

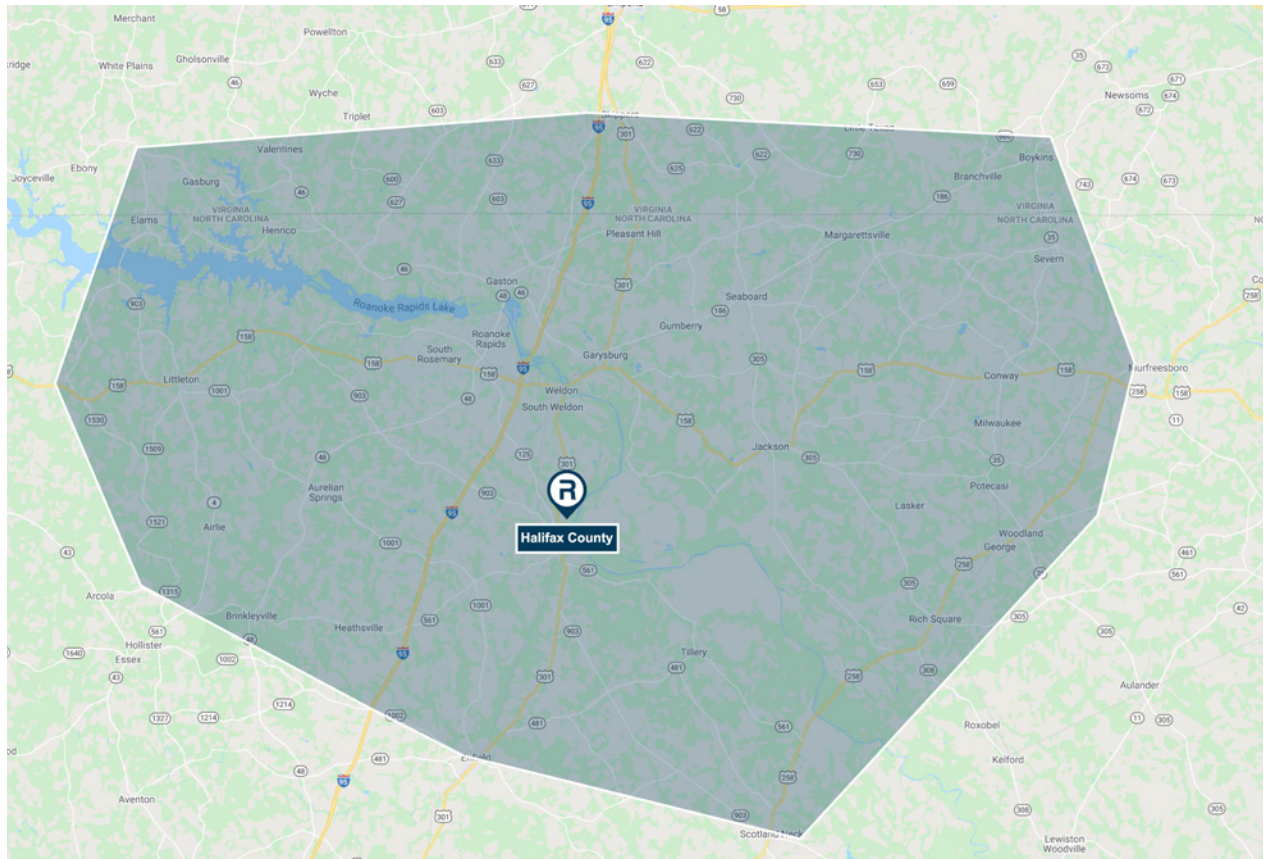


HALIFAX COUNTY, NORTH CAROLINA

Primary Retail Trade Area 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.



