

Tulls Creek Center  
100 Moyock Commons Dr, Moyock, NC, 27958  
Rings: 5, 7, 10 mile radii

Prepared by WHLR  
Latitude: 36.51708  
Longitude: -76.17095

	5 miles	7 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	4,937	10,122	19,374
2010 Total Population	7,172	12,920	24,285
2019 Total Population	8,635	15,124	27,752
2019 Group Quarters	153	1,954	1,990
2024 Total Population	9,440	16,252	29,700
2019-2024 Annual Rate	1.80%	1.45%	1.37%
2019 Total Daytime Population	5,858	10,347	18,878
Workers	1,575	3,515	5,622
Residents	4,283	6,832	13,256
<b>Household Summary</b>			
2000 Households	1,694	2,833	6,077
2000 Average Household Size	2.83	2.98	2.90
2010 Households	2,433	3,773	7,762
2010 Average Household Size	2.89	2.98	2.91
2019 Households	2,931	4,418	8,841
2019 Average Household Size	2.89	2.98	2.91
2024 Households	3,204	4,793	9,502
2024 Average Household Size	2.90	2.98	2.92
2019-2024 Annual Rate	1.80%	1.64%	1.45%
2010 Families	1,994	3,072	6,263
2010 Average Family Size	3.17	3.28	3.22
2019 Families	2,383	3,570	7,082
2019 Average Family Size	3.19	3.30	3.24
2024 Families	2,598	3,863	7,590
2024 Average Family Size	3.20	3.30	3.25
2019-2024 Annual Rate	1.74%	1.59%	1.40%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,831	3,015	6,481
Owner Occupied Housing Units	82.3%	81.4%	80.8%
Renter Occupied Housing Units	10.2%	12.6%	13.0%
Vacant Housing Units	7.5%	6.0%	6.2%
2010 Housing Units	2,712	4,147	8,437
Owner Occupied Housing Units	80.0%	78.9%	79.2%
Renter Occupied Housing Units	9.7%	12.1%	12.8%
Vacant Housing Units	10.3%	9.0%	8.0%
2019 Housing Units	3,386	5,005	9,829
Owner Occupied Housing Units	77.3%	76.6%	76.7%
Renter Occupied Housing Units	9.2%	11.6%	13.2%
Vacant Housing Units	13.4%	11.7%	10.1%
2024 Housing Units	3,716	5,451	10,604
Owner Occupied Housing Units	77.3%	76.8%	76.8%
Renter Occupied Housing Units	9.0%	11.2%	12.8%
Vacant Housing Units	13.8%	12.1%	10.4%
<b>Median Household Income</b>			
2019	\$80,016	\$79,849	\$80,112
2024	\$85,394	\$85,432	\$85,677
<b>Median Home Value</b>			
2019	\$297,565	\$315,174	\$316,203
2024	\$324,595	\$339,915	\$342,190
<b>Per Capita Income</b>			
2019	\$28,999	\$27,612	\$30,962
2024	\$31,962	\$30,785	\$34,221
<b>Median Age</b>			
2010	38.4	37.3	39.1
2019	39.7	38.3	40.7
2024	40.3	39.2	41.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>			
Household Income Base	2,931	4,418	8,841
<\$15,000	4.2%	4.2%	4.3%
\$15,000 - \$24,999	8.9%	8.5%	7.2%
\$25,000 - \$34,999	5.7%	5.8%	6.0%
\$35,000 - \$49,999	6.8%	7.0%	8.0%
\$50,000 - \$74,999	19.4%	19.7%	19.9%
\$75,000 - \$99,999	19.0%	18.5%	17.6%
\$100,000 - \$149,999	26.1%	23.9%	22.6%
\$150,000 - \$199,999	7.2%	7.6%	8.8%
\$200,000+	2.7%	4.6%	5.7%
Average Household Income	\$87,592	\$92,182	\$95,666
<b>2024 Households by Income</b>			
Household Income Base	3,204	4,793	9,502
<\$15,000	3.7%	3.6%	3.7%
\$15,000 - \$24,999	7.8%	7.4%	6.3%
\$25,000 - \$34,999	5.0%	5.1%	5.2%
\$35,000 - \$49,999	6.1%	6.3%	7.2%
\$50,000 - \$74,999	18.1%	18.4%	18.7%
\$75,000 - \$99,999	18.8%	18.4%	17.4%
\$100,000 - \$149,999	28.3%	26.0%	24.5%
\$150,000 - \$199,999	9.3%	9.6%	10.6%
\$200,000+	3.0%	5.2%	6.3%
