

Edenton Commons  
402 Virginia Rd, Edenton, NC, 27932  
Rings: 5, 10, 20 mile radii

Prepared by WHLR  
Latitude: 36.07549  
Longitude: -76.61481

	5 miles	10 miles	20 miles
<b>Population Summary</b>			
2010 Total Population	9,082	14,290	53,593
2020 Total Population	8,383	13,010	48,291
2020 Group Quarters	278	284	2,067
2022 Total Population	8,301	12,856	47,359
2022 Group Quarters	278	284	2,067
2027 Total Population	8,268	12,738	46,506
2022-2027 Annual Rate	-0.08%	-0.18%	-0.36%
2022 Total Daytime Population	8,771	12,191	41,396
Workers	4,187	5,119	15,869
Residents	4,584	7,072	25,527
<b>Household Summary</b>			
2010 Households	3,719	5,944	21,675
2010 Average Household Size	2.37	2.36	2.39
2020 Total Households	3,583	5,726	20,327
2020 Average Household Size	2.26	2.22	2.27
2022 Total Households	3,560	5,679	20,065
2022 Average Household Size	2.25	2.21	2.26
2027 Total Households	3,579	5,681	19,901
2027 Average Household Size	2.23	2.19	2.23
2022-2027 Annual Rate	0.11%	0.01%	-0.16%
2010 Families	2,491	4,085	14,759
2010 Average Family Size	2.89	2.85	2.90
2022 Total Families	2,305	3,777	13,242
2022 Average Family Size	2.82	2.73	2.81
2027 Total Families	2,307	3,764	13,084
2027 Average Family Size	2.80	2.71	2.78
2022-2027 Annual Rate	0.02%	-0.07%	-0.24%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,757	6,158	23,777
Owner Occupied Housing Units	59.0%	61.6%	62.2%
Renter Occupied Housing Units	31.3%	25.7%	21.3%
Vacant Housing Units	9.7%	12.7%	16.5%
2010 Housing Units	4,363	7,032	26,119
Owner Occupied Housing Units	52.8%	57.2%	59.5%
Renter Occupied Housing Units	32.5%	27.4%	23.5%
Vacant Housing Units	14.8%	15.5%	17.0%
2020 Housing Units	4,286	6,829	25,032
Vacant Housing Units	16.4%	16.2%	18.8%
2022 Housing Units	4,274	6,810	24,900
Owner Occupied Housing Units	51.4%	58.3%	58.7%
Renter Occupied Housing Units	31.9%	25.1%	21.9%
Vacant Housing Units	16.7%	16.6%	19.4%
2027 Housing Units	4,265	6,779	24,669
Owner Occupied Housing Units	52.2%	58.9%	59.2%
Renter Occupied Housing Units	31.7%	24.9%	21.5%
Vacant Housing Units	16.1%	16.2%	19.3%
<b>Median Household Income</b>			
2022	\$52,182	\$54,330	\$48,795
2027	\$56,760	\$61,239	\$54,827
<b>Median Home Value</b>			
2022	\$163,167	\$166,262	\$144,960
2027	\$181,861	\$190,010	\$168,310
<b>Per Capita Income</b>			
2022	\$33,272	\$33,651	\$29,422
2027	\$37,780	\$38,524	\$34,159
<b>Median Age</b>			
2010	44.4	44.6	44.4
2022	46.0	46.8	46.7
2027	46.2	47.1	47.4

