

Cardinal Plaza
1419 E Andrews Ave, Henderson, North Carolina, 27536
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 36.31873
Longitude: -78.38248

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,825	21,618	28,955
2010 Total Population	4,404	20,868	29,089
2021 Total Population	4,470	20,596	28,885
2021 Group Quarters	17	455	624
2026 Total Population	4,445	20,372	28,628
2021-2026 Annual Rate	-0.11%	-0.22%	-0.18%
2021 Total Daytime Population	3,768	22,552	32,237
Workers	805	9,436	14,513
Residents	2,963	13,116	17,724
Household Summary			
2000 Households	1,760	8,178	11,084
2000 Average Household Size	2.68	2.58	2.55
2010 Households	1,624	7,961	11,235
2010 Average Household Size	2.70	2.56	2.53
2021 Households	1,661	7,946	11,276
2021 Average Household Size	2.68	2.53	2.51
2026 Households	1,657	7,882	11,205
2026 Average Household Size	2.67	2.53	2.50
2021-2026 Annual Rate	-0.05%	-0.16%	-0.13%
2010 Families	1,130	5,211	7,516
2010 Average Family Size	3.21	3.15	3.09
2021 Families	1,137	5,104	7,412
2021 Average Family Size	3.21	3.15	3.08
2026 Families	1,129	5,036	7,331
2026 Average Family Size	3.21	3.15	3.08
2021-2026 Annual Rate	-0.14%	-0.27%	-0.22%
Housing Unit Summary			
2000 Housing Units	1,954	8,922	12,049
Owner Occupied Housing Units	44.7%	48.7%	54.4%
Renter Occupied Housing Units	45.4%	43.0%	37.6%
Vacant Housing Units	9.9%	8.3%	8.0%
2010 Housing Units	1,964	9,121	12,662
Owner Occupied Housing Units	37.5%	41.4%	48.1%
Renter Occupied Housing Units	45.2%	45.9%	40.6%
Vacant Housing Units	17.3%	12.7%	11.3%
2021 Housing Units	2,018	9,234	12,840
Owner Occupied Housing Units	33.7%	37.2%	44.1%
Renter Occupied Housing Units	48.6%	48.9%	43.8%
Vacant Housing Units	17.7%	13.9%	12.2%
2026 Housing Units	2,044	9,328	12,981
Owner Occupied Housing Units	33.7%	36.9%	43.8%
Renter Occupied Housing Units	47.4%	47.6%	42.6%
Vacant Housing Units	18.9%	15.5%	13.7%
Median Household Income			
2021	\$30,368	\$33,827	\$37,643
2026	\$31,344	\$35,863	\$40,107
Median Home Value			
2021	\$81,309	\$93,774	\$108,221
2026	\$87,371	\$112,365	\$133,816
Per Capita Income			
2021	\$14,643	\$18,587	\$20,206
2026	\$15,635	\$20,261	\$22,294
Median Age			
2010	34.1	36.6	37.4
2021	35.3	38.0	39.1
2026	36.0	38.8	39.9

