

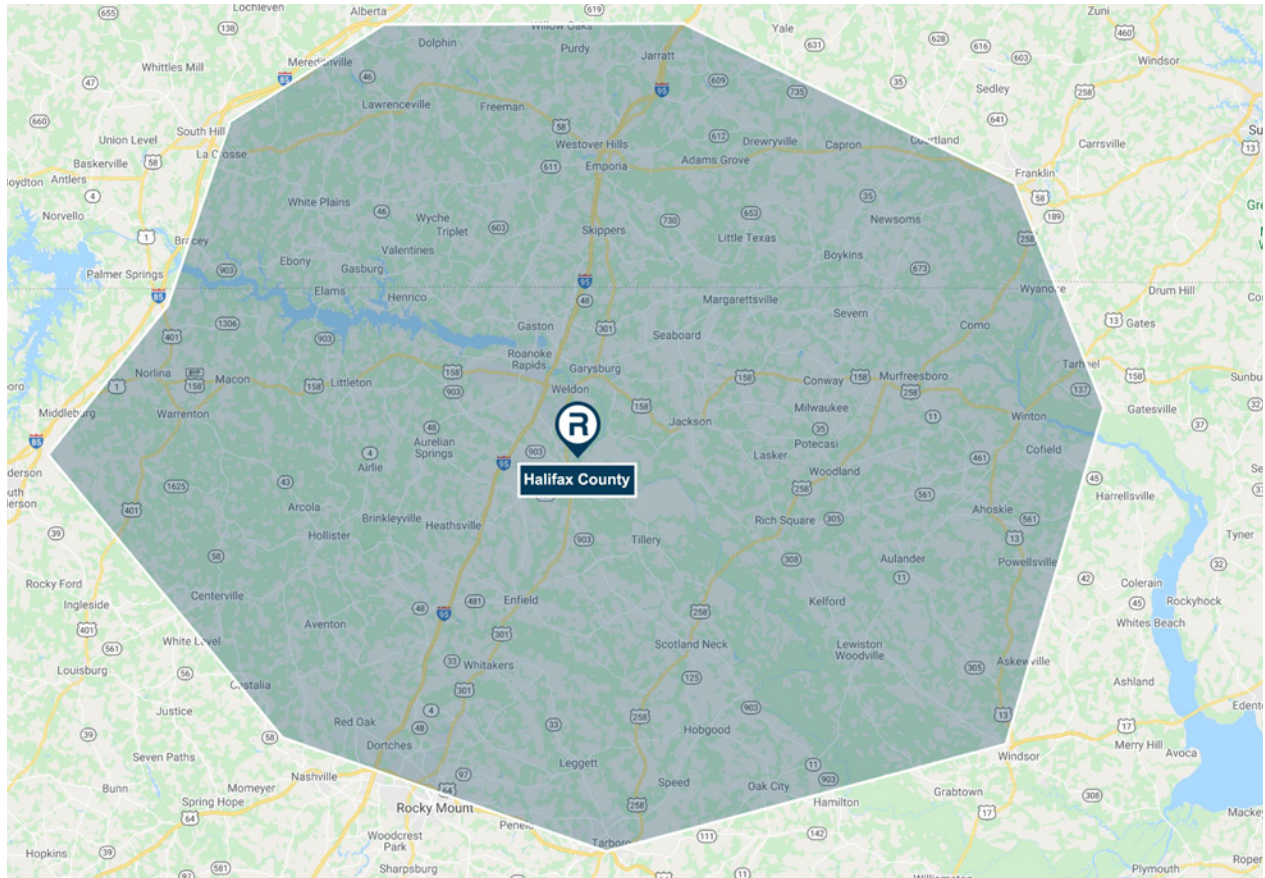


HALIFAX COUNTY, NORTH CAROLINA

Secondary 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.



