

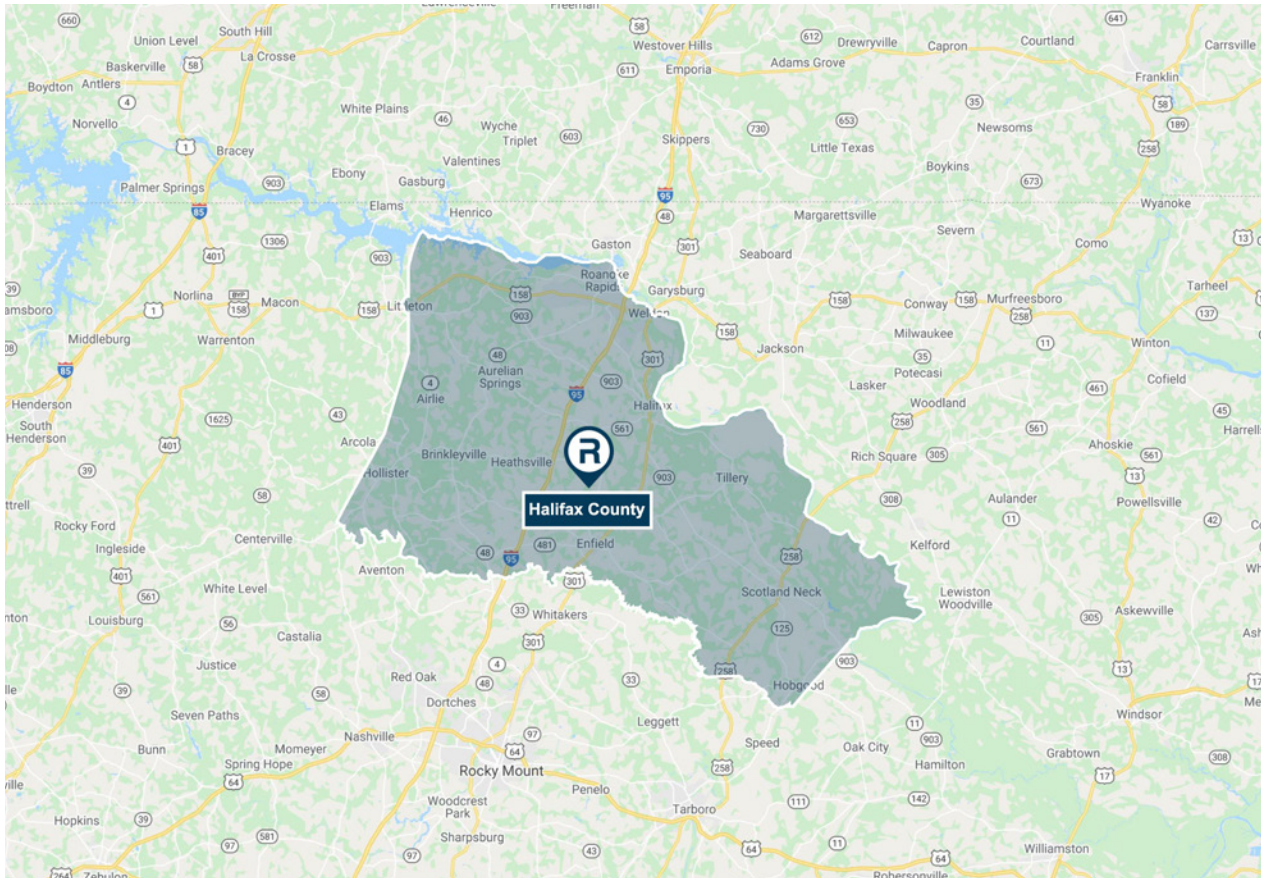


HALIFAX COUNTY, NORTH CAROLINA

Community Demographic Profile



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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Community • Demographic Profile