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	1,661	7,946	11,276
<\$15,000	22.7%	22.6%	20.2%
\$15,000 - \$24,999	14.9%	14.1%	12.9%
\$25,000 - \$34,999	19.9%	14.6%	13.5%
\$35,000 - \$49,999	15.4%	14.2%	14.7%
\$50,000 - \$74,999	15.2%	17.3%	17.9%
\$75,000 - \$99,999	9.0%	9.4%	11.0%
\$100,000 - \$149,999	2.3%	4.6%	5.7%
\$150,000 - \$199,999	0.0%	1.7%	2.5%
\$200,000+	0.6%	1.5%	1.6%
Average Household Income	\$39,435	\$47,685	\$52,025
2026 Households by Income			
Household Income Base	1,657	7,882	11,205
<\$15,000	21.4%	21.2%	18.7%
\$15,000 - \$24,999	14.7%	13.7%	12.4%
\$25,000 - \$34,999	19.6%	13.9%	12.7%
\$35,000 - \$49,999	16.0%	14.5%	14.7%
\$50,000 - \$74,999	15.4%	17.4%	17.9%
\$75,000 - \$99,999	9.8%	10.4%	12.0%
\$100,000 - \$149,999	2.7%	5.2%	6.5%
\$150,000 - \$199,999	0.0%	2.0%	3.2%
\$200,000+	0.5%	1.6%	1.8%
Average Household Income	\$41,974	\$51,833	\$57,286
2021 Owner Occupied Housing Units by Value			
Total	680	3,432	5,657
<\$50,000	20.9%	16.3%	14.6%
\$50,000 - \$99,999	46.6%	38.5%	32.6%
\$100,000 - \$149,999	20.9%	16.4%	17.0%
\$150,000 - \$199,999	4.0%	13.1%	14.9%
\$200,000 - \$249,999	1.9%	7.4%	9.9%
\$250,000 - \$299,999	3.5%	2.5%	3.4%
\$300,000 - \$399,999	0.0%	3.3%	4.2%
\$400,000 - \$499,999	0.3%	1.4%	2.0%
\$500,000 - \$749,999	0.0%	0.3%	0.6%
\$750,000 - \$999,999	0.0%	0.0%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	2.1%	0.8%	0.5%
Average Home Value	\$134,692	\$137,278	\$149,050
2026 Owner Occupied Housing Units by Value			
Total	688	3,440	5,680
<\$50,000	18.5%	14.9%	13.8%
\$50,000 - \$99,999	42.3%	31.1%	26.3%
\$100,000 - \$149,999	19.6%	16.1%	14.6%
\$150,000 - \$199,999	11.0%	14.4%	16.2%
\$200,000 - \$249,999	1.9%	9.4%	11.7%
\$250,000 - \$299,999	4.4%	4.3%	6.0%
\$300,000 - \$399,999	0.0%	6.7%	7.6%
\$400,000 - \$499,999	0.3%	2.0%	2.8%
\$500,000 - \$749,999	0.0%	0.0%	0.1%
\$750,000 - \$999,999	0.0%	0.0%	0.2%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	2.0%	0.8%	0.5%
Average Home Value	\$145,138	\$157,776	\$168,028

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	4,405	20,870	29,090
0 - 4	9.0%	7.8%	7.4%
5 - 9	7.7%	7.3%	7.2%
10 - 14	7.3%	7.0%	6.9%
15 - 24	14.7%	14.2%	14.1%
25 - 34	12.3%	11.8%	11.4%
35 - 44	12.5%	12.4%	12.7%
45 - 54	13.2%	13.2%	13.5%
55 - 64	11.7%	11.7%	12.2%
65 - 74	6.6%	7.3%	7.6%
75 - 84	3.8%	4.9%	4.8%
85 +	1.1%	2.4%	2.2%
18 +	71.5%	73.3%	73.9%
2021 Population by Age			
Total	4,471	20,595	28,884
0 - 4	8.2%	7.0%	6.6%
5 - 9	8.2%	7.2%	6.9%
10 - 14	7.5%	6.8%	6.6%
15 - 24	12.5%	12.2%	12.1%
25 - 34	13.3%	13.3%	13.1%
35 - 44	11.7%	11.5%	11.4%
45 - 54	11.3%	11.4%	11.7%
55 - 64	11.9%	12.2%	12.8%
65 - 74	9.8%	10.7%	11.1%
75 - 84	4.3%	5.3%	5.4%
85 +	1.4%	2.4%	2.2%
18 +	72.4%	75.2%	76.1%
2026 Population by Age			
Total	4,444	20,373	28,627
0 - 4	8.1%	7.0%	6.5%
5 - 9	7.9%	7.0%	6.7%
10 - 14	7.7%	6.9%	6.8%
15 - 24	12.9%	12.3%	12.1%
25 - 34	12.2%	12.2%	12.0%
35 - 44	11.7%	11.8%	11.8%
45 - 54	11.5%	11.2%	11.4%
55 - 64	11.1%	11.4%	12.1%
65 - 74	10.4%	11.5%	11.7%
75 - 84	5.2%	6.4%	6.7%
85 +	1.4%	2.3%	2.2%
18 +	72.3%	75.2%	76.1%
2010 Population by Sex			
Males	1,993	9,550	13,436
Females	2,411	11,318	15,653
2021 Population by Sex			
Males	2,030	9,501	13,442
Females	2,440	11,095	15,443
2026 Population by Sex			
Males	2,037	9,439	13,373
Females	2,408	10,933	15,255

