

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			
2010 Total Population	4,181	20,597	28,883
2020 Total Population	3,888	19,169	26,956
2020 Group Quarters	36	391	459
2022 Total Population	3,871	18,741	26,506
2022 Group Quarters	36	391	459
2027 Total Population	3,762	18,271	25,946
2022-2027 Annual Rate	-0.57%	-0.51%	-0.43%
2022 Total Daytime Population	3,248	22,020	31,402
Workers	661	10,119	15,162
Residents	2,587	11,901	16,240
Household Summary			
2010 Households	1,617	7,858	11,136
2010 Average Household Size	2.57	2.56	2.53
2020 Total Households	1,600	7,574	10,817
2020 Average Household Size	2.41	2.48	2.45
2022 Total Households	1,574	7,461	10,703
2022 Average Household Size	2.44	2.46	2.43
2027 Total Households	1,542	7,317	10,551
2027 Average Household Size	2.42	2.44	2.42
2022-2027 Annual Rate	-0.41%	-0.39%	-0.29%
2010 Families	1,126	5,142	7,449
2010 Average Family Size	3.06	3.15	3.09
2022 Total Families	1,066	4,711	6,915
2022 Average Family Size	2.95	3.11	3.04
2027 Total Families	1,040	4,599	6,787
2027 Average Family Size	2.93	3.09	3.02
2022-2027 Annual Rate	-0.49%	-0.48%	-0.37%
Housing Unit Summary			
2000 Housing Units	1,869	8,854	11,972
Owner Occupied Housing Units	45.2%	48.3%	54.2%
Renter Occupied Housing Units	47.6%	43.3%	37.7%
Vacant Housing Units	7.2%	8.5%	8.1%
2010 Housing Units	1,899	9,007	12,564
Owner Occupied Housing Units	37.2%	41.1%	48.0%
Renter Occupied Housing Units	47.9%	46.2%	40.7%
Vacant Housing Units	14.8%	12.8%	11.4%
2020 Housing Units	1,774	8,509	11,973
Vacant Housing Units	9.8%	11.0%	9.7%
2022 Housing Units	1,750	8,393	11,874
Owner Occupied Housing Units	38.5%	40.8%	47.3%
Renter Occupied Housing Units	51.4%	48.1%	42.8%
Vacant Housing Units	10.1%	11.1%	9.9%
2027 Housing Units	1,754	8,404	11,901
Owner Occupied Housing Units	38.0%	40.5%	47.1%
Renter Occupied Housing Units	49.9%	46.6%	41.6%
Vacant Housing Units	12.1%	12.9%	11.3%
Median Household Income			
2022	\$32,627	\$36,499	\$40,909
2027	\$35,288	\$41,422	\$47,160
Median Home Value			
2022	\$83,602	\$95,352	\$111,745
2027	\$88,803	\$112,740	\$144,475
Per Capita Income			
2022	\$16,722	\$21,663	\$23,769
2027	\$18,633	\$24,790	\$27,563
Median Age			
2010	33.6	36.5	37.4
2022	35.5	38.4	39.7
2027	36.3	39.2	40.5

