

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
2020 Total Population	4,403	20,352	28,669
2020 Group Quarters	17	448	613
2025 Total Population	4,406	20,209	28,583
2020-2025 Annual Rate	0.01%	-0.14%	-0.06%
2020 Total Daytime Population	3,760	22,169	31,927
Workers	683	8,369	13,116
Residents	3,077	13,800	18,811
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
2020 Households	1,627	7,816	11,147
2020 Average Household Size	2.70	2.55	2.52
2025 Households	1,630	7,774	11,132
2025 Average Household Size	2.69	2.54	2.51
2020-2025 Annual Rate	0.04%	-0.11%	-0.03%
2010 Families	1,130	5,211	7,516
2010 Average Family Size	3.21	3.15	3.09
2020 Families	1,118	5,032	7,344
2020 Average Family Size	3.22	3.16	3.09
2025 Families	1,115	4,979	7,301
2025 Average Family Size	3.23	3.16	3.09
2020-2025 Annual Rate	-0.05%	-0.21%	-0.12%
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%
2020 Housing Units	1,994	9,190	12,779
Owner Occupied Housing Units	31.1%	34.4%	41.4%
Renter Occupied Housing Units	50.5%	50.7%	45.9%
Vacant Housing Units	18.4%	15.0%	12.8%
2025 Housing Units	2,014	9,240	12,873
Owner Occupied Housing Units	30.7%	33.9%	41.0%
Renter Occupied Housing Units	50.1%	50.3%	45.5%
Vacant Housing Units	19.1%	15.9%	13.5%
Median Household Income			
2020	\$25,899	\$27,987	\$32,328
2025	\$26,095	\$28,901	\$34,232
Median Home Value			
2020	\$77,389	\$89,846	\$97,919
2025	\$81,575	\$96,032	\$110,322
Per Capita Income			
2020	\$12,906	\$16,513	\$18,744
2025	\$13,609	\$17,985	\$20,734
Median Age			
2010	34.1	36.6	37.4
2020	34.9	38.1	39.1
2025	35.7	39.0	40.1

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	1,627	7,816	11,147
<\$15,000	26.3%	25.5%	22.2%
\$15,000 - \$24,999	21.9%	19.0%	16.7%
\$25,000 - \$34,999	15.1%	14.8%	14.1%
\$35,000 - \$49,999	16.0%	14.3%	15.0%
\$50,000 - \$74,999	11.6%	13.3%	14.7%
\$75,000 - \$99,999	7.7%	6.8%	8.2%
\$100,000 - \$149,999	1.0%	3.6%	5.4%
\$150,000 - \$199,999	0.1%	1.1%	1.7%
\$200,000+	0.4%	1.6%	2.0%
Average Household Income	\$34,930	\$42,481	\$48,536
2025 Households by Income			
Household Income Base	1,630	7,774	11,132
<\$15,000	25.5%	24.4%	20.9%
\$15,000 - \$24,999	22.3%	19.1%	16.6%
\$25,000 - \$34,999	14.5%	14.0%	13.3%
\$35,000 - \$49,999	16.3%	14.4%	14.9%
\$50,000 - \$74,999	11.9%	14.0%	15.3%
\$75,000 - \$99,999	7.9%	7.1%	8.6%
\$100,000 - \$149,999	1.0%	4.0%	6.1%
\$150,000 - \$199,999	0.1%	1.2%	2.0%
\$200,000+	0.5%	1.9%	2.4%
Average Household Income	\$36,789	\$46,183	\$53,633
2020 Owner Occupied Housing Units by Value			
Total	620	3,160	5,286
<\$50,000	22.4%	18.2%	16.0%
\$50,000 - \$99,999	50.6%	40.0%	35.5%
\$100,000 - \$149,999	19.4%	17.5%	18.5%
\$150,000 - \$199,999	2.9%	10.9%	12.6%
\$200,000 - \$249,999	1.6%	6.6%	8.2%
\$250,000 - \$299,999	2.6%	1.7%	2.4%
\$300,000 - \$399,999	0.0%	3.6%	4.3%
\$400,000 - \$499,999	0.2%	1.0%	1.5%
\$500,000 - \$749,999	0.0%	0.3%	0.7%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	0.2%	0.1%
Average Home Value	\$98,513	\$119,211	\$131,465
2025 Owner Occupied Housing Units by Value			
Total	619	3,128	5,273
<\$50,000	18.6%	14.8%	13.0%
\$50,000 - \$99,999	49.8%	38.3%	33.1%
\$100,000 - \$149,999	21.8%	18.3%	18.8%
\$150,000 - \$199,999	3.6%	12.4%	13.9%
\$200,000 - \$249,999	2.1%	7.9%	9.8%
\$250,000 - \$299,999	3.4%	2.2%	3.0%
\$300,000 - \$399,999	0.0%	4.4%	5.2%
\$400,000 - \$499,999	0.2%	1.2%	1.9%
\$500,000 - \$749,999	0.0%	0.4%	1.0%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	0.3%	0.2%
Average Home Value	\$104,766	\$129,776	\$143,902