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2010 Population by Race/Ethnicity			
Total	4,404	20,868	29,090
White Alone	20.5%	31.8%	39.0%
Black Alone	70.3%	60.7%	54.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.1%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.1%	5.2%	4.6%
Two or More Races	1.5%	1.5%	1.4%
Hispanic Origin	12.1%	9.0%	8.1%
Diversity Index	57.8	60.8	62.1
2021 Population by Race/Ethnicity			
Total	4,470	20,596	28,885
White Alone	19.3%	29.0%	35.9%
Black Alone	68.8%	60.8%	54.7%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	0.2%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.3%	6.7%	6.0%
Two or More Races	1.8%	1.8%	1.8%
Hispanic Origin	15.7%	11.6%	10.5%
Diversity Index	62.5	63.9	65.2
2026 Population by Race/Ethnicity			
Total	4,445	20,372	28,628
White Alone	18.5%	27.7%	34.4%
Black Alone	67.8%	60.6%	54.8%
American Indian Alone	0.9%	0.7%	0.7%
Asian Alone	0.2%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.6%	7.7%	7.0%
Two or More Races	2.0%	2.1%	2.0%
Hispanic Origin	17.7%	13.0%	11.8%
Diversity Index	64.9	65.6	66.9
2010 Population by Relationship and Household Type			
Total	4,404	20,868	29,089
In Households	99.6%	97.7%	97.7%
In Family Households	85.8%	81.8%	82.6%
Householder	25.5%	25.1%	25.7%
Spouse	10.4%	12.1%	13.9%
Child	39.1%	35.5%	34.6%
Other relative	7.3%	6.0%	5.5%
Nonrelative	3.5%	3.1%	2.9%
In Nonfamily Households	13.8%	15.9%	15.1%
In Group Quarters	0.4%	2.3%	2.3%
Institutionalized Population	0.0%	1.6%	1.4%
Noninstitutionalized Population	0.4%	0.7%	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	2,846	13,751	19,577
Less than 9th Grade	8.9%	7.0%	6.1%
9th - 12th Grade, No Diploma	15.1%	13.8%	13.0%
High School Graduate	33.8%	32.6%	32.2%
GED/Alternative Credential	7.6%	5.1%	4.7%
Some College, No Degree	19.0%	18.9%	19.1%
Associate Degree	4.8%	8.2%	9.1%
Bachelor's Degree	9.5%	10.6%	10.7%
Graduate/Professional Degree	1.3%	3.9%	5.1%
2021 Population 15+ by Marital Status			
Total	3,404	16,261	23,065
Never Married	49.8%	47.7%	44.0%
Married	34.0%	34.3%	38.0%
Widowed	6.1%	6.9%	6.8%
Divorced	10.1%	11.1%	11.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,847	8,670	12,648
Population 16+ Employed	82.2%	86.7%	88.8%
Population 16+ Unemployment rate	17.8%	13.3%	11.2%
Population 16-24 Employed	17.1%	14.1%	13.3%
Population 16-24 Unemployment rate	28.8%	27.3%	24.8%
Population 25-54 Employed	61.2%	63.5%	62.7%
Population 25-54 Unemployment rate	17.6%	11.4%	9.6%
Population 55-64 Employed	13.4%	14.4%	15.7%
Population 55-64 Unemployment rate	10.9%	10.9%	7.9%
Population 65+ Employed	8.2%	8.1%	8.3%
Population 65+ Unemployment rate	0.8%	2.1%	2.0%
2021 Employed Population 16+ by Industry			
Total	1,519	7,513	11,237
Agriculture/Mining	5.1%	2.5%	2.1%
Construction	3.9%	5.8%	6.0%
Manufacturing	20.4%	18.2%	17.2%
Wholesale Trade	2.8%	2.3%	2.9%
Retail Trade	18.6%	18.8%	17.7%
Transportation/Utilities	4.0%	3.9%	3.6%
Information	0.1%	0.7%	0.8%
Finance/Insurance/Real Estate	2.3%	3.9%	3.9%
Services	37.3%	38.0%	38.5%
Public Administration	5.4%	6.0%	7.2%
2021 Employed Population 16+ by Occupation			
Total	1,521	7,516	11,237
White Collar	36.3%	44.8%	47.9%
Management/Business/Financial	8.3%	9.1%	10.3%
Professional	11.4%	14.4%	15.4%
Sales	7.5%	10.5%	10.5%
Administrative Support	9.2%	10.8%	11.7%
Services	21.8%	18.8%	17.5%
Blue Collar	42.0%	36.5%	34.6%
Farming/Forestry/Fishing	3.0%	1.2%	1.1%
Construction/Extraction	5.1%	6.0%	5.8%
Installation/Maintenance/Repair	0.7%	2.8%	3.3%
Production	18.6%	13.9%	12.7%
Transportation/Material Moving	14.6%	12.5%	11.7%