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	1,574	7,461	10,703
<\$15,000	21.1%	21.0%	18.4%
\$15,000 - \$24,999	13.0%	12.7%	11.5%
\$25,000 - \$34,999	19.5%	14.4%	12.9%
\$35,000 - \$49,999	16.8%	14.5%	15.1%
\$50,000 - \$74,999	15.7%	17.4%	17.9%
\$75,000 - \$99,999	10.4%	10.7%	12.2%
\$100,000 - \$149,999	3.0%	5.5%	6.8%
\$150,000 - \$199,999	0.0%	2.1%	3.1%
\$200,000+	0.6%	1.8%	2.0%
Average Household Income	\$43,751	\$53,907	\$59,234
2027 Households by Income			
Household Income Base	1,542	7,317	10,551
<\$15,000	16.8%	17.9%	15.6%
\$15,000 - \$24,999	12.3%	11.5%	10.2%
\$25,000 - \$34,999	20.4%	13.2%	11.4%
\$35,000 - \$49,999	18.3%	14.7%	15.0%
\$50,000 - \$74,999	15.5%	18.4%	18.3%
\$75,000 - \$99,999	12.8%	13.2%	14.6%
\$100,000 - \$149,999	3.4%	6.5%	8.2%
\$150,000 - \$199,999	0.0%	2.8%	4.5%
\$200,000+	0.5%	1.9%	2.3%
Average Household Income	\$48,339	\$61,294	\$68,245
2022 Owner Occupied Housing Units by Value			
Total	674	3,425	5,618
<\$50,000	22.3%	18.8%	17.3%
\$50,000 - \$99,999	41.4%	34.4%	29.5%
\$100,000 - \$149,999	19.3%	14.0%	13.6%
\$150,000 - \$199,999	6.2%	14.8%	15.6%
\$200,000 - \$249,999	2.8%	7.9%	10.5%
\$250,000 - \$299,999	4.7%	3.0%	3.9%
\$300,000 - \$399,999	0.3%	3.1%	4.1%
\$400,000 - \$499,999	0.6%	2.5%	3.6%
\$500,000 - \$749,999	0.0%	0.4%	0.7%
\$750,000 - \$999,999	0.0%	0.1%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	2.5%	1.0%	0.6%
Average Home Value	\$151,259	\$148,380	\$159,630
2027 Owner Occupied Housing Units by Value			
Total	667	3,400	5,602
<\$50,000	19.9%	16.9%	15.2%
\$50,000 - \$99,999	38.8%	30.0%	24.7%
\$100,000 - \$149,999	19.5%	12.2%	11.4%
\$150,000 - \$199,999	6.7%	14.9%	14.8%
\$200,000 - \$249,999	2.7%	8.8%	11.7%
\$250,000 - \$299,999	6.3%	4.0%	5.1%
\$300,000 - \$399,999	0.1%	5.2%	6.6%
\$400,000 - \$499,999	1.3%	5.2%	6.9%
\$500,000 - \$749,999	0.0%	0.6%	1.4%
\$750,000 - \$999,999	0.0%	0.2%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	4.6%	1.9%	1.2%
Average Home Value	\$204,528	\$188,706	\$203,021

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	4,182	20,598	28,879
0 - 4	9.2%	7.8%	7.4%
5 - 9	7.8%	7.3%	7.2%
10 - 14	7.3%	7.0%	6.9%
15 - 24	14.9%	14.2%	14.1%
25 - 34	12.4%	11.8%	11.4%
35 - 44	12.4%	12.5%	12.7%
45 - 54	13.1%	13.1%	13.5%
55 - 64	11.4%	11.6%	12.2%
65 - 74	6.5%	7.3%	7.6%
75 - 84	3.8%	4.9%	4.8%
85 +	1.1%	2.3%	2.2%
18 +	71.2%	73.1%	73.8%
2022 Population by Age			
Total	3,871	18,741	26,508
0 - 4	8.1%	7.0%	6.5%
5 - 9	8.1%	7.2%	6.9%
10 - 14	7.4%	6.8%	6.6%
15 - 24	12.4%	12.0%	11.6%
25 - 34	13.3%	13.0%	12.9%
35 - 44	11.6%	11.5%	11.4%
45 - 54	11.2%	11.4%	11.8%
55 - 64	11.9%	12.1%	12.8%
65 - 74	9.8%	10.6%	11.2%
75 - 84	4.6%	5.7%	5.8%
85 +	1.4%	2.6%	2.4%
18 +	72.6%	75.3%	76.2%
2027 Population by Age			
Total	3,762	18,273	25,947
0 - 4	8.1%	6.9%	6.5%
5 - 9	7.8%	7.0%	6.7%
10 - 14	7.7%	7.0%	6.8%
15 - 24	12.7%	12.1%	11.6%
25 - 34	12.2%	12.0%	11.8%
35 - 44	11.7%	11.7%	11.7%
45 - 54	11.5%	11.3%	11.5%
55 - 64	11.0%	11.2%	12.0%
65 - 74	10.4%	11.4%	11.8%
75 - 84	5.3%	6.7%	7.0%
85 +	1.5%	2.7%	2.5%
18 +	72.4%	75.2%	76.2%
2010 Population by Sex			
Males	1,888	9,402	13,328
Females	2,292	11,195	15,555
2022 Population by Sex			
Males	1,758	8,633	12,327
Females	2,113	10,107	14,180
2027 Population by Sex			
Males	1,726	8,441	12,098
Females	2,036	9,830	13,848