Primary Retail Trade Area • Demographic Profile

Halifax County, North Carolina

DESCRIPTION	DATA	%
Population		
2026 Projection	65,654	
2021 Estimate	66,577	
2010 Census	73,250	
2000 Census	74,750	
Growth 2021 - 2026		-1.39%
Growth 2010 - 2021		-9.11%
Growth 2000 - 2010		-2.01%
2021 Est. Population by Single-Classification Race	66,577	
White Alone	29,048	43.63%
Black or African American Alone	34,080	51.19%
Amer. Indian and Alaska Native Alone	710	1.07%
Asian Alone	478	0.72%
Native Hawaiian and Other Pacific Island Alone	29	0.04%
Some Other Race Alone	1,084	1.63%
Two or More Races	1,149	1.73%
2021 Est. Population by Hispanic or Latino Origin	66,577	
Not Hispanic or Latino	64,395	96.72%
Hispanic or Latino	2,182	3.28%
Mexican	1,371	62.83%
Puerto Rican	252	11.55%
Cuban	25	1.15%
All Other Hispanic or Latino	534	24.47%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	2,182	
White Alone	594	27.22%
Black or African American Alone	299	13.70%
American Indian and Alaska Native Alone	66	3.03%
Asian Alone	9	0.41%
Native Hawaiian and Other Pacific Islander Alone	19	0.87%
Some Other Race Alone	1,016	46.56%
Two or More Races	179	8.20%
2021 Est. Pop by Race, Asian Alone, by Category	478	
Chinese, except Taiwanese	193	40.38%
Filipino	80	16.74%
Japanese	16	3.35%
Asian Indian	70	14.64%
Korean	1	0.21%
Vietnamese	87	18.20%
Cambodian	1	0.21%
Hmong	18	3.77%
Laotian	1	0.21%
Thai	4	0.84%
All Other Asian Races Including 2+ Category	6	1.26%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	66,577	
Arab	50	0.08%
Czech	25	0.04%
Danish	15	0.02%
Dutch	261	0.39%
English	3,961	5.95%
French (except Basque)	349	0.52%
French Canadian	108	0.16%
German	2,592	3.89%
Greek	38	0.06%
Hungarian	88	0.13%
Irish	3,178	4.77%
Italian	582	0.87%
Lithuanian	55	0.08%
United States or American	9,670	14.53%
Norwegian	74	0.11%
Polish	245	0.37%
Portuguese	159	0.24%
Russian	180	0.27%
Scottish	534	0.80%
Scotch-Irish	578	0.87%
Slovak	1	0.00%
Subsaharan African	1,045	1.57%
Swedish	84	0.13%
Swiss	71	0.11%
Ukrainian	17	0.03%
Welsh	156	0.23%
West Indian (except Hisp. groups)	120	0.18%
Other ancestries	29,862	44.85%
Ancestry Unclassified	12,481	18.75%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	57,747	91.37%
Speak Asian/Pacific Island Language at Home	1,857	2.94%
Speak IndoEuropean Language at Home	696	1.10%
Speak Spanish at Home	2,503	3.96%
Speak Other Language at Home	398	0.63%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	66,577	
Age 0 - 4	3,377	5.07%
Age 5 - 9	3,363	5.05%
Age 10 - 14	3,622	5.44%
Age 15 - 17	2,349	3.53%
Age 18 - 20	2,171	3.26%
Age 21 - 24	2,915	4.38%
Age 25 - 34	7,518	11.29%
Age 35 - 44	6,734	10.12%
Age 45 - 54	7,747	11.64%
Age 55 - 64	10,640	15.98%
Age 65 - 74	9,550	14.34%
Age 75 - 84	4,716	7.08%
Age 85 and over	1,876	2.82%
Age 16 and over	55,445	83.28%
Age 18 and over	53,866	80.91%
Age 21 and over	51,695	77.65%
Age 65 and over	16,142	24.25%
2021 Est. Median Age		46.74
2021 Est. Average Age		44.43
2021 Est. Population by Sex	66,577	
Male	32,281	48.49%
Female	34,296	51.51%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	32,281	
Age 0 - 4	1,734	5.37%
Age 5 - 9	1,729	5.36%
Age 10 - 14	1,871	5.80%
Age 15 - 17	1,192	3.69%
Age 18 - 20	1,115	3.45%
Age 21 - 24	1,510	4.68%
Age 25 - 34	3,948	12.23%
Age 35 - 44	3,415	10.58%
Age 45 - 54	3,843	11.91%
Age 55 - 64	4,943	15.31%
Age 65 - 74	4,390	13.60%
Age 75 - 84	2,007	6.22%
Age 85 and over	586	1.82%
2021 Est. Median Age, Male		43.93
2021 Est. Average Age, Male		42.67
2021 Est. Female Population by Age	34,296	
Age 0 - 4	1,643	4.79%
Age 5 - 9	1,634	4.76%
Age 10 - 14	1,751	5.11%
Age 15 - 17	1,157	3.37%
Age 18 - 20	1,056	3.08%
Age 21 - 24	1,405	4.10%
Age 25 - 34	3,571	10.41%
Age 35 - 44	3,319	9.68%
Age 45 - 54	3,904	11.38%
Age 55 - 64	5,696	16.61%
Age 65 - 74	5,160	15.05%
Age 75 - 84	2,710	7.90%
Age 85 and over	1,289	3.76%
2021 Est. Median Age, Female		49.47
2021 Est. Average Age, Female		46.17