Secondary Retail Trade Area • Demographic Profile

Halifax County, North Carolina

DESCRIPTION	DATA	%
Population		
2026 Projection	215,215	
2021 Estimate	216,827	
2010 Census	233,495	
2000 Census	228,828	
Growth 2021 - 2026		-0.74%
Growth 2010 - 2021		-7.14%
Growth 2000 - 2010		2.04%
2021 Est. Population by Single-Classification Race	216,827	
White Alone	87,882	40.53%
Black or African American Alone	114,705	52.90%
Amer. Indian and Alaska Native Alone	3,980	1.84%
Asian Alone	1,579	0.73%
Native Hawaiian and Other Pacific Island Alone	128	0.06%
Some Other Race Alone	4,732	2.18%
Two or More Races	3,821	1.76%
2021 Est. Population by Hispanic or Latino Origin	216,827	
Not Hispanic or Latino	207,432	95.67%
Hispanic or Latino	9,395	4.33%
Mexican	6,313	67.20%
Puerto Rican	994	10.58%
Cuban	163	1.74%
All Other Hispanic or Latino	1,926	20.50%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	9,395	
White Alone	3,010	32.04%
Black or African American Alone	864	9.20%
American Indian and Alaska Native Alone	252	2.68%
Asian Alone	25	0.27%
Native Hawaiian and Other Pacific Islander Alone	53	0.56%
Some Other Race Alone	4,483	47.72%
Two or More Races	708	7.54%
2021 Est. Pop by Race, Asian Alone, by Category	1,579	
Chinese, except Taiwanese	437	27.68%
Filipino	253	16.02%
Japanese	32	2.03%
Asian Indian	278	17.61%
Korean	98	6.21%
Vietnamese	198	12.54%
Cambodian	113	7.16%
Hmong	41	2.60%
Laotian	8	0.51%
Thai	11	0.70%
All Other Asian Races Including 2+ Category	109	6.90%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	216,827	
Arab	457	0.21%
Czech	123	0.06%
Danish	80	0.04%
Dutch	815	0.38%
English	12,762	5.89%
French (except Basque)	1,914	0.88%
French Canadian	273	0.13%
German	8,265	3.81%
Greek	167	0.08%
Hungarian	245	0.11%
Irish	8,411	3.88%
Italian	2,119	0.98%
Lithuanian	126	0.06%
United States or American	25,253	11.65%
Norwegian	388	0.18%
Polish	793	0.37%
Portuguese	285	0.13%
Russian	326	0.15%
Scottish	1,853	0.86%
Scotch-Irish	1,870	0.86%
Slovak	134	0.06%
Subsaharan African	5,869	2.71%
Swedish	397	0.18%
Swiss	96	0.04%
Ukrainian	55	0.03%
Welsh	630	0.29%
West Indian (except Hisp. groups)	599	0.28%
Other ancestries	105,529	48.67%
Ancestry Unclassified	36,993	17.06%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	186,231	90.29%
Speak Asian/Pacific Island Language at Home	5,639	2.73%
Speak IndoEuropean Language at Home	1,968	0.95%
Speak Spanish at Home	10,533	5.11%
Speak Other Language at Home	1,893	0.92%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	216,827	
Age 0 - 4	10,564	4.87%
Age 5 - 9	10,936	5.04%
Age 10 - 14	11,951	5.51%
Age 15 - 17	7,753	3.58%
Age 18 - 20	8,188	3.78%
Age 21 - 24	10,376	4.79%
Age 25 - 34	26,256	12.11%
Age 35 - 44	23,618	10.89%
Age 45 - 54	26,059	12.02%
Age 55 - 64	33,079	15.26%
Age 65 - 74	28,686	13.23%
Age 75 - 84	13,767	6.35%
Age 85 and over	5,593	2.58%
Age 16 and over	180,830	83.40%
Age 18 and over	175,622	81.00%
Age 21 and over	167,434	77.22%
Age 65 and over	48,047	22.16%
2021 Est. Median Age		44.49
2021 Est. Average Age		43.35
2021 Est. Population by Sex	216,827	
Male	107,819	49.73%
Female	109,008	50.27%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	107,819	
Age 0 - 4	5,385	5.00%
Age 5 - 9	5,547	5.15%
Age 10 - 14	6,111	5.67%
Age 15 - 17	4,004	3.71%
Age 18 - 20	4,388	4.07%
Age 21 - 24	5,645	5.24%
Age 25 - 34	14,450	13.40%
Age 35 - 44	12,373	11.48%
Age 45 - 54	13,310	12.35%
Age 55 - 64	15,746	14.60%
Age 65 - 74	13,269	12.31%
Age 75 - 84	5,822	5.40%
Age 85 and over	1,770	1.64%
2021 Est. Median Age, Male		41.76
2021 Est. Average Age, Male		41.72
2021 Est. Female Population by Age	109,008	
Age 0 - 4	5,179	4.75%
Age 5 - 9	5,389	4.94%
Age 10 - 14	5,840	5.36%
Age 15 - 17	3,749	3.44%
Age 18 - 20	3,800	3.49%
Age 21 - 24	4,731	4.34%
Age 25 - 34	11,806	10.83%
Age 35 - 44	11,245	10.32%
Age 45 - 54	12,749	11.70%
Age 55 - 64	17,333	15.90%
Age 65 - 74	15,418	14.14%
Age 75 - 84	7,945	7.29%
Age 85 and over	3,824	3.51%
2021 Est. Median Age, Female		47.34
2021 Est. Average Age, Female		44.29