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2010 Households by Type			
Total	1,624	7,961	11,235
Households with 1 Person	25.2%	29.2%	28.2%
Households with 2+ People	74.8%	70.8%	71.8%
Family Households	69.6%	65.5%	66.9%
Husband-wife Families	28.1%	31.4%	36.2%
With Related Children	12.6%	13.2%	15.0%
Other Family (No Spouse Present)	41.4%	34.0%	30.7%
Other Family with Male Householder	7.5%	6.1%	5.8%
With Related Children	3.9%	3.3%	3.2%
Other Family with Female Householder	34.0%	27.9%	24.9%
With Related Children	23.4%	19.3%	17.1%
Nonfamily Households	5.2%	5.4%	4.9%
All Households with Children	40.6%	36.5%	36.0%
Multigenerational Households	9.4%	7.5%	7.0%
Unmarried Partner Households	8.7%	7.2%	6.9%
Male-female	8.0%	6.6%	6.3%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	1,624	7,960	11,235
1 Person Household	25.2%	29.2%	28.2%
2 Person Household	28.1%	29.5%	30.7%
3 Person Household	20.0%	17.9%	17.9%
4 Person Household	13.0%	12.2%	12.4%
5 Person Household	7.8%	6.6%	6.4%
6 Person Household	3.6%	2.7%	2.7%
7 + Person Household	2.3%	1.9%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	1,624	7,961	11,235
Owner Occupied	45.3%	47.4%	54.2%
Owned with a Mortgage/Loan	23.5%	26.5%	32.0%
Owned Free and Clear	21.9%	20.9%	22.2%
Renter Occupied	54.7%	52.6%	45.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	196	189	184
Percent of Income for Mortgage	11.2%	11.6%	12.1%
Wealth Index	26	35	41
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,964	9,121	12,662
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	93.5%	85.6%	70.2%
Rural Housing Units	6.5%	14.4%	29.8%
2010 Population By Urban/ Rural Status			
Total Population	4,404	20,868	29,089
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	93.2%	84.6%	68.6%
Rural Population	6.8%	15.4%	31.4%

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.

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Top 3 Tapestry Segments			
1.	Modest Income Homes (12D)	Modest Income Homes (12D)	Down the Road (10D)
2.	Down the Road (10D)	Down the Road (10D)	Modest Income Homes (12D)
3.	City Commons (11E)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$1,591,423	\$9,001,482	\$13,777,627
Average Spent	\$958.11	\$1,132.83	\$1,221.85
Spending Potential Index	45	53	58
Education: Total \$	\$1,104,495	\$6,209,579	\$9,480,113
Average Spent	\$664.96	\$781.47	\$840.73
Spending Potential Index	39	45	49
Entertainment/Recreation: Total \$	\$2,325,056	\$13,801,477	\$21,455,924
Average Spent	\$1,399.79	\$1,736.91	\$1,902.80
Spending Potential Index	43	54	59
Food at Home: Total \$	\$4,138,490	\$24,126,235	\$37,252,093
Average Spent	\$2,491.57	\$3,036.27	\$3,303.66
Spending Potential Index	46	56	61
Food Away from Home: Total \$	\$2,808,319	\$16,049,572	\$24,738,464
Average Spent	\$1,690.74	\$2,019.83	\$2,193.90
Spending Potential Index	45	53	58
Health Care: Total \$	\$4,774,401	\$28,290,304	\$44,105,932
Average Spent	\$2,874.41	\$3,560.32	\$3,911.49
Spending Potential Index	46	57	63
HH Furnishings & Equipment: Total \$	\$1,630,782	\$9,454,658	\$14,699,794
Average Spent	\$981.81	\$1,189.86	\$1,303.64
Spending Potential Index	44	53	58
Personal Care Products & Services: Total \$	\$666,219	\$3,798,880	\$5,842,170
Average Spent	\$401.10	\$478.09	\$518.11
Spending Potential Index	45	53	58
Shelter: Total \$	\$14,134,439	\$80,209,228	\$122,474,902
Average Spent	\$8,509.60	\$10,094.29	\$10,861.56
Spending Potential Index	42	50	54
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,643,936	\$9,943,912	\$15,703,990
Average Spent	\$989.73	\$1,251.44	\$1,392.69
Spending Potential Index	41	52	58
Travel: Total \$	\$1,662,090	\$9,664,299	\$15,070,690
Average Spent	\$1,000.66	\$1,216.25	\$1,336.53
Spending Potential Index	40	48	53
Vehicle Maintenance & Repairs: Total \$	\$861,207	\$5,033,544	\$7,789,237
Average Spent	\$518.49	\$633.47	\$690.78
Spending Potential Index	47	57	62

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.