



# HALIFAX COUNTY



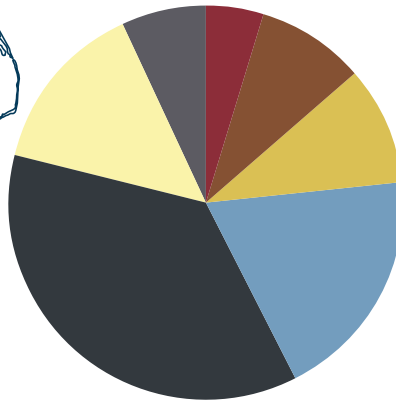
## North Carolina



### POPULATION

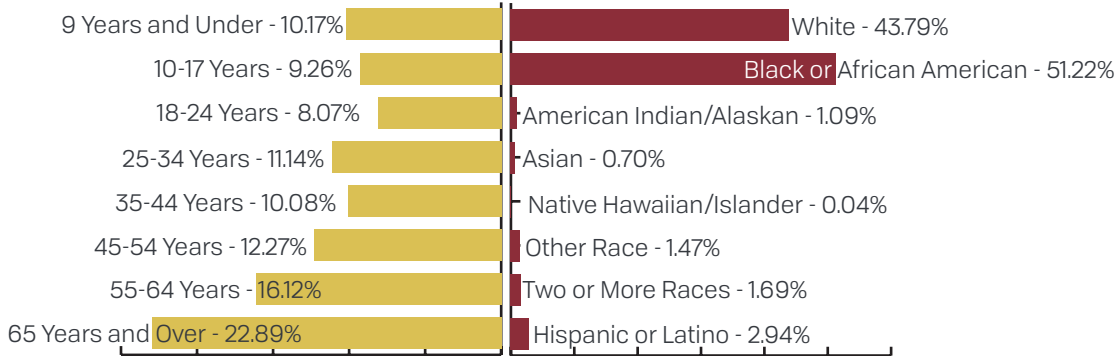
# 67,931

2019 Estimated Retail Trade Area Population



Graduate or Professional	4.1%
Bachelor's Degree	8.8%
Associate Degree	9.8%
Some College, No Degree	19.0%
High School Graduate	36.4%
Some High School, No Degree	14.2%
Less than 9th Grade	6.7%

## AGE DISTRIBUTION AND RACE



Median Age 46.15  
Average Age 43.87

## HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

# \$ 5 2 , 5 1 4

MEDIAN HOUSEHOLD INCOME

# \$ 3 7 , 6 2 2

PER CAPITA INCOME

# \$ 2 2 , 7 3 3

## OPPORTUNITY IN HALIFAX CO.

### Clothing & Accessory Stores

Sales Leakage = \$10,302,287

### Sporting Goods Stores

Sales Leakage = \$2,679,716

### Food Service & Drinking Places

Sales Leakage = \$37,798,923

Potential Retail Sales \$880,936,630

Actual Sales \$611,570,772

Sales Leakage \$269,365,858



Halifax County  
Economic Development Commission

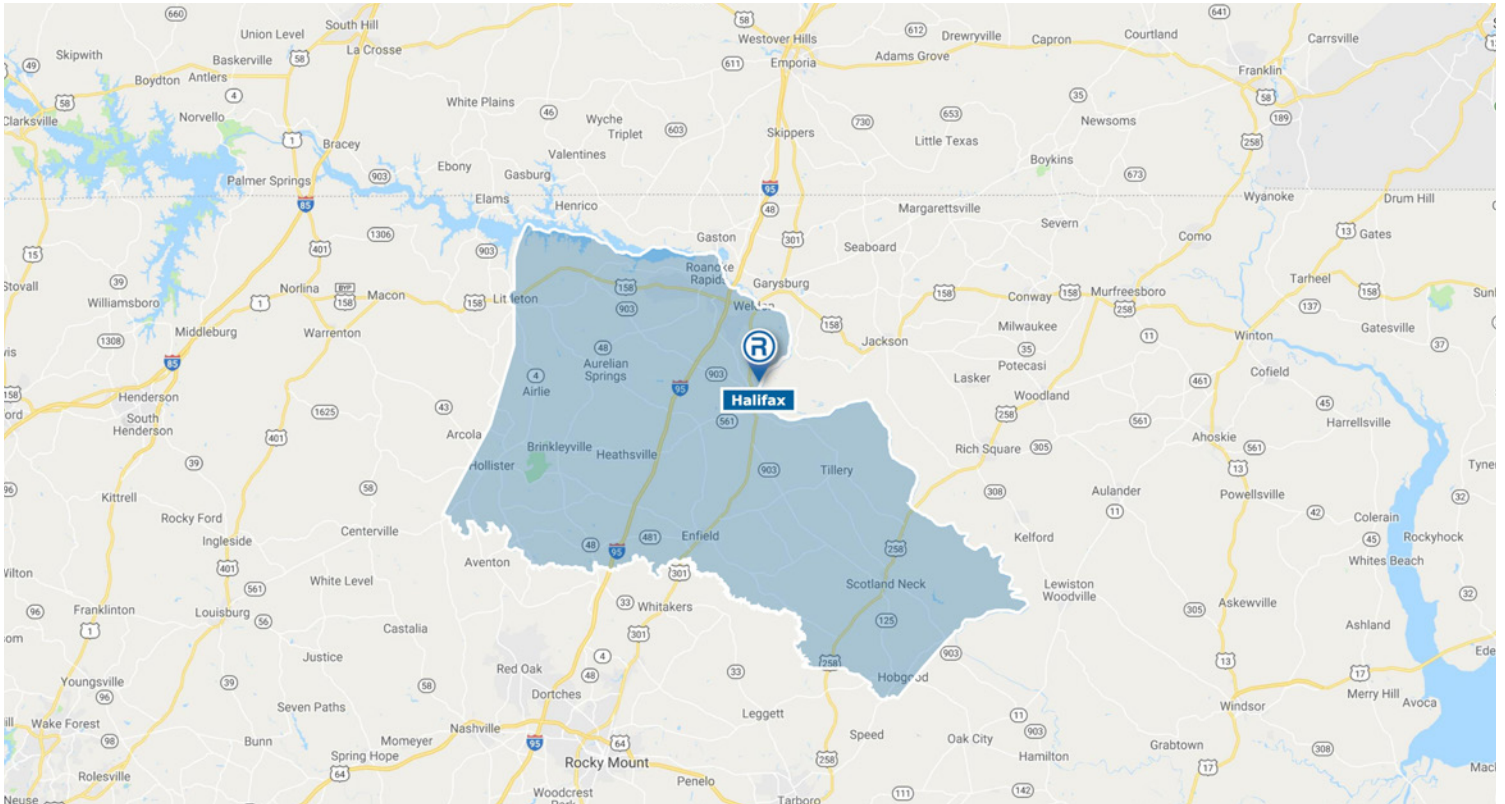
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# LOCATION MAP



# EXISTING RETAIL



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