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	64,831	35.35%
Males, Never Married	35,517	19.37%
Females, Never Married	29,314	15.99%
Married, Spouse present	71,111	38.78%
Married, Spouse absent	10,551	5.75%
Widowed	16,684	9.10%
Males Widowed	3,953	2.16%
Females Widowed	12,731	6.94%
Divorced	20,198	11.02%
Males Divorced	9,839	5.37%
Females Divorced	10,359	5.65%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	10,100	6.4%
Some High School, no diploma	20,759	13.2%
High School Graduate (or GED)	56,981	36.3%
Some College, no degree	31,616	20.1%
Associate Degree	13,529	8.6%
Bachelor's Degree	15,655	10.0%
Master's Degree	6,473	4.1%
Professional School Degree	1,109	0.7%
Doctorate Degree	837	0.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,058	40.55%
High School Graduate	1,385	27.29%
Some College or Associate's Degree	997	19.65%
Bachelor's Degree or Higher	635	12.51%
Households		
2026 Projection	84,591	
2021 Estimate	84,939	
2010 Census	90,278	
2000 Census	85,813	
Growth 2021 - 2026		-0.41%
Growth 2010 - 2021		-5.91%
Growth 2000 - 2010		5.20%
2021 Est. Households by Household Type	84,939	
Family Households	56,647	66.69%
Nonfamily Households	28,292	33.31%
2021 Est. Group Quarters Population	14,609	
2021 Households by Ethnicity, Hispanic/Latino	2,419	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	84,939	
Income < \$15,000	13,450	15.84%
Income \$15,000 - \$24,999	11,269	13.27%
Income \$25,000 - \$34,999	9,937	11.70%
Income \$35,000 - \$49,999	13,064	15.38%
Income \$50,000 - \$74,999	14,299	16.83%
Income \$75,000 - \$99,999	8,869	10.44%
Income \$100,000 - \$124,999	5,728	6.74%
Income \$125,000 - \$149,999	3,365	3.96%
Income \$150,000 - \$199,999	2,475	2.91%
Income \$200,000 - \$249,999	1,061	1.25%
Income \$250,000 - \$499,999	997	1.17%
Income \$500,000+	424	0.50%
2021 Est. Average Household Income		\$61,292
2021 Est. Median Household Income		\$43,564
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,974
Black or African American Alone		\$35,602
American Indian and Alaska Native Alone		\$34,763
Asian Alone		\$56,129
Native Hawaiian and Other Pacific Islander Alone		\$29,911
Some Other Race Alone		\$43,729
Two or More Races		\$39,641
Hispanic or Latino		\$45,378
Not Hispanic or Latino		\$43,512
2021 Est. Family HH Type by Presence of Own Child.	56,647	
Married-Couple Family, own children	11,179	19.74%
Married-Couple Family, no own children	24,671	43.55%
Male Householder, own children	1,798	3.17%
Male Householder, no own children	2,532	4.47%
Female Householder, own children	8,246	14.56%
Female Householder, no own children	8,220	14.51%
2021 Est. Households by Household Size	84,939	
1-person	25,689	30.24%
2-person	28,770	33.87%
3-person	14,239	16.76%
4-person	9,335	10.99%
5-person	4,209	4.96%
6-person	1,739	2.05%
7-or-more-person	958	1.13%
2021 Est. Average Household Size		2.38