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	19,181	34.12%
Males, Never Married	9,943	17.69%
Females, Never Married	9,238	16.43%
Married, Spouse present	22,588	40.18%
Married, Spouse absent	3,012	5.36%
Widowed	5,617	9.99%
Males Widowed	1,301	2.31%
Females Widowed	4,316	7.68%
Divorced	5,818	10.35%
Males Divorced	2,863	5.09%
Females Divorced	2,955	5.26%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,184	6.5%
Some High School, no diploma	6,758	13.9%
High School Graduate (or GED)	18,239	37.4%
Some College, no degree	8,933	18.3%
Associate Degree	4,319	8.9%
Bachelor's Degree	4,699	9.6%
Master's Degree	1,977	4.1%
Professional School Degree	407	0.8%
Doctorate Degree	264	0.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	432	37.27%
High School Graduate	413	35.63%
Some College or Associate's Degree	189	16.31%
Bachelor's Degree or Higher	125	10.79%
Households		
2026 Projection	27,647	
2021 Estimate	27,885	
2010 Census	30,136	
2000 Census	29,516	
Growth 2021 - 2026		-0.85%
Growth 2010 - 2021		-7.47%
Growth 2000 - 2010		2.10%
2021 Est. Households by Household Type	27,885	
Family Households	18,291	65.59%
Nonfamily Households	9,594	34.41%
2021 Est. Group Quarters Population	2,211	
2021 Households by Ethnicity, Hispanic/Latino	619	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	27,885	
Income < \$15,000	4,900	17.57%
Income \$15,000 - \$24,999	3,868	13.87%
Income \$25,000 - \$34,999	3,151	11.30%
Income \$35,000 - \$49,999	4,425	15.87%
Income \$50,000 - \$74,999	4,412	15.82%
Income \$75,000 - \$99,999	2,790	10.01%
Income \$100,000 - \$124,999	1,773	6.36%
Income \$125,000 - \$149,999	1,056	3.79%
Income \$150,000 - \$199,999	858	3.08%
Income \$200,000 - \$249,999	341	1.22%
Income \$250,000 - \$499,999	243	0.87%
Income \$500,000+	67	0.24%
2021 Est. Average Household Income		\$57,610
2021 Est. Median Household Income		\$41,519
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,163
Black or African American Alone		\$31,645
American Indian and Alaska Native Alone		\$35,760
Asian Alone		\$38,609
Native Hawaiian and Other Pacific Islander Alone		\$7,438
Some Other Race Alone		\$47,176
Two or More Races		\$42,900
Hispanic or Latino		\$51,080
Not Hispanic or Latino		\$41,359
2021 Est. Family HH Type by Presence of Own Child.	18,291	
Married-Couple Family, own children	3,309	18.09%
Married-Couple Family, no own children	8,123	44.41%
Male Householder, own children	603	3.30%
Male Householder, no own children	822	4.49%
Female Householder, own children	2,706	14.79%
Female Householder, no own children	2,727	14.91%
2021 Est. Households by Household Size	27,885	
1-person	8,911	31.96%
2-person	9,615	34.48%
3-person	4,388	15.74%
4-person	2,901	10.40%
5-person	1,290	4.63%
6-person	520	1.87%
7-or-more-person	260	0.93%
2021 Est. Average Household Size		2.31