Halifax County, North Carolina

DESCRIPTION	DATA	%
Population		
2026 Projection	49,193	
2021 Estimate	49,803	
2010 Census	54,691	
2000 Census	57,370	
Growth 2021 - 2026		-1.23%
Growth 2010 - 2021		-8.94%
Growth 2000 - 2010		-4.67%
2021 Est. Population by Single-Classification Race	49,803	
White Alone	19,207	38.57%
Black or African American Alone	26,556	53.32%
Amer. Indian and Alaska Native Alone	1,927	3.87%
Asian Alone	411	0.83%
Native Hawaiian and Other Pacific Island Alone	26	0.05%
Some Other Race Alone	850	1.71%
Two or More Races	826	1.66%
2021 Est. Population by Hispanic or Latino Origin	49,803	
Not Hispanic or Latino	48,056	96.49%
Hispanic or Latino	1,747	3.51%
Mexican	1,069	61.19%
Puerto Rican	202	11.56%
Cuban	17	0.97%
All Other Hispanic or Latino	459	26.27%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	1,747	
White Alone	487	27.88%
Black or African American Alone	186	10.65%
American Indian and Alaska Native Alone	96	5.50%
Asian Alone	8	0.46%
Native Hawaiian and Other Pacific Islander Alone	17	0.97%
Some Other Race Alone	806	46.14%
Two or More Races	147	8.41%
2021 Est. Pop by Race, Asian Alone, by Category	411	
Chinese, except Taiwanese	186	45.26%
Filipino	54	13.14%
Japanese	17	4.14%
Asian Indian	66	16.06%
Korean	0	0.00%
Vietnamese	68	16.55%
Cambodian	1	0.24%
Hmong	11	2.68%
Laotian	0	0.00%
Thai	4	0.97%
All Other Asian Races Including 2+ Category	4	0.97%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	49,803	
Arab	53	0.11%
Czech	13	0.03%
Danish	6	0.01%
Dutch	232	0.47%
English	2,893	5.81%
French (except Basque)	205	0.41%
French Canadian	77	0.16%
German	1,629	3.27%
Greek	34	0.07%
Hungarian	62	0.13%
Irish	2,084	4.19%
Italian	310	0.62%
Lithuanian	22	0.04%
United States or American	7,609	15.28%
Norwegian	36	0.07%
Polish	79	0.16%
Portuguese	134	0.27%
Russian	158	0.32%
Scottish	434	0.87%
Scotch-Irish	429	0.86%
Slovak	0	0.00%
Subsaharan African	831	1.67%
Swedish	51	0.10%
Swiss	28	0.06%
Ukrainian	4	0.01%
Welsh	98	0.20%
West Indian (except Hisp. groups)	60	0.12%
Other ancestries	22,909	46.00%
Ancestry Unclassified	9,323	18.72%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	42,889	91.16%
Speak Asian/Pacific Island Language at Home	1,995	4.24%
Speak IndoEuropean Language at Home	266	0.57%
Speak Spanish at Home	1,687	3.59%
Speak Other Language at Home	213	0.45%

Community • Demographic Profile

Halifax County, North Carolina

DESCRIPTION	DATA	%
2021 Est. Population by Age	49,803	
Age 0 - 4	2,753	5.53%
Age 5 - 9	2,762	5.55%
Age 10 - 14	2,959	5.94%
Age 15 - 17	1,895	3.81%
Age 18 - 20	1,700	3.41%
Age 21 - 24	2,276	4.57%
Age 25 - 34	5,898	11.84%
Age 35 - 44	5,320	10.68%
Age 45 - 54	5,899	11.85%
Age 55 - 64	7,455	14.97%
Age 65 - 74	6,430	12.91%
Age 75 - 84	3,187	6.40%
Age 85 and over	1,269	2.55%
Age 16 and over	40,702	81.73%
Age 18 and over	39,434	79.18%
Age 21 and over	37,734	75.77%
Age 65 and over	10,886	21.86%
2021 Est. Median Age		43.78
2021 Est. Average Age		42.70
2021 Est. Population by Sex	49,803	
Male	23,975	48.14%
Female	25,828	51.86%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	23,975	
Age 0 - 4	1,401	5.84%
Age 5 - 9	1,409	5.88%
Age 10 - 14	1,521	6.34%
Age 15 - 17	962	4.01%
Age 18 - 20	870	3.63%
Age 21 - 24	1,168	4.87%
Age 25 - 34	3,045	12.70%
Age 35 - 44	2,659	11.09%
Age 45 - 54	2,861	11.93%
Age 55 - 64	3,446	14.37%
Age 65 - 74	2,926	12.20%
Age 75 - 84	1,311	5.47%
Age 85 and over	396	1.65%
2021 Est. Median Age, Male		41.04
2021 Est. Average Age, Male		41.00
2021 Est. Female Population by Age	25,828	
Age 0 - 4	1,352	5.24%
Age 5 - 9	1,353	5.24%
Age 10 - 14	1,438	5.57%
Age 15 - 17	933	3.61%
Age 18 - 20	830	3.21%
Age 21 - 24	1,108	4.29%
Age 25 - 34	2,853	11.05%
Age 35 - 44	2,661	10.30%
Age 45 - 54	3,038	11.76%
Age 55 - 64	4,009	15.52%
Age 65 - 74	3,504	13.57%
Age 75 - 84	1,876	7.26%
Age 85 and over	873	3.38%
2021 Est. Median Age, Female		46.38
2021 Est. Average Age, Female		44.30