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	84,939	
Households with 1 or More People under Age 18:	26,123	30.76%
Married-Couple Family	13,015	49.82%
Other Family, Male Householder	2,278	8.72%
Other Family, Female Householder	10,572	40.47%
Nonfamily, Male Householder	189	0.72%
Nonfamily, Female Householder	69	0.26%
Households with No People under Age 18:	58,817	69.25%
Married-Couple Family	22,835	38.82%
Other Family, Male Householder	2,041	3.47%
Other Family, Female Householder	5,899	10.03%
Nonfamily, Male Householder	12,508	21.27%
Nonfamily, Female Householder	15,535	26.41%
2021 Est. Households by Number of Vehicles	84,939	
No Vehicles	7,893	9.29%
1 Vehicle	25,950	30.55%
2 Vehicles	26,161	30.80%
3 Vehicles	15,803	18.61%
4 Vehicles	5,929	6.98%
5 or more Vehicles	3,203	3.77%
2021 Est. Average Number of Vehicles		1.99
Family Households		
2026 Projection	56,432	
2021 Estimate	56,647	
2010 Census	60,164	
2000 Census	60,003	
Growth 2021 - 2026		-0.38%
Growth 2010 - 2021		-5.85%
Growth 2000 - 2010		0.27%
2021 Est. Families by Poverty Status	56,647	
2021 Families at or Above Poverty	47,660	84.14%
2021 Families at or Above Poverty with Children	17,177	30.32%
2021 Families Below Poverty	8,987	15.87%
2021 Families Below Poverty with Children	6,347	11.21%
2021 Est. Pop 16+ by Employment Status	180,831	
Civilian Labor Force, Employed	86,748	47.97%
Civilian Labor Force, Unemployed	7,562	4.18%
Armed Forces	76	0.04%
Not in Labor Force	86,445	47.81%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	86,643	
For-Profit Private Workers	58,669	67.71%
Non-Profit Private Workers	4,700	5.43%
Local Government Workers	1,465	1.69%
State Government Workers	7,866	9.08%
Federal Government Workers	7,202	8.31%
Self-Employed Workers	6,589	7.61%
Unpaid Family Workers	152	0.18%
2021 Est. Civ. Employed Pop 16+ by Occupation	86,643	
Architect/Engineer	831	0.96%
Arts/Entertainment/Sports	637	0.74%
Building Grounds Maintenance	3,607	4.16%
Business/Financial Operations	2,246	2.59%
Community/Social Services	2,026	2.34%
Computer/Mathematical	882	1.02%
Construction/Extraction	3,959	4.57%
Education/Training/Library	5,436	6.27%
Farming/Fishing/Forestry	1,422	1.64%
Food Prep/Serving	4,016	4.64%
Health Practitioner/Technician	5,357	6.18%
Healthcare Support	4,070	4.70%
Maintenance Repair	3,580	4.13%
Legal	547	0.63%
Life/Physical/Social Science	579	0.67%
Management	6,329	7.31%
Office/Admin. Support	9,143	10.55%
Production	9,739	11.24%
Protective Services	3,274	3.78%
Sales/Related	7,594	8.77%
Personal Care/Service	1,625	1.88%
Transportation/Moving	9,742	11.24%
2021 Est. Pop 16+ by Occupation Classification	86,643	
White Collar	41,608	48.02%
Blue Collar	27,020	31.19%
Service and Farm	18,015	20.79%
2021 Est. Workers Age 16+ by Transp. to Work	84,320	
Drove Alone	70,281	83.35%
Car Pooled	8,366	9.92%
Public Transportation	255	0.30%
Walked	1,314	1.56%
Bicycle	74	0.09%
Other Means	1,814	2.15%
Worked at Home	2,216	2.63%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	28,314	
15 - 29 Minutes	26,053	
30 - 44 Minutes	14,791	
45 - 59 Minutes	5,676	
60 or more Minutes	7,263	
2021 Est. Avg Travel Time to Work in Minutes		27
2021 Est. Occupied Housing Units by Tenure	84,939	
Owner Occupied	57,683	67.91%
Renter Occupied	27,256	32.09%
2021 Owner Occ. HUs: Avg. Length of Residence		21.37
2021 Renter Occ. HUs: Avg. Length of Residence		9.2
2021 Est. Owner-Occupied Housing Units by Value	84,939	
Value Less than \$20,000	4,591	7.96%
Value \$20,000 - \$39,999	3,997	6.93%
Value \$40,000 - \$59,999	4,508	7.82%
Value \$60,000 - \$79,999	6,283	10.89%
Value \$80,000 - \$99,999	7,611	13.20%
Value \$100,000 - \$149,999	11,314	19.61%
Value \$150,000 - \$199,999	7,087	12.29%
Value \$200,000 - \$299,999	6,193	10.74%
Value \$300,000 - \$399,999	2,935	5.09%
Value \$400,000 - \$499,999	1,303	2.26%
Value \$500,000 - \$749,999	1,192	2.07%
Value \$750,000 - \$999,999	413	0.72%
Value \$1,000,000 or \$1,499,999	156	0.27%
Value \$1,500,000 or \$1,999,999	49	0.09%
Value \$2,000,000+	51	0.09%
2021 Est. Median All Owner-Occupied Housing Value		\$106,165
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	70,133	65.54%
1 Unit Attached	1,348	1.26%
2 Units	2,782	2.60%
3 or 4 Units	2,502	2.34%
5 to 19 Units	3,330	3.11%
20 to 49 Units	754	0.71%
50 or More Units	416	0.39%
Mobile Home or Trailer	25,732	24.05%
Boat, RV, Van, etc.	14	0.01%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,793	1.68%
Housing Units Built 2010 to 2014	2,467	2.31%
Housing Units Built 2000 to 2009	14,140	13.21%
Housing Units Built 1990 to 1999	21,151	19.77%
Housing Units Built 1980 to 1989	15,841	14.80%
Housing Units Built 1970 to 1979	17,711	16.55%
Housing Units Built 1960 to 1969	10,337	9.66%
Housing Units Built 1950 to 1959	9,661	9.03%
Housing Units Built 1940 to 1949	5,596	5.23%
Housing Unit Built 1939 or Earlier	8,315	7.77%
2021 Est. Median Year Structure Built		1981



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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