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	27,885	
Households with 1 or More People under Age 18:	8,164	29.28%
Married-Couple Family	3,851	47.17%
Other Family, Male Householder	762	9.33%
Other Family, Female Householder	3,474	42.55%
Nonfamily, Male Householder	55	0.67%
Nonfamily, Female Householder	22	0.27%
Households with No People under Age 18:	19,721	70.72%
Married-Couple Family	7,579	38.43%
Other Family, Male Householder	659	3.34%
Other Family, Female Householder	1,962	9.95%
Nonfamily, Male Householder	4,226	21.43%
Nonfamily, Female Householder	5,295	26.85%
2021 Est. Households by Number of Vehicles	27,885	
No Vehicles	2,805	10.06%
1 Vehicle	8,739	31.34%
2 Vehicles	8,408	30.15%
3 Vehicles	5,046	18.10%
4 Vehicles	1,887	6.77%
5 or more Vehicles	1,001	3.59%
2021 Est. Average Number of Vehicles		1.94
Family Households		
2026 Projection	18,143	
2021 Estimate	18,291	
2010 Census	19,744	
2000 Census	20,317	
Growth 2021 - 2026		-0.81%
Growth 2010 - 2021		-7.36%
Growth 2000 - 2010		-2.82%
2021 Est. Families by Poverty Status	18,291	
2021 Families at or Above Poverty	15,132	82.73%
2021 Families at or Above Poverty with Children	5,319	29.08%
2021 Families Below Poverty	3,160	17.28%
2021 Families Below Poverty with Children	2,203	12.04%
2021 Est. Pop 16+ by Employment Status	55,444	
Civilian Labor Force, Employed	25,653	46.27%
Civilian Labor Force, Unemployed	2,102	3.79%
Armed Forces	6	0.01%
Not in Labor Force	27,683	49.93%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	25,611	
For-Profit Private Workers	16,816	65.66%
Non-Profit Private Workers	1,500	5.86%
Local Government Workers	475	1.86%
State Government Workers	2,258	8.82%
Federal Government Workers	2,175	8.49%
Self-Employed Workers	2,354	9.19%
Unpaid Family Workers	32	0.13%
2021 Est. Civ. Employed Pop 16+ by Occupation	25,611	
Architect/Engineer	298	1.16%
Arts/Entertainment/Sports	151	0.59%
Building Grounds Maintenance	1,277	4.99%
Business/Financial Operations	588	2.30%
Community/Social Services	582	2.27%
Computer/Mathematical	201	0.79%
Construction/Extraction	1,165	4.55%
Education/Training/Library	1,465	5.72%
Farming/Fishing/Forestry	481	1.88%
Food Prep/Serving	1,262	4.93%
Health Practitioner/Technician	1,840	7.18%
Healthcare Support	1,080	4.22%
Maintenance Repair	1,190	4.65%
Legal	133	0.52%
Life/Physical/Social Science	142	0.55%
Management	2,018	7.88%
Office/Admin. Support	2,468	9.64%
Production	2,655	10.37%
Protective Services	999	3.90%
Sales/Related	2,289	8.94%
Personal Care/Service	523	2.04%
Transportation/Moving	2,805	10.95%
2021 Est. Pop 16+ by Occupation Classification	25,611	
White Collar	12,175	47.54%
Blue Collar	7,815	30.51%
Service and Farm	5,621	21.95%
2021 Est. Workers Age 16+ by Transp. to Work	24,736	
Drove Alone	20,651	83.49%
Car Pooled	2,713	10.97%
Public Transportation	20	0.08%
Walked	370	1.50%
Bicycle	24	0.10%
Other Means	343	1.39%
Worked at Home	615	2.49%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,949	
15 - 29 Minutes	6,894	
30 - 44 Minutes	4,728	
45 - 59 Minutes	1,560	
60 or more Minutes	2,030	
2021 Est. Avg Travel Time to Work in Minutes		27
2021 Est. Occupied Housing Units by Tenure	27,885	
Owner Occupied	19,048	68.31%
Renter Occupied	8,837	31.69%
2021 Owner Occ. HUs: Avg. Length of Residence		21.86
2021 Renter Occ. HUs: Avg. Length of Residence		8.99
2021 Est. Owner-Occupied Housing Units by Value	27,885	
Value Less than \$20,000	1,740	9.14%
Value \$20,000 - \$39,999	1,282	6.73%
Value \$40,000 - \$59,999	1,631	8.56%
Value \$60,000 - \$79,999	2,341	12.29%
Value \$80,000 - \$99,999	2,472	12.98%
Value \$100,000 - \$149,999	3,523	18.50%
Value \$150,000 - \$199,999	2,145	11.26%
Value \$200,000 - \$299,999	1,878	9.86%
Value \$300,000 - \$399,999	893	4.69%
Value \$400,000 - \$499,999	444	2.33%
Value \$500,000 - \$749,999	462	2.43%
Value \$750,000 - \$999,999	162	0.85%
Value \$1,000,000 or \$1,499,999	55	0.29%
Value \$1,500,000 or \$1,999,999	9	0.05%
Value \$2,000,000+	12	0.06%
2021 Est. Median All Owner-Occupied Housing Value		\$100,588
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	25,081	68.21%
1 Unit Attached	425	1.16%
2 Units	882	2.40%
3 or 4 Units	680	1.85%
5 to 19 Units	1,183	3.22%
20 to 49 Units	295	0.80%
50 or More Units	78	0.21%
Mobile Home or Trailer	8,139	22.13%
Boat, RV, Van, etc.	8	0.02%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	471	1.28%
Housing Units Built 2010 to 2014	819	2.23%
Housing Units Built 2000 to 2009	4,176	11.36%
Housing Units Built 1990 to 1999	7,337	19.95%
Housing Units Built 1980 to 1989	5,165	14.05%
Housing Units Built 1970 to 1979	5,757	15.66%
Housing Units Built 1960 to 1969	3,902	10.61%
Housing Units Built 1950 to 1959	3,690	10.04%
Housing Units Built 1940 to 1949	2,403	6.54%
Housing Unit Built 1939 or Earlier	3,051	8.30%
2021 Est. Median Year Structure Built		1979



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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