Average Household Income	\$96,471	\$101,762	\$105,266
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,617	3,835	7,542
<\$50,000	3.4%	3.4%	3.3%
\$50,000 - \$99,999	2.4%	2.1%	2.4%
\$100,000 - \$149,999	5.3%	4.8%	5.7%
\$150,000 - \$199,999	6.5%	6.2%	6.8%
\$200,000 - \$249,999	15.7%	13.8%	13.3%
\$250,000 - \$299,999	17.7%	15.7%	14.5%
\$300,000 - \$399,999	25.1%	26.2%	23.8%
\$400,000 - \$499,999	14.4%	16.8%	15.5%
\$500,000 - \$749,999	8.8%	9.8%	12.5%
\$750,000 - \$999,999	0.1%	0.6%	1.3%
\$1,000,000 - \$1,499,999	0.6%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$321,561	\$335,059	\$344,156
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,871	4,184	8,149
<\$50,000	2.3%	2.3%	2.2%
\$50,000 - \$99,999	1.6%	1.5%	1.7%
\$100,000 - \$149,999	3.7%	3.4%	4.3%
\$150,000 - \$199,999	4.9%	4.7%	5.4%
\$200,000 - \$249,999	13.3%	11.7%	11.9%
\$250,000 - \$299,999	17.2%	15.1%	14.0%
\$300,000 - \$399,999	28.0%	28.2%	24.8%
\$400,000 - \$499,999	17.2%	19.6%	17.7%
\$500,000 - \$749,999	10.8%	12.0%	15.4%
\$750,000 - \$999,999	0.1%	0.7%	1.7%
\$1,000,000 - \$1,499,999	0.8%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$345,968	\$360,247	\$371,266

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	7,172	12,919	24,289
0 - 4	5.5%	5.1%	5.3%
5 - 9	7.5%	6.5%	6.5%
10 - 14	8.3%	7.2%	7.2%
15 - 24	13.2%	14.6%	13.8%
25 - 34	10.2%	13.1%	11.3%
35 - 44	16.7%	16.6%	15.4%
45 - 54	18.9%	18.2%	18.7%
55 - 64	10.7%	10.4%	11.7%
65 - 74	5.7%	5.4%	6.4%
75 - 84	2.6%	2.5%	3.0%
85 +	0.6%	0.6%	0.8%
18 +	73.1%	76.6%	76.2%
<b>2019 Population by Age</b>			
Total	8,636	15,125	27,752
0 - 4	5.3%	4.7%	4.7%
5 - 9	5.6%	5.1%	5.3%
10 - 14	6.3%	5.7%	6.1%
15 - 24	12.5%	13.8%	12.5%
25 - 34	14.8%	16.3%	14.2%
35 - 44	11.9%	13.2%	12.6%
45 - 54	15.5%	15.0%	14.8%
55 - 64	15.6%	14.3%	15.7%
65 - 74	8.2%	7.7%	9.1%
75 - 84	3.4%	3.3%	3.9%
85 +	0.9%	0.9%	1.1%
18 +	78.9%	80.9%	80.1%
<b>2024 Population by Age</b>			
Total	9,438	16,252	29,699
0 - 4	5.2%	4.7%	4.7%
5 - 9	5.4%	5.0%	5.2%
10 - 14	5.9%	5.4%	5.8%
15 - 24	10.4%	12.2%	11.3%
25 - 34	15.1%	16.0%	13.5%
35 - 44	13.5%	14.4%	13.9%
45 - 54	12.8%	13.0%	13.1%
55 - 64	15.3%	14.0%	14.9%
65 - 74	10.6%	9.8%	11.2%
75 - 84	4.4%	4.2%	5.1%
85 +	1.2%	1.2%	1.4%
18 +	80.0%	81.6%	80.8%
<b>2010 Population by Sex</b>			
Males	3,595	7,248	12,940
Females	3,577	5,672	11,345
<b>2019 Population by Sex</b>			
Males	4,277	8,431	14,762
Females	4,358	6,693	12,989
<b>2024 Population by Sex</b>			
Males	4,663	8,981	15,736
Females	4,777	7,271	13,965

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	7,171	12,920	24,286
White Alone	87.9%	81.4%	83.6%
Black Alone	7.8%	14.9%	12.3%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.0%	0.8%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	0.6%	0.7%
Two or More Races	2.0%	1.8%	2.0%
Hispanic Origin	3.3%	3.0%	2.9%
Diversity Index	27.1	35.6	32.5
<b>2019 Population by Race/Ethnicity</b>			
Total	8,635	15,125	27,753
White Alone	87.0%	80.2%	82.4%
Black Alone	7.5%	14.9%	12.2%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	1.2%	1.0%	1.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.0%	0.9%	0.9%
