
Population Family (2009)	11,472	89.2%	67,089	88.8%	137,846	86.6%
Population Group Quarters (2009)	13	0.1%	99	0.1%	834	0.5%
Pct. Population Growth ('90-'00)	250.72		129.73		76.59	
Pct. Population Growth ('00-'09)	95.06		72.19		58.54	
Pct. Population Growth ('09-'14)	19.27		23.70		19.05	
Geographic Area Size	3,5650		32,8351		84,7171	
Population Density (2009)	3,607.01		2,300.28		1,879.57	
<b>Daytime Marketplace (2009)</b>						
Total Business Establishments	380		2,529		4,934	
Total Daytime Employment	4,186		28,548		53,969	
<b>Households</b>						
Households (1990)	617		6,759		21,014	
Households (2000)	2,466		16,461		38,403	
Households (2009)	4,853		27,958		60,113	
Households (2014)	5,849		34,595		71,609	
Households (2019)	9,097		53,806		111,371	
Households: Family (2009)	3,549	73.1%	20,325	72.7%	42,089	70.0%
<b>Gender (2009)</b>						
Male (2009)	6,196	48.2%	36,853	48.8%	77,245	48.5%
Female (2009)	6,663	51.8%	38,677	51.2%	81,987	51.5%
<b>Race &amp; Ethnicity (2009)</b>						
Race: White (2009)	9,652	75.1%	57,489	76.1%	120,845	75.9%
Race: Black (2009)	1,775	13.8%	10,302	13.6%	22,110	13.9%
Race: Asian or Pacific Islander (2009)	614	4.8%	3,069	4.1%	5,968	3.7%
Race: Other Race (2009)	333	2.6%	1,784	2.4%	4,389	2.8%
Race: Two or More Races (2009)	486	3.8%	2,886	3.8%	5,918	3.7%
Ethnicity: Hispanic (2009)	794	6.2%	4,334	5.7%	9,960	6.3%
<b>Age Distribution (2009)</b>						
Age 0-4 (2009)	1,198	9.3%	6,623	8.8%	13,457	8.5%
Age 5-9 (2009)	1,079	8.4%	6,548	8.7%	13,340	8.4%
Age 10-13 (2009)	877	6.8%	5,177	6.9%	10,194	6.4%
Age 14-17 (2009)	801	6.2%	4,807	6.4%	9,788	6.1%
Age 18-24 (2009)	626	4.9%	4,039	5.3%	9,426	5.9%
Age 25-34 (2009)	1,652	12.8%	8,518	11.3%	18,494	11.6%
Age 35-44 (2009)	2,665	20.7%	14,873	19.7%	29,661	18.6%
Age 45-54 (2009)	2,145	16.7%	13,078	17.3%	26,905	16.9%
Age 55-64 (2009)	1,102	8.6%	7,312	9.7%	16,391	10.3%

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<b>Age Distribution (2009)</b>						
Age 65-74 (2009)	479	3.7%	3,075	4.1%	7,162	4.5%
Age 75-84 (2009)	192	1.5%	1,143	1.5%	3,107	2.0%
Age 85+ (2009)	46	0.4%	356	0.5%	1,343	0.8%
<b>Median Age</b>						
Median Age (1990)	30.88		32.39		32.49	
Median Age (2000)	33.46		34.77		34.65	
Median Age (2009)	34.87		35.74		36.01	
Median Age (2014)	36.00		36.80		37.22	
<b>Median Household Income</b>						
Median Household Income (1990)	59,018		58,473		54,103	
Median Household Income (2000)	90,801		87,649		80,885	
Median Household Income (2009)	109,926		113,003		106,166	
Median Household Income (2014)	119,276		125,207		116,152	
<b>Median Household Income by Age (2009)</b>						
Median Income: Age < 25 (2009)	77,860		68,488		56,908	
Median Income: Age 25-34 (2009)	89,242		86,955		79,415	
Median Income: Age 35-44 (2009)	109,392		113,267		105,720	
Median Income: Age 45-54 (2009)	125,462		130,270		121,909	
Median Income: Age 55-64 (2009)	121,402		124,126		114,309	
Median Income: Age 65-74 (2009)	98,305		96,443		87,331	
Median Income: Age 75+ (2009)	93,658		92,051		77,074	
<b>Per Capita Income</b>						
Per Capita Income (1990)	21,886		23,660		23,846	
Per Capita Income (2000)	42,233		40,957		38,569	
Per Capita Income (2009)	43,965		46,492		44,006	
Per Capita Income (2014)	48,186		51,788		48,704	
<b>Average Household Income</b>						
Average Household Income (1990)	66,650		66,841		64,540	
Average Household Income (2000)	114,473		109,123		101,534	
Average Household Income (2009)	116,279		125,307		115,742	
Average Household Income (2014)	126,178		139,616		128,194	
<b>Median Disposable Income</b>						
Median Disposable Income (2009)	84,572		87,444		83,329	
Median Disposable Income (2014)	91,198		95,598		90,245	
<b>Aggregate Income</b>						
Aggregate Income (\$MM) (2009)	565		3,512		7,007	
Aggregate Income (\$MM) (2014)	739		4,839		9,233	
<b>Income Distribution (2009)</b>						
HH Inc. \$ 0 - \$ 15k (2009)	114	2.3%	704	2.5%	1,892	3.1%
HH Inc. \$15 - \$ 25k (2009)	108	2.2%	745	2.7%	2,301	3.8%
HH Inc. \$25 - \$ 35k (2009)	162	3.3%	874	3.1%	2,735	4.5%

