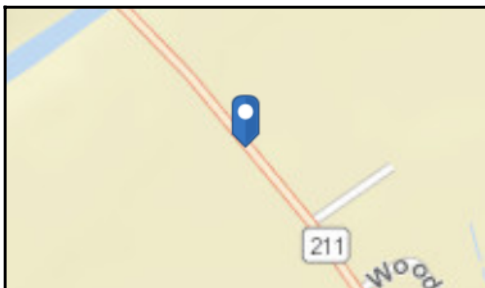