Two or More Races	2.6%	2.4%	2.7%
Hispanic Origin	4.5%	4.4%	4.2%
Diversity Index	30.3	39.0	36.2
<b>2024 Population by Race/Ethnicity</b>			
Total	9,440	16,252	29,701
White Alone	86.3%	79.7%	81.6%
Black Alone	7.3%	14.6%	12.0%
American Indian Alone	0.6%	0.5%	0.6%
Asian Alone	1.3%	1.2%	1.3%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.2%	1.1%	1.1%
Two or More Races	3.1%	2.8%	3.2%
Hispanic Origin	5.3%	5.2%	5.0%
Diversity Index	32.5	40.9	38.4
<b>2010 Population by Relationship and Household Type</b>			
Total	7,172	12,920	24,285
In Households	98.0%	86.9%	92.9%
In Family Households	90.2%	79.9%	85.1%
Householder	27.4%	24.3%	26.2%
Spouse	23.0%	20.4%	21.9%
Child	34.6%	30.5%	32.0%
Other relative	3.1%	2.7%	3.0%
Nonrelative	2.2%	1.9%	1.9%
In Nonfamily Households	7.8%	7.0%	7.8%
In Group Quarters	2.0%	13.1%	7.1%
Institutionalized Population	1.9%	11.6%	6.2%
Noninstitutionalized Population	0.1%	1.4%	0.9%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	6,073	10,684	19,792
Less than 9th Grade	2.1%	2.3%	2.1%
9th - 12th Grade, No Diploma	8.9%	11.0%	9.1%
High School Graduate	13.8%	16.5%	19.3%
GED/Alternative Credential	6.2%	10.4%	7.4%
Some College, No Degree	24.7%	23.2%	24.7%
Associate Degree	11.5%	9.3%	10.2%
Bachelor's Degree	24.8%	19.9%	18.5%
Graduate/Professional Degree	8.0%	7.4%	8.7%
<b>2019 Population 15+ by Marital Status</b>			
Total	7,152	12,778	23,262
Never Married	21.4%	31.1%	27.2%
Married	65.3%	55.9%	59.9%
Widowed	5.2%	4.4%	5.4%
Divorced	8.2%	8.6%	7.4%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	98.7%	98.4%	97.8%
Civilian Unemployed (Unemployment Rate)	1.3%	1.6%	2.2%
<b>2019 Employed Population 16+ by Industry</b>			
Total	4,345	6,402	12,474
Agriculture/Mining	0.6%	0.9%	1.1%
Construction	12.6%	12.3%	11.2%
Manufacturing	9.0%	8.9%	9.1%
Wholesale Trade	1.9%	2.1%	2.1%
Retail Trade	7.9%	8.6%	10.0%
Transportation/Utilities	3.5%	3.6%	3.6%
Information	2.3%	1.7%	1.1%
Finance/Insurance/Real Estate	9.4%	8.0%	7.4%
Services	42.4%	42.8%	43.4%
Public Administration	10.3%	11.1%	11.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	4,344	6,402	12,474
White Collar	64.5%	63.9%	63.1%
Management/Business/Financial	13.1%	13.9%	14.7%
Professional	25.4%	24.9%	23.1%
Sales	9.0%	9.5%	10.4%
Administrative Support	16.9%	15.7%	14.8%
Services	11.7%	12.6%	14.7%
Blue Collar	23.8%	23.4%	22.3%
Farming/Forestry/Fishing	0.0%	0.2%	0.5%
Construction/Extraction	6.2%	7.2%	6.9%
Installation/Maintenance/Repair	9.4%	8.2%	6.7%
Production	3.4%	3.7%	4.2%
Transportation/Material Moving	4.7%	4.1%	4.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,172	12,920	24,285
Population Inside Urbanized Area	0.0%	0.1%	1.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	100.0%	99.9%	98.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	2,433	3,774	7,761
Households with 1 Person	14.1%	14.6%	15.4%
Households with 2+ People	85.9%	85.4%	84.6%
Family Households	82.0%	81.4%	80.7%
Husband-wife Families	68.8%	68.2%	67.4%
With Related Children	35.4%	33.8%	31.4%
Other Family (No Spouse Present)	13.2%	13.2%	13.3%
Other Family with Male Householder	4.4%	4.3%	4.5%
With Related Children	2.7%	2.6%	2.6%