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**Income Distribution (2009)**

HH Inc. \$35 - \$ 50k (2009)	209	4.3%	1,949	7.0%	5,494	9.1%
HH Inc. \$50 - \$ 75k (2009)	820	16.9%	4,412	15.8%	9,989	16.6%
HH Inc. \$75 - \$100k (2009)	795	16.4%	4,127	14.8%	8,577	14.3%
HH Inc. \$100k - \$150 (2009)	1,377	28.4%	7,038	25.2%	13,747	22.9%
HH Inc. \$150 - \$200k (2009)	581	12.0%	3,356	12.0%	6,362	10.6%
HH Inc. \$200K+ (2009)	687	14.2%	4,753	17.0%	9,016	15.0%

**Household Size (2009)**

1 Person Household (2009)	1,051	21.7%	6,124	21.9%	14,552	24.2%
2 Person Households (2009)	1,576	32.5%	8,693	31.1%	18,546	30.9%
3 Person Households (2009)	847	17.5%	4,616	16.5%	9,649	16.1%
4 Person Households (2009)	964	19.9%	5,730	20.5%	11,538	19.2%
5 Person Households (2009)	314	6.5%	2,134	7.6%	4,392	7.3%
6 Person Households (2009)	79	1.6%	498	1.8%	1,078	1.8%
7+ Person Households (2009)	22	0.5%	162	0.6%	359	0.6%

**Age of Householder (2009)**

Age of Householder <25 (2009)	112	2.3%	827	3.0%	2,276	3.8%
Age of Householder 25-34 (2009)	848	17.5%	4,340	15.5%	9,548	15.9%
Age of Householder 35-44 (2009)	1,510	31.1%	8,139	29.1%	16,414	27.3%
Age of Householder 45-54 (2009)	1,286	26.5%	7,515	26.9%	15,401	25.6%
Age of Householder 55-64 (2009)	679	14.0%	4,488	16.1%	9,954	16.6%
Age of Householder 65-74 (2009)	291	6.0%	1,877	6.7%	4,353	7.2%
Age of Householder 75+ (2009)	127	2.6%	773	2.8%	2,169	3.6%
Age of Householder, Median (2009)	43.72		44.82		45.13	

**Age By Sex (2009)**

Female, Age 0 - 13 (2009)	1,583	23.8%	8,998	23.3%	18,172	22.2%
Female, Age 14 - 17 (2009)	408	6.1%	2,454	6.3%	4,937	6.0%
Female, Age 18 - 24 (2009)	324	4.9%	2,024	5.2%	4,782	5.8%
Female, Age 25 - 34 (2009)	901	13.5%	4,628	12.0%	9,871	12.0%
Female, Age 35 - 44 (2009)	1,421	21.3%	7,870	20.3%	15,598	19.0%
Female, Age 45 - 54 (2009)	1,045	15.7%	6,502	16.8%	13,576	16.6%
Female, Age 55 - 64 (2009)	565	8.5%	3,697	9.6%	8,418	10.3%
Female, Age 65 - 74 (2009)	272	4.1%	1,605	4.1%	3,746	4.6%
Female, Age 75 - 84 (2009)	110	1.7%	659	1.7%	1,918	2.3%
Female, Age 85+ (2009)	33	0.5%	241	0.6%	968	1.2%

**Educational Attainment (2009)**

Education: Less than 9th Grade (2009)	56	0.7%	311	0.6%	1,122	1.1%
Education: Some High School (2009)	129	1.6%	846	1.7%	2,884	2.8%
Education: High School Graduates (2009)	1,110	13.4%	6,576	13.6%	15,340	14.9%
Education: Some College (2009)	1,188	14.3%	7,571	15.7%	17,098	16.6%
Education: Associate's Degree (2009)	647	7.8%	3,812	7.9%	8,600	8.3%
Education: Bachelor's Degree (2009)	3,569	43.1%	20,053	41.5%	39,814	38.6%
Education: Graduate School (2009)	1,583	19.1%	9,184	19.0%	18,206	17.7%