Community • Demographic Profile

Halifax County, North Carolina

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,276	36.96%
Males, Never Married	7,670	18.56%
Females, Never Married	7,606	18.40%
Married, Spouse present	15,655	37.88%
Married, Spouse absent	2,061	4.99%
Widowed	4,151	10.04%
Males Widowed	906	2.19%
Females Widowed	3,245	7.85%
Divorced	4,186	10.13%
Males Divorced	1,976	4.78%
Females Divorced	2,210	5.35%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,629	7.4%
Some High School, no diploma	5,272	14.9%
High School Graduate (or GED)	13,464	38.0%
Some College, no degree	6,162	17.4%
Associate Degree	2,818	7.9%
Bachelor's Degree	3,432	9.7%
Master's Degree	1,277	3.6%
Professional School Degree	230	0.6%
Doctorate Degree	174	0.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	326	35.98%
High School Graduate	258	28.48%
Some College or Associate's Degree	231	25.50%
Bachelor's Degree or Higher	91	10.04%
Households		
2026 Projection	20,226	
2021 Estimate	20,362	
2010 Census	21,970	
2000 Census	22,122	
Growth 2021 - 2026		-0.67%
Growth 2010 - 2021		-7.32%
Growth 2000 - 2010		-0.69%
2021 Est. Households by Household Type	20,362	
Family Households	13,489	66.25%
Nonfamily Households	6,873	33.75%
2021 Est. Group Quarters Population	1,436	
2021 Households by Ethnicity, Hispanic/Latino	506	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	20,362	
Income < \$15,000	3,926	19.28%
Income \$15,000 - \$24,999	2,863	14.06%
Income \$25,000 - \$34,999	2,508	12.32%
Income \$35,000 - \$49,999	3,070	15.08%
Income \$50,000 - \$74,999	3,129	15.37%
Income \$75,000 - \$99,999	1,871	9.19%
Income \$100,000 - \$124,999	1,191	5.85%
Income \$125,000 - \$149,999	705	3.46%
Income \$150,000 - \$199,999	628	3.08%
Income \$200,000 - \$249,999	257	1.26%
Income \$250,000 - \$499,999	167	0.82%
Income \$500,000+	47	0.23%
2021 Est. Average Household Income		\$55,579
2021 Est. Median Household Income		\$38,917
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$51,756
Black or African American Alone		\$31,047
American Indian and Alaska Native Alone		\$33,028
Asian Alone		\$54,076
Native Hawaiian and Other Pacific Islander Alone		\$7,438
Some Other Race Alone		\$45,177
Two or More Races		\$41,818
Hispanic or Latino		\$59,182
Not Hispanic or Latino		\$38,609
2021 Est. Family HH Type by Presence of Own Child.	13,489	
Married-Couple Family, own children	2,495	18.50%
Married-Couple Family, no own children	5,499	40.77%
Male Householder, own children	475	3.52%
Male Householder, no own children	653	4.84%
Female Householder, own children	2,219	16.45%
Female Householder, no own children	2,148	15.92%
2021 Est. Households by Household Size	20,362	
1-person	6,335	31.11%
2-person	6,693	32.87%
3-person	3,364	16.52%
4-person	2,290	11.25%
5-person	1,028	5.05%
6-person	428	2.10%
7-or-more-person	224	1.10%
2021 Est. Average Household Size		2.38