Other Family with Female Householder	8.8%	8.8%	8.8%
With Related Children	5.8%	5.7%	5.6%
Nonfamily Households	4.0%	4.0%	3.9%
All Households with Children	44.3%	42.5%	40.0%
Multigenerational Households	5.7%	5.8%	5.9%
Unmarried Partner Households	5.1%	5.0%	4.9%
Male-female	4.7%	4.6%	4.5%
Same-sex	0.4%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	2,433	3,772	7,763
1 Person Household	14.1%	14.6%	15.4%
2 Person Household	31.9%	32.7%	33.7%
3 Person Household	20.3%	20.0%	19.8%
4 Person Household	20.8%	20.1%	18.7%
5 Person Household	8.4%	8.2%	7.7%
6 Person Household	3.0%	3.0%	3.1%
7 + Person Household	1.5%	1.5%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,433	3,773	7,762
Owner Occupied	89.2%	86.7%	86.1%
Owned with a Mortgage/Loan	73.4%	69.7%	67.4%
Owned Free and Clear	15.7%	17.0%	18.7%
Renter Occupied	10.8%	13.3%	13.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,712	4,147	8,437
Housing Units Inside Urbanized Area	0.0%	0.1%	2.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	99.9%	98.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Soccer Moms (4A)	Soccer Moms (4A)	Savvy Suburbanites (1D)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Soccer Moms (4A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,222,312	\$9,803,342	\$20,145,578
Average Spent	\$2,122.93	\$2,218.95	\$2,278.65
Spending Potential Index	99	104	106
Education: Total \$	\$4,554,228	\$7,325,777	\$15,481,005
Average Spent	\$1,553.81	\$1,658.17	\$1,751.05
Spending Potential Index	98	104	110
Entertainment/Recreation: Total \$	\$9,627,053	\$15,290,971	\$31,767,734
Average Spent	\$3,284.56	\$3,461.06	\$3,593.23
Spending Potential Index	100	106	110
Food at Home: Total \$	\$14,858,170	\$23,518,223	\$48,570,028
Average Spent	\$5,069.32	\$5,323.27	\$5,493.73
Spending Potential Index	98	103	106
Food Away from Home: Total \$	\$10,777,639	\$16,972,652	\$34,889,159
Average Spent	\$3,677.12	\$3,841.70	\$3,946.29
Spending Potential Index	100	105	107
Health Care: Total \$	\$17,681,105	\$28,156,580	\$58,644,236
Average Spent	\$6,032.45	\$6,373.15	\$6,633.21
Spending Potential Index	102	107	112
HH Furnishings & Equipment: Total \$	\$6,399,297	\$10,097,554	\$20,856,175
Average Spent	\$2,183.32	\$2,285.55	\$2,359.03
Spending Potential Index	102	107	111
Personal Care Products & Services: Total \$	\$2,683,881	\$4,222,944	\$8,684,645
Average Spent	\$915.69	\$955.85	\$982.31
Spending Potential Index	103	108	111
Shelter: Total \$	\$51,435,895	\$81,675,573	\$169,863,658
Average Spent	\$17,548.92	\$18,487.00	\$19,213.17
Spending Potential Index	95	100	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,405,515	\$11,809,699	\$24,649,437
Average Spent	\$2,526.62	\$2,673.09	\$2,788.08
Spending Potential Index	102	108	112
Travel: Total \$	\$6,692,348	\$10,627,789	\$22,166,285
Average Spent	\$2,283.30	\$2,405.57	\$2,507.21
Spending Potential Index	102	107	112
Vehicle Maintenance & Repairs: Total \$	\$3,307,587	\$5,243,805	\$10,875,397
Average Spent	\$1,128.48	\$1,186.92	\$1,230.11
Spending Potential Index	99	104	108

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.