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<b>Educational Attainment (2009)</b>						
Population Age 25+ (2009)	8,282	64.4%	48,354	64.0%	103,063	64.7%
<b>Employment By Industry (2000)</b>						
Employment Status: Total Labor Force	3,740	56.7%	24,472	55.8%	56,087	55.8%
Employment Status: Employed	3,666	55.6%	23,845	54.4%	54,292	54.1%
Industry: Agriculture (2000)	5	0.1%	35	0.1%	66	0.1%
Industry: Mining (2000)	1	0.0%	15	0.1%	29	0.1%
Industry: Construction (2000)	192	5.2%	1,133	4.8%	2,777	5.1%
Industry: Manufacturing (2000)	343	9.4%	2,309	9.7%	5,683	10.5%
Industry: Wholesale Trade (2000)	269	7.3%	1,622	6.8%	3,385	6.2%
Industry: Retail Trade (2000)	447	12.2%	2,789	11.7%	6,243	11.5%
Industry: Transport. and Warehousing (2000)	107	2.9%	806	3.4%	1,937	3.6%
Industry: Utilities (2000)	50	1.4%	265	1.1%	620	1.1%
Industry: Information Services (2000)	149	4.1%	880	3.7%	2,104	3.9%
Industry: Finance and Insurance (2000)	537	14.6%	3,361	14.1%	7,659	14.1%
Industry: Real Estate (2000)	134	3.7%	877	3.7%	1,802	3.3%
Industry: Professional Services (2000)	485	13.2%	2,913	12.2%	5,829	10.7%
Industry: Management (2000)	2	0.1%	15	0.1%	97	0.2%
Industry: Admin. Services And Waste Mgmt (2000)	110	3.0%	657	2.8%	1,533	2.8%
Industry: Educational Services (2000)	223	6.1%	1,524	6.4%	3,219	5.9%
Industry: Health Care and Social Assist. (2000)	273	7.4%	2,075	8.7%	5,072	9.3%
Industry: Arts, Entertainment and Recreation (2000)	37	1.0%	466	2.0%	989	1.8%
Industry: Food and Hospitality Services (2000)	144	3.9%	1,047	4.4%	2,617	4.8%
Industry: Other Services, except public (2000)	94	2.6%	732	3.1%	1,864	3.4%
Industry: Public Administration (2000)	63	1.7%	324	1.4%	766	1.4%
<b>Housing (2009)</b>						
Housing Units, Total (2009)	5,498		31,890		68,666	
Occupied Units (2009)	4,853	88.3%	27,958	87.7%	60,113	87.5%
Vacant Units (2009)	645	11.7%	3,932	12.3%	8,552	12.5%
Owner Occupied Units (2009)	3,871	79.8%	21,857	78.2%	44,421	73.9%
Renter Occupied Units (2009)	982	20.2%	6,101	21.8%	15,692	26.1%
<b>Housing (2000)</b>						
Housing Units (2000)	2,624		17,564		41,153	
Housing Units, Occupied (2000)	2,466	94.0%	16,461	93.7%	38,403	93.3%
Housing Units, Vacant (2000)	157	6.0%	1,103	6.3%	2,749	6.7%
Housing Units, Owner-Occupied (2000)	1,968	79.8%	13,041	79.2%	28,566	74.4%
Housing Units, Renter-Occupied (2000)	498	20.2%	3,420	20.8%	9,837	25.6%
Median Rent (2000)	877		809		738	
Median Home Value (2000)	236,992		232,097		224,312	
<b>Marital Status (2009)</b>						
Never Married (2009)	1,887	19.8%	11,248	20.1%	25,206	21.0%
Now Married (2009)	6,739	70.7%	39,248	70.1%	79,815	66.6%
Separated (2009)	174	1.8%	1,224	2.2%	3,440	2.9%