**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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<b>2022 Households by Income</b>			
Household Income Base	3,560	5,679	20,065
<\$15,000	13.2%	11.2%	13.6%
\$15,000 - \$24,999	12.5%	12.3%	12.5%
\$25,000 - \$34,999	5.8%	6.5%	9.1%
\$35,000 - \$49,999	16.3%	15.9%	15.7%
\$50,000 - \$74,999	17.4%	17.5%	18.5%
\$75,000 - \$99,999	13.4%	15.6%	12.9%
\$100,000 - \$149,999	14.0%	13.4%	11.0%
\$150,000 - \$199,999	2.1%	3.3%	3.7%
\$200,000+	5.3%	4.4%	3.0%
Average Household Income	\$76,919	\$76,909	\$68,771
<b>2027 Households by Income</b>			
Household Income Base	3,579	5,681	19,901
<\$15,000	9.7%	8.3%	10.6%
\$15,000 - \$24,999	12.2%	11.1%	11.6%
\$25,000 - \$34,999	5.4%	5.4%	7.3%
\$35,000 - \$49,999	16.8%	15.7%	15.5%
\$50,000 - \$74,999	16.8%	17.5%	18.9%
\$75,000 - \$99,999	14.4%	17.6%	14.5%
\$100,000 - \$149,999	16.3%	15.5%	13.6%
\$150,000 - \$199,999	2.2%	3.7%	4.6%
\$200,000+	6.1%	5.2%	3.6%
Average Household Income	\$86,567	\$87,237	\$79,150
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,198	3,970	14,616
<\$50,000	10.1%	10.7%	14.2%
\$50,000 - \$99,999	20.7%	19.3%	21.3%
\$100,000 - \$149,999	15.6%	15.7%	16.1%
\$150,000 - \$199,999	13.6%	13.0%	13.1%
\$200,000 - \$249,999	9.2%	10.8%	9.4%
\$250,000 - \$299,999	6.0%	6.0%	6.6%
\$300,000 - \$399,999	6.2%	6.5%	6.8%
\$400,000 - \$499,999	9.9%	10.3%	5.4%
\$500,000 - \$749,999	3.1%	4.0%	5.1%
\$750,000 - \$999,999	3.3%	2.3%	1.3%
\$1,000,000 - \$1,499,999	2.2%	1.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$241,276	\$231,551	\$203,816
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,228	3,996	14,598
<\$50,000	8.8%	9.3%	12.6%
\$50,000 - \$99,999	18.4%	16.8%	18.9%
\$100,000 - \$149,999	13.8%	13.7%	13.9%
\$150,000 - \$199,999	14.2%	12.8%	12.5%
\$200,000 - \$249,999	9.5%	11.2%	9.8%
\$250,000 - \$299,999	6.8%	7.4%	7.1%
\$300,000 - \$399,999	7.1%	7.8%	8.4%
\$400,000 - \$499,999	11.5%	12.0%	7.1%
\$500,000 - \$749,999	3.5%	4.6%	6.9%
\$750,000 - \$999,999	3.9%	2.7%	1.7%
\$1,000,000 - \$1,499,999	2.6%	1.8%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$263,039	\$256,370	\$234,096

**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.

## Market Profile

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<b>2010 Population by Age</b>			
Total	9,079	14,289	53,594
0 - 4	6.7%	6.2%	5.8%
5 - 9	6.5%	6.2%	5.7%
10 - 14	6.0%	6.2%	6.0%
15 - 24	11.0%	11.1%	11.4%
25 - 34	10.7%	10.3%	10.7%
35 - 44	9.7%	10.3%	11.1%
45 - 54	14.2%	14.7%	14.9%
55 - 64	15.1%	15.6%	15.0%
65 - 74	10.6%	10.6%	10.9%
75 - 84	6.5%	6.1%	6.1%
85 +	3.0%	2.5%	2.5%
18 +	77.0%	77.4%	78.6%
<b>2022 Population by Age</b>			
Total	8,300	12,854	47,359
0 - 4	5.8%	5.4%	5.0%
5 - 9	6.0%	5.7%	5.3%
10 - 14	6.0%	6.1%	5.4%
15 - 24	9.6%	9.6%	9.7%
25 - 34	11.2%	10.9%	11.7%
35 - 44	10.5%	10.7%	11.0%
45 - 54	9.9%	10.6%	11.4%
55 - 64	14.2%	15.1%	15.2%
65 - 74	14.8%	15.3%	14.5%
75 - 84	8.5%	7.8%	8.0%
85 +	3.5%	3.0%	2.8%
18 +	79.0%	79.6%	81.1%
<b>2027 Population by Age</b>			
Total	8,267	12,739	46,505
0 - 4	5.9%	5.4%	4.9%
5 - 9	6.0%	5.6%	5.2%
10 - 14	6.3%	6.2%	5.7%
15 - 24	9.9%	9.8%	9.8%
25 - 34	9.1%	9.1%	10.0%
35 - 44	11.4%	11.4%	11.7%
45 - 54	10.2%	10.7%	11.2%
55 - 64	12.5%	13.4%	13.7%
65 - 74	14.9%	15.5%	15.2%
75 - 84	9.9%	9.5%	9.5%
85 +	3.9%	3.3%	3.1%
18 +	78.3%	79.1%	80.9%
<b>2010 Population by Sex</b>			
Males	4,196	6,734	25,950
Females	4,886	7,556	27,643
<b>2022 Population by Sex</b>			
Males	3,862	6,093	23,139
Females	4,439	6,763	24,220
<b>2027 Population by Sex</b>			
Males	3,854	6,045	22,820
Females	4,414	6,693	23,686