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 2020 and 2025 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%
2020 Population by Age			
Total	4,403	20,354	28,671
0 - 4	8.3%	7.1%	6.7%
5 - 9	8.2%	7.3%	6.9%
10 - 14	7.6%	6.9%	6.7%
15 - 24	12.7%	12.3%	12.2%
25 - 34	13.3%	13.0%	12.9%
35 - 44	11.5%	11.3%	11.2%
45 - 54	11.6%	11.8%	12.1%
55 - 64	12.0%	12.3%	12.9%
65 - 74	9.3%	10.3%	10.7%
75 - 84	4.1%	5.3%	5.3%
85 +	1.4%	2.6%	2.4%
18 +	72.0%	75.1%	76.0%
2025 Population by Age			
Total	4,408	20,210	28,584
0 - 4	8.2%	7.0%	6.5%
5 - 9	7.9%	6.9%	6.6%
10 - 14	7.7%	6.9%	6.8%
15 - 24	13.0%	12.3%	12.1%
25 - 34	12.3%	12.2%	11.9%
35 - 44	11.6%	11.5%	11.5%
45 - 54	11.6%	11.4%	11.5%
55 - 64	11.3%	11.7%	12.5%
65 - 74	10.1%	11.2%	11.6%
75 - 84	4.9%	6.3%	6.6%
85 +	1.4%	2.6%	2.4%
18 +	72.0%	75.2%	76.2%
2010 Population by Sex			
Males	1,993	9,550	13,436
Females	2,411	11,318	15,653
2020 Population by Sex			
Males	2,001	9,353	13,308
Females	2,403	10,999	15,361
2025 Population by Sex			
Males	2,022	9,323	13,313
Females	2,384	10,886	15,270

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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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
2020 Population by Race/Ethnicity			
Total	4,403	20,351	28,671
White Alone	19.2%	29.1%	36.1%
Black Alone	69.2%	61.0%	54.8%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	0.2%	1.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.9%	6.4%	5.8%
Two or More Races	1.8%	1.9%	1.8%
Hispanic Origin	15.2%	11.1%	10.0%
Diversity Index	61.7	63.3	64.7
2025 Population by Race/Ethnicity			
Total	4,406	20,209	28,584
White Alone	18.4%	27.7%	34.5%
Black Alone	68.3%	60.8%	54.8%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	0.2%	1.4%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.3%	7.4%	6.6%
Two or More Races	2.0%	2.2%	2.1%
Hispanic Origin	17.0%	12.4%	11.3%
Diversity Index	64.1	65.0	66.4
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	2,784	13,531	19,361
Less than 9th Grade	8.0%	7.4%	6.3%
9th - 12th Grade, No Diploma	16.7%	15.0%	14.1%
High School Graduate	34.6%	31.0%	30.8%
GED/Alternative Credential	6.5%	5.5%	5.1%
Some College, No Degree	15.8%	19.4%	19.6%
Associate Degree	8.9%	8.2%	9.6%
Bachelor's Degree	8.2%	9.0%	9.7%
Graduate/Professional Degree	1.3%	4.5%	4.9%
2020 Population 15+ by Marital Status			
Total	3,342	16,039	22,867
Never Married	50.6%	45.1%	41.9%
Married	32.0%	35.3%	38.9%
Widowed	7.7%	8.6%	8.4%
Divorced	9.7%	11.0%	10.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,667	7,941	11,707
Population 16+ Employed	79.7%	82.6%	84.5%
Population 16+ Unemployment rate	20.2%	17.4%	15.5%
Population 16-24 Employed	18.6%	16.3%	14.7%
Population 16-24 Unemployment rate	30.0%	31.8%	29.2%
Population 25-54 Employed	60.6%	61.4%	62.2%
Population 25-54 Unemployment rate	19.7%	14.8%	13.5%
Population 55-64 Employed	12.4%	14.5%	15.3%
Population 55-64 Unemployment rate	12.7%	12.5%	11.1%
Population 65+ Employed	8.4%	7.8%	7.9%
Population 65+ Unemployment rate	7.4%	7.7%	7.6%
2020 Employed Population 16+ by Industry			
Total	1,329	6,562	9,897
Agriculture/Mining	6.1%	2.9%	2.4%
Construction	3.8%	5.6%	5.9%
Manufacturing	21.9%	19.6%	18.6%
Wholesale Trade	2.8%	2.2%	2.8%
Retail Trade	16.9%	17.0%	16.0%
Transportation/Utilities	3.8%	3.7%	3.4%
Information	0.1%	0.8%	0.9%
Finance/Insurance/Real Estate	2.2%	3.7%	3.7%
Services	37.3%	38.5%	39.3%
Public Administration	5.2%	5.9%	7.1%
2020 Employed Population 16+ by Occupation			
Total	1,329	6,560	9,896
White Collar	35.1%	44.1%	47.2%
Management/Business/Financial	6.4%	7.3%	8.3%
Professional	10.6%	13.4%	14.4%
Sales	7.5%	10.7%	10.6%
Administrative Support	10.5%	12.7%	13.8%
Services	22.2%	19.7%	18.4%
Blue Collar	42.7%	36.2%	34.4%
Farming/Forestry/Fishing	5.2%	2.2%	1.9%
Construction/Extraction	4.9%	5.9%	5.7%
Installation/Maintenance/Repair	0.7%	2.8%	3.5%
Production	21.2%	16.0%	14.6%
Transportation/Material Moving	10.8%	9.3%	8.7%