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<b>Marital Status (2009)</b>						
Widowed (2009)	228	2.4%	1,204	2.1%	3,665	3.1%
Divorced (2009)	498	5.2%	3,078	5.5%	7,745	6.5%
Population Age 15+ (2009)	9,526	74.1%	56,003	74.1%	119,871	75.3%
<b>Vehicles Available (2009)</b>						
Household: 0 Vehicles Available (2009)	48	1.0%	372	1.3%	1,304	2.2%
Household: 1 Vehicles Available (2009)	1,284	26.5%	6,973	24.9%	16,614	27.6%
Household: 2+ Vehicles Available (2009)	3,521	72.6%	20,614	73.7%	42,196	70.2%
Aggregate Vehicles Available All Hshlds (2009)	9,841		57,390		119,983	
Aggregate Vehicles Available Owner Hshlds (2009)	8,263	84.0%	47,887	83.4%	97,107	80.9%
Aggregate Vehicles Available Renter Hshlds (2009)	1,578	16.0%	9,503	16.6%	22,876	19.1%
<b>Household By Type (2000)</b>						
Family Households (2000)	1,871	75.9%	12,251	74.4%	27,416	71.4%
<b>Households By Presence Of Children (2009)</b>						
Married Couple Family With Children (2009)	1,690	34.8%	9,846	35.2%	19,436	32.3%
Lone Parent Male With Children (2009)	80	1.6%	475	1.7%	1,019	1.7%
Lone Parent Female With Children (2009)	291	6.0%	1,542	5.5%	3,626	6.0%
Married Couple Family No Children (2009)	1,297	26.7%	7,478	26.7%	15,735	26.2%
Lone Parent Male No Children (2009)	56	1.2%	307	1.1%	709	1.2%
Lone Parent Female No Children (2009)	136	2.8%	677	2.4%	1,562	2.6%
Non-family Male Head with Children (2009)	17	0.4%	59	0.2%	136	0.2%
Non-family Female Head with Children (2009)	1	0.0%	30	0.1%	72	0.1%
Non-family Male Head No Children (2009)	134	2.8%	810	2.9%	1,793	3.0%
Non-family Female Head No Children (2009)	101	2.1%	609	2.2%	1,473	2.5%
Lone Male Householder (2009)	449	9.3%	2,704	9.7%	6,250	10.4%
Lone Female Householder (2009)	602	12.4%	3,420	12.2%	8,302	13.8%
<b>Consumer Expenditures (2009, \$/HH)</b>						
Total Consumer Expenditures (2009)	78,142.60		82,823.78		78,250.78	
Apparel (2009)	3,789.35		4,029.01		3,797.45	
Contributions (2009)	3,504.07		3,829.27		3,543.59	
Education (2009)	2,293.27		2,477.30		2,289.27	
Entertainment (2009)	4,457.52		4,733.23		4,461.31	
Food And Beverages (2009)	11,300.09		11,927.24		11,346.26	
Health Care (2009)	4,283.15		4,509.53		4,324.74	
Household Furnishings And Equipment (2009)	3,671.32		3,890.94		3,650.26	
Shelter (2009)	15,353.75		16,301.01		15,357.14	
Household Operations (2009)	3,198.57		3,428.78		3,188.69	
Miscellaneous Expenses (2009)	1,226.14		1,293.02		1,234.06	
Personal Care (2009)	1,115.20		1,176.60		1,113.80	
Personal Insurance (2009)	924.06		997.11		926.56	
Reading (2009)	258.72		273.28		258.15	
Tobacco (2009)	388.36		405.76		398.14	
Transportation (2009)	15,077.36		15,809.26		15,012.19	

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**Consumer Expenditures (2009, \$/HH)**

Utilities (2009)	4,918.24		5,173.83		4,958.31	
Gifts (2009)	2,383.41		2,568.60		2,390.85	
Total Retail Expenditures (2009)	32,763.95		34,720.23		32,853.01	

**MOSAIC Lifestyle Segmentation Groups (2009)**

MOSAIC Group A: Affluent Suburbia (2009)	4,853	100.0	21,305	76.2%	35,663	59.3%
MOSAIC Group B: Upscale America (2009)	0	0.0%	2,554	9.1%	10,232	17.0%
MOSAIC Group C: Small-town Contentment (2009)	0	0.0%	1,490	5.3%	2,877	4.8%
MOSAIC Group D: Blue Collar Backbone (2009)	0	0.0%	0	0.0%	0	0.0%
MOSAIC Group E: American Diversity (2009)	0	0.0%	0	0.0%	0	0.0%
MOSAIC Group F: Metro Fringe (2009)	0	0.0%	0	0.0%	568	0.9%
MOSAIC Group G: Remote America (2009)	0	0.0%	0	0.0%	1,418	2.4%
MOSAIC Group H: Aspiring Contemporaries (2009)	0	0.0%	2,609	9.3%	9,354	15.6%
MOSAIC Group I: Rural Villages and Farms (2009)	0	0.0%	0	0.0%	0	0.0%
MOSAIC Group J: Struggling Societies (2009)	0	0.0%	0	0.0%	0	0.0%
MOSAIC Group K: Urban Essence (2009)	0	0.0%	0	0.0%	0	0.0%
MOSAIC Group L: Varying Lifestyles (2009)	0	0.0%	0	0.0%	0	0.0%