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	4,181	20,598	28,883
White Alone	19.2%	31.0%	38.8%
Black Alone	71.5%	61.4%	54.3%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	0.1%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.3%	5.3%	4.6%
Two or More Races	1.5%	1.5%	1.4%
Hispanic Origin	12.3%	9.0%	8.1%
Diversity Index	56.6	60.2	61.9
2020 Population by Race/Ethnicity			
Total	3,888	19,169	26,956
White Alone	13.7%	24.5%	32.4%
Black Alone	71.9%	62.2%	55.1%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	0.4%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.3%	7.8%	7.0%
Two or More Races	4.1%	4.2%	4.2%
Hispanic Origin	13.2%	11.0%	10.2%
Diversity Index	57.9	63.4	66.0
2022 Population by Race/Ethnicity			
Total	3,871	18,740	26,506
White Alone	13.0%	24.0%	32.0%
Black Alone	72.5%	62.3%	55.2%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	0.4%	0.8%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.3%	8.0%	7.2%
Two or More Races	4.2%	4.4%	4.3%
Hispanic Origin	13.1%	11.1%	10.3%
Diversity Index	57.3	63.5	66.2
2027 Population by Race/Ethnicity			
Total	3,762	18,271	25,946
White Alone	12.2%	23.1%	31.0%
Black Alone	72.2%	62.2%	55.1%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	0.5%	0.9%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.9%	8.5%	7.7%
Two or More Races	4.6%	4.8%	4.8%
Hispanic Origin	13.5%	11.6%	10.6%
Diversity Index	58.0	64.2	66.9
2010 Population by Relationship and Household Type			
Total	4,181	20,597	28,883
In Households	99.6%	97.7%	97.7%
In Family Households	85.9%	81.8%	82.6%
Householder	25.5%	25.1%	25.7%
Spouse	10.1%	11.9%	13.8%
Child	39.4%	35.7%	34.7%
Other relative	7.4%	6.0%	5.5%
Nonrelative	3.5%	3.1%	2.9%
In Nonfamily Households	13.7%	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.

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2022 Population 25+ by Educational Attainment			
Total	2,475	12,547	18,095
Less than 9th Grade	8.0%	6.3%	5.5%
9th - 12th Grade, No Diploma	15.2%	13.2%	12.3%
High School Graduate	34.5%	33.5%	33.1%
GED/Alternative Credential	7.9%	5.2%	4.9%
Some College, No Degree	18.0%	17.9%	17.8%
Associate Degree	5.4%	9.0%	9.9%
Bachelor's Degree	9.8%	10.9%	11.2%
Graduate/Professional Degree	1.3%	4.1%	5.3%
2022 Population 15+ by Marital Status			
Total	2,953	14,798	21,176
Never Married	50.0%	47.3%	43.6%
Married	33.8%	35.0%	39.0%
Widowed	6.3%	7.1%	6.9%
Divorced	9.9%	10.6%	10.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,522	7,682	11,340
Population 16+ Employed	85.9%	89.6%	91.4%
Population 16+ Unemployment rate	14.1%	10.4%	8.6%
Population 16-24 Employed	18.1%	14.8%	13.7%
Population 16-24 Unemployment rate	26.6%	25.3%	22.8%
Population 25-54 Employed	61.3%	63.5%	63.1%
Population 25-54 Unemployment rate	12.7%	8.0%	6.6%
Population 55-64 Employed	13.1%	14.1%	15.4%
Population 55-64 Unemployment rate	6.0%	7.0%	5.0%
Population 65+ Employed	7.4%	7.6%	7.9%
Population 65+ Unemployment rate	0.0%	1.1%	1.3%
2022 Employed Population 16+ by Industry			
Total	1,308	6,880	10,366
Agriculture/Mining	4.3%	2.2%	1.9%
Construction	4.1%	5.7%	6.1%
Manufacturing	19.6%	17.7%	16.6%
Wholesale Trade	3.1%	2.3%	3.0%
Retail Trade	19.0%	19.1%	17.9%
Transportation/Utilities	4.4%	4.3%	3.9%
Information	0.2%	0.8%	0.8%
Finance/Insurance/Real Estate	2.2%	3.7%	3.8%
Services	38.3%	38.4%	39.0%
Public Administration	4.9%	5.8%	6.9%
2022 Employed Population 16+ by Occupation			
Total	1,310	6,879	10,365
White Collar	36.2%	43.8%	47.0%
Management/Business/Financial	7.7%	8.7%	10.1%
Professional	11.4%	13.8%	14.8%
Sales	7.7%	10.5%	10.5%
Administrative Support	9.4%	10.8%	11.6%
Services	21.9%	18.9%	17.6%
Blue Collar	42.0%	37.3%	35.4%
Farming/Forestry/Fishing	2.6%	1.2%	1.1%
Construction/Extraction	5.0%	6.0%	5.9%
Installation/Maintenance/Repair	0.8%	2.8%	3.4%
Production	18.8%	14.3%	12.9%
Transportation/Material Moving	14.8%	13.0%	12.1%