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<b>2010 Population by Race/Ethnicity</b>			
Total	9,082	14,290	53,592
White Alone	52.9%	57.2%	56.1%
Black Alone	43.6%	39.7%	40.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.4%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.4%	1.5%
Two or More Races	1.1%	1.1%	1.2%
Hispanic Origin	2.7%	2.3%	2.5%
Diversity Index	55.4	53.7	54.4
<b>2020 Population by Race/Ethnicity</b>			
Total	8,383	13,010	48,291
White Alone	51.8%	56.5%	56.5%
Black Alone	41.4%	36.9%	37.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.9%	1.6%
Two or More Races	4.2%	4.0%	3.9%
Hispanic Origin	3.5%	3.3%	2.9%
Diversity Index	58.9	57.1	56.6
<b>2022 Population by Race/Ethnicity</b>			
Total	8,301	12,856	47,359
White Alone	51.6%	56.4%	56.4%
Black Alone	41.2%	36.8%	37.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.0%	1.6%
Two or More Races	4.4%	4.2%	4.1%
Hispanic Origin	3.6%	3.4%	3.0%
Diversity Index	59.2	57.4	56.9
<b>2027 Population by Race/Ethnicity</b>			
Total	8,269	12,739	46,506
White Alone	51.2%	55.9%	56.1%
Black Alone	40.9%	36.6%	36.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.4%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.1%	1.7%
Two or More Races	4.9%	4.6%	4.5%
Hispanic Origin	3.7%	3.5%	3.1%
Diversity Index	59.9	58.1	57.4
<b>2010 Population by Relationship and Household Type</b>			
Total	9,082	14,290	53,593
In Households	97.1%	98.1%	96.6%
In Family Households	81.3%	83.3%	81.8%
Householder	27.7%	28.2%	27.6%
Spouse	18.1%	19.5%	19.2%
Child	30.4%	30.3%	29.6%
Other relative	3.2%	3.4%	3.5%
Nonrelative	2.0%	1.9%	1.9%
In Nonfamily Households	15.8%	14.8%	14.8%
In Group Quarters	2.9%	1.9%	3.4%
Institutionalized Population	2.6%	1.7%	3.2%
Noninstitutionalized Population	0.3%	0.2%	0.2%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	6,025	9,421	35,303
Less than 9th Grade	4.2%	4.1%	4.9%
9th - 12th Grade, No Diploma	7.4%	7.4%	8.6%
High School Graduate	27.2%	27.6%	29.4%
GED/Alternative Credential	4.4%	4.4%	6.5%
Some College, No Degree	19.9%	21.3%	20.7%
Associate Degree	11.3%	11.3%	10.9%
Bachelor's Degree	15.6%	14.6%	11.8%
Graduate/Professional Degree	9.9%	9.3%	7.1%
<b>2022 Population 15+ by Marital Status</b>			
Total	6,818	10,652	39,898
Never Married	28.9%	28.3%	28.8%
Married	49.5%	51.8%	50.3%
Widowed	11.3%	10.4%	10.1%
Divorced	10.4%	9.5%	10.9%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,874	6,056	21,347
Population 16+ Employed	95.4%	95.6%	95.8%
Population 16+ Unemployment rate	4.6%	4.3%	4.2%
Population 16-24 Employed	9.0%	9.5%	10.6%
Population 16-24 Unemployment rate	21.0%	18.2%	12.5%
Population 25-54 Employed	58.2%	57.0%	57.1%
Population 25-54 Unemployment rate	3.9%	3.5%	3.6%
Population 55-64 Employed	21.5%	22.1%	22.2%
Population 55-64 Unemployment rate	0.0%	0.5%	1.6%
Population 65+ Employed	11.3%	11.4%	10.1%
Population 65+ Unemployment rate	0.7%	2.2%	3.1%
<b>2022 Employed Population 16+ by Industry</b>			
Total	3,695	5,792	20,461
Agriculture/Mining	0.9%	3.9%	5.4%
Construction	4.9%	4.9%	6.5%
Manufacturing	9.7%	8.9%	12.7%
Wholesale Trade	0.5%	1.5%	1.9%
Retail Trade	11.3%	10.4%	10.8%
Transportation/Utilities	7.5%	7.7%	6.3%
Information	0.5%	0.7%	0.7%
Finance/Insurance/Real Estate	5.3%	4.9%	3.7%
Services	52.3%	49.5%	44.6%
Public Administration	7.2%	7.6%	7.3%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	3,696	5,793	20,460
White Collar	49.3%	49.9%	49.7%
Management/Business/Financial	14.4%	14.1%	14.2%
Professional	19.6%	20.5%	18.0%
Sales	5.7%	5.6%	7.8%
Administrative Support	9.6%	9.6%	9.7%
Services	27.8%	24.1%	19.4%
Blue Collar	23.0%	26.1%	30.9%
Farming/Forestry/Fishing	0.0%	1.4%	1.9%
Construction/Extraction	2.3%	2.9%	5.4%
Installation/Maintenance/Repair	2.6%	3.8%	4.1%
Production	5.8%	4.9%	7.7%
Transportation/Material Moving	12.3%	13.1%	11.8%