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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%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	179	164	176
Percent of Income for Mortgage	12.5%	13.4%	12.7%
Wealth Index	24	33	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)	Modest Income Homes (12D)
2.	Down the Road (10D)	Down the Road (10D)	Down the Road (10D)
3.	City Commons (11E)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$1,417,312	\$8,098,211	\$13,056,518
Average Spent	\$871.12	\$1,036.11	\$1,171.30
Spending Potential Index	41	48	55
Education: Total \$	\$1,046,994	\$5,946,459	\$9,551,020
Average Spent	\$643.51	\$760.81	\$856.82
Spending Potential Index	36	43	48
Entertainment/Recreation: Total \$	\$2,076,303	\$12,444,184	\$20,365,671
Average Spent	\$1,276.15	\$1,592.14	\$1,827.01
Spending Potential Index	39	49	56
Food at Home: Total \$	\$3,613,273	\$21,241,710	\$34,519,329
Average Spent	\$2,220.82	\$2,717.72	\$3,096.74
Spending Potential Index	42	51	58
Food Away from Home: Total \$	\$2,482,412	\$14,348,972	\$23,303,499
Average Spent	\$1,525.76	\$1,835.85	\$2,090.56
Spending Potential Index	40	49	55
Health Care: Total \$	\$3,875,687	\$23,105,698	\$37,895,833
Average Spent	\$2,382.11	\$2,956.20	\$3,399.64
Spending Potential Index	41	51	59
HH Furnishings & Equipment: Total \$	\$1,424,993	\$8,292,911	\$13,526,709
Average Spent	\$875.84	\$1,061.02	\$1,213.48
Spending Potential Index	40	49	56
Personal Care Products & Services: Total \$	\$608,553	\$3,479,488	\$5,635,697
Average Spent	\$374.03	\$445.18	\$505.58
Spending Potential Index	41	48	55
Shelter: Total \$	\$12,095,516	\$69,175,477	\$111,113,298
Average Spent	\$7,434.24	\$8,850.50	\$9,968.00
Spending Potential Index	38	46	51
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,502,353	\$9,120,596	\$15,109,697
Average Spent	\$923.39	\$1,166.91	\$1,355.49
Spending Potential Index	39	50	58
Travel: Total \$	\$1,396,074	\$8,243,505	\$13,535,269
Average Spent	\$858.07	\$1,054.70	\$1,214.25
Spending Potential Index	36	44	50
Vehicle Maintenance & Repairs: Total \$	\$786,297	\$4,663,318	\$7,571,056
Average Spent	\$483.28	\$596.64	\$679.20
Spending Potential Index	42	51	59

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.