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2010 Households by Type			
Total	1,617	7,859	11,136
Households with 1 Person	25.3%	29.2%	28.2%
Households with 2+ People	74.7%	70.8%	71.8%
Family Households	69.6%	65.4%	66.9%
Husband-wife Families	27.5%	31.1%	36.1%
With Related Children	12.4%	13.1%	15.0%
Other Family (No Spouse Present)	42.2%	34.3%	30.8%
Other Family with Male Householder	7.7%	6.1%	5.8%
With Related Children	4.1%	3.3%	3.2%
Other Family with Female Householder	34.5%	28.2%	25.0%
With Related Children	23.9%	19.5%	17.2%
Nonfamily Households	5.1%	5.4%	4.9%
All Households with Children	41.1%	36.7%	36.1%
Multigenerational Households	9.4%	7.5%	7.0%
Unmarried Partner Households	8.8%	7.3%	6.9%
Male-female	8.0%	6.6%	6.3%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	1,617	7,856	11,134
1 Person Household	25.3%	29.2%	28.2%
2 Person Household	27.9%	29.5%	30.7%
3 Person Household	19.9%	17.8%	17.9%
4 Person Household	13.1%	12.3%	12.4%
5 Person Household	7.9%	6.6%	6.4%
6 Person Household	3.6%	2.7%	2.6%
7 + Person Household	2.4%	1.9%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	1,617	7,858	11,136
Owner Occupied	43.7%	47.1%	54.1%
Owned with a Mortgage/Loan	22.7%	26.4%	32.0%
Owned Free and Clear	21.0%	20.7%	22.1%
Renter Occupied	56.3%	52.9%	45.9%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	169	163	159
Percent of Income for Mortgage	13.5%	13.8%	14.4%
Wealth Index	26	35	42
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,899	9,007	12,564
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	93.4%	88.0%	71.2%
Rural Housing Units	6.6%	12.0%	28.8%
2010 Population By Urban/ Rural Status			
Total Population	4,181	20,597	28,883
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	93.7%	87.5%	69.7%
Rural Population	6.3%	12.5%	30.3%

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 Sincerity (12C)	Small Town Sincerity (12C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$1,671,559	\$9,549,832	\$14,886,843
Average Spent	\$1,061.98	\$1,279.97	\$1,390.90
Spending Potential Index	44	53	58
Education: Total \$	\$1,159,571	\$6,585,389	\$10,248,818
Average Spent	\$736.70	\$882.64	\$957.56
Spending Potential Index	38	45	49
Entertainment/Recreation: Total \$	\$2,443,045	\$14,661,900	\$23,191,276
Average Spent	\$1,552.13	\$1,965.14	\$2,166.80
Spending Potential Index	42	54	59
Food at Home: Total \$	\$4,347,332	\$25,618,852	\$40,238,801
Average Spent	\$2,761.96	\$3,433.70	\$3,759.58
Spending Potential Index	45	55	61
Food Away from Home: Total \$	\$2,949,920	\$17,027,530	\$26,725,148
Average Spent	\$1,874.16	\$2,282.20	\$2,496.98
Spending Potential Index	43	53	58
Health Care: Total \$	\$5,017,570	\$30,056,693	\$47,657,971
Average Spent	\$3,187.78	\$4,028.51	\$4,452.77
Spending Potential Index	45	57	63
HH Furnishings & Equipment: Total \$	\$1,713,515	\$10,032,528	\$15,884,060
Average Spent	\$1,088.64	\$1,344.66	\$1,484.08
Spending Potential Index	42	52	58
Personal Care Products & Services: Total \$	\$699,876	\$4,030,320	\$6,316,683
Average Spent	\$444.65	\$540.18	\$590.18
Spending Potential Index	44	53	58
Shelter: Total \$	\$14,847,354	\$85,090,607	\$132,480,794
Average Spent	\$9,432.88	\$11,404.72	\$12,377.91
Spending Potential Index	41	50	54
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,727,818	\$10,554,039	\$16,989,231
Average Spent	\$1,097.72	\$1,414.56	\$1,587.33
Spending Potential Index	40	52	58
Travel: Total \$	\$1,746,552	\$10,250,003	\$16,306,807
Average Spent	\$1,109.63	\$1,373.81	\$1,523.57
Spending Potential Index	39	48	53
Vehicle Maintenance & Repairs: Total \$	\$904,827	\$5,345,010	\$8,412,627
Average Spent	\$574.86	\$716.39	\$786.01
Spending Potential Index	46	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.