Community • Demographic Profile

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	20,362	
Households with 1 or More People under Age 18:	6,462	31.74%
Married-Couple Family	2,935	45.42%
Other Family, Male Householder	600	9.29%
Other Family, Female Householder	2,872	44.44%
Nonfamily, Male Householder	36	0.56%
Nonfamily, Female Householder	19	0.29%
Households with No People under Age 18:	13,900	68.26%
Married-Couple Family	5,060	36.40%
Other Family, Male Householder	520	3.74%
Other Family, Female Householder	1,496	10.76%
Nonfamily, Male Householder	2,994	21.54%
Nonfamily, Female Householder	3,830	27.55%
2021 Est. Households by Number of Vehicles	20,362	
No Vehicles	2,267	11.13%
1 Vehicle	6,574	32.29%
2 Vehicles	5,947	29.21%
3 Vehicles	3,458	16.98%
4 Vehicles	1,313	6.45%
5 or more Vehicles	803	3.94%
2021 Est. Average Number of Vehicles		1.9
Family Households		
2026 Projection	13,401	
2021 Estimate	13,489	
2010 Census	14,533	
2000 Census	15,303	
Growth 2021 - 2026		-0.65%
Growth 2010 - 2021		-7.18%
Growth 2000 - 2010		-5.03%
2021 Est. Families by Poverty Status	13,489	
2021 Families at or Above Poverty	10,872	80.60%
2021 Families at or Above Poverty with Children	4,054	30.05%
2021 Families Below Poverty	2,617	19.40%
2021 Families Below Poverty with Children	1,796	13.32%
2021 Est. Pop 16+ by Employment Status	40,702	
Civilian Labor Force, Employed	18,881	46.39%
Civilian Labor Force, Unemployed	1,745	4.29%
Armed Forces	0	0.00%
Not in Labor Force	20,076	49.32%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	18,956	
For-Profit Private Workers	12,585	66.39%
Non-Profit Private Workers	1,135	5.99%
Local Government Workers	329	1.74%
State Government Workers	1,433	7.56%
Federal Government Workers	1,587	8.37%
Self-Employed Workers	1,864	9.83%
Unpaid Family Workers	23	0.12%
2021 Est. Civ. Employed Pop 16+ by Occupation	18,956	
Architect/Engineer	193	1.02%
Arts/Entertainment/Sports	78	0.41%
Building Grounds Maintenance	1,027	5.42%
Business/Financial Operations	530	2.80%
Community/Social Services	423	2.23%
Computer/Mathematical	144	0.76%
Construction/Extraction	785	4.14%
Education/Training/Library	1,001	5.28%
Farming/Fishing/Forestry	260	1.37%
Food Prep/Serving	1,087	5.73%
Health Practitioner/Technician	1,304	6.88%
Healthcare Support	863	4.55%
Maintenance Repair	761	4.02%
Legal	123	0.65%
Life/Physical/Social Science	175	0.92%
Management	1,072	5.66%
Office/Admin. Support	1,863	9.83%
Production	2,379	12.55%
Protective Services	563	2.97%
Sales/Related	1,655	8.73%
Personal Care/Service	415	2.19%
Transportation/Moving	2,255	11.90%
2021 Est. Pop 16+ by Occupation Classification	18,956	
White Collar	8,561	45.16%
Blue Collar	6,180	32.60%
Service and Farm	4,215	22.24%
2021 Est. Workers Age 16+ by Transp. to Work	18,318	
Drove Alone	15,415	84.15%
Car Pooled	2,005	10.95%
Public Transportation	14	0.08%
Walked	274	1.50%
Bicycle	24	0.13%
Other Means	218	1.19%
Worked at Home	368	2.01%

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Halifax County, North Carolina

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,899	
15 - 29 Minutes	4,654	
30 - 44 Minutes	4,057	
45 - 59 Minutes	975	
60 or more Minutes	1,361	
2021 Est. Avg Travel Time to Work in Minutes		26
2021 Est. Occupied Housing Units by Tenure	20,362	
Owner Occupied	13,118	64.42%
Renter Occupied	7,244	35.58%
2021 Owner Occ. HUs: Avg. Length of Residence		21.8
2021 Renter Occ. HUs: Avg. Length of Residence		9
2021 Est. Owner-Occupied Housing Units by Value	20,362	
Value Less than \$20,000	1,536	11.71%
Value \$20,000 - \$39,999	945	7.20%
Value \$40,000 - \$59,999	1,262	9.62%
Value \$60,000 - \$79,999	1,538	11.72%
Value \$80,000 - \$99,999	1,720	13.11%
Value \$100,000 - \$149,999	2,261	17.24%
Value \$150,000 - \$199,999	1,538	11.72%
Value \$200,000 - \$299,999	1,230	9.38%
Value \$300,000 - \$399,999	520	3.96%
Value \$400,000 - \$499,999	250	1.91%
Value \$500,000 - \$749,999	182	1.39%
Value \$750,000 - \$999,999	78	0.60%
Value \$1,000,000 or \$1,499,999	42	0.32%
Value \$1,500,000 or \$1,999,999	9	0.07%
Value \$2,000,000+	7	0.05%
2021 Est. Median All Owner-Occupied Housing Value		\$94,566
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	16,704	66.27%
1 Unit Attached	249	0.99%
2 Units	797	3.16%
3 or 4 Units	596	2.37%
5 to 19 Units	1,012	4.02%
20 to 49 Units	240	0.95%
50 or More Units	81	0.32%
Mobile Home or Trailer	5,518	21.89%
Boat, RV, Van, etc.	8	0.03%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	201	0.80%
Housing Units Built 2010 to 2014	480	1.90%
Housing Units Built 2000 to 2009	2,354	9.34%
Housing Units Built 1990 to 1999	4,733	18.78%
Housing Units Built 1980 to 1989	3,556	14.11%
Housing Units Built 1970 to 1979	4,393	17.43%
Housing Units Built 1960 to 1969	2,725	10.81%
Housing Units Built 1950 to 1959	2,538	10.07%
Housing Units Built 1940 to 1949	1,806	7.17%
Housing Unit Built 1939 or Earlier	2,419	9.60%
2021 Est. Median Year Structure Built		1977



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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