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<b>2010 Households by Type</b>			
Total	3,719	5,944	21,675
Households with 1 Person	29.0%	27.6%	28.3%
Households with 2+ People	71.0%	72.4%	71.7%
Family Households	67.0%	68.7%	68.1%
Husband-wife Families	43.8%	47.4%	47.5%
With Related Children	14.4%	16.1%	16.2%
Other Family (No Spouse Present)	23.1%	21.3%	20.6%
Other Family with Male Householder	3.7%	3.8%	4.0%
With Related Children	2.1%	2.1%	2.1%
Other Family with Female Householder	19.5%	17.5%	16.6%
With Related Children	13.8%	12.0%	10.7%
Nonfamily Households	4.0%	3.7%	3.6%
All Households with Children	30.6%	30.5%	29.3%
Multigenerational Households	4.0%	4.0%	4.9%
Unmarried Partner Households	4.8%	4.7%	4.7%
Male-female	4.2%	4.2%	4.2%
Same-sex	0.6%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	3,719	5,945	21,676
1 Person Household	29.0%	27.6%	28.3%
2 Person Household	36.7%	36.9%	36.7%
3 Person Household	15.5%	16.1%	15.8%
4 Person Household	11.7%	12.0%	11.5%
5 Person Household	4.2%	4.5%	4.8%
6 Person Household	2.1%	2.0%	1.8%
7 + Person Household	0.7%	0.9%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,719	5,944	21,675
Owner Occupied	61.9%	67.6%	71.7%
Owned with a Mortgage/Loan	38.6%	40.3%	40.2%
Owned Free and Clear	23.3%	27.3%	31.4%
Renter Occupied	38.1%	32.4%	28.3%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	149	152	155
Percent of Income for Mortgage	16.5%	16.1%	15.7%
Wealth Index	70	70	60
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,363	7,032	26,119
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	54.8%	34.0%	20.5%
Rural Housing Units	45.2%	66.0%	79.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,082	14,290	53,593
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	52.7%	33.5%	22.7%
Rural Population	47.3%	66.5%	77.3%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Rooted Rural (10B)	Rooted Rural (10B)
2.	Southern Satellites (10A)	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Small Town Sincerity (12C)	Midlife Constants (5E)	Small Town Sincerity (12C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,292,652	\$9,896,543	\$31,082,896
Average Spent	\$1,767.60	\$1,742.66	\$1,549.11
Spending Potential Index	73	72	64
Education: Total \$	\$4,277,810	\$6,534,645	\$20,552,996
Average Spent	\$1,201.63	\$1,150.67	\$1,024.32
Spending Potential Index	61	59	52
Entertainment/Recreation: Total \$	\$10,441,372	\$16,957,929	\$53,688,058
Average Spent	\$2,932.97	\$2,986.08	\$2,675.71
Spending Potential Index	80	81	73
Food at Home: Total \$	\$17,944,796	\$29,088,555	\$92,043,214
Average Spent	\$5,040.67	\$5,122.13	\$4,587.25
Spending Potential Index	81	83	74
Food Away from Home: Total \$	\$11,447,944	\$18,275,793	\$57,715,140
Average Spent	\$3,215.71	\$3,218.14	\$2,876.41
Spending Potential Index	75	75	67
Health Care: Total \$	\$21,572,396	\$35,336,136	\$112,012,823
Average Spent	\$6,059.66	\$6,222.25	\$5,582.50
Spending Potential Index	86	88	79
HH Furnishings & Equipment: Total \$	\$6,870,921	\$11,027,565	\$34,926,280
Average Spent	\$1,930.03	\$1,941.81	\$1,740.66
Spending Potential Index	75	76	68
Personal Care Products & Services: Total \$	\$2,648,161	\$4,175,494	\$13,157,046
Average Spent	\$743.87	\$735.25	\$655.72
Spending Potential Index	73	72	64
Shelter: Total \$	\$55,034,826	\$85,585,615	\$268,229,685
Average Spent	\$15,459.22	\$15,070.54	\$13,368.04
Spending Potential Index	68	66	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,852,494	\$12,935,139	\$40,640,118
Average Spent	\$2,205.76	\$2,277.71	\$2,025.42
Spending Potential Index	81	84	75
Travel: Total \$	\$6,903,554	\$10,920,215	\$34,421,010
Average Spent	\$1,939.20	\$1,922.91	\$1,715.48
Spending Potential Index	68	67	60
Vehicle Maintenance & Repairs: Total \$	\$3,782,931	\$6,183,981	\$19,604,999
Average Spent	\$1,062.62	\$1,088.92	\$977.07
Spending Potential Index	84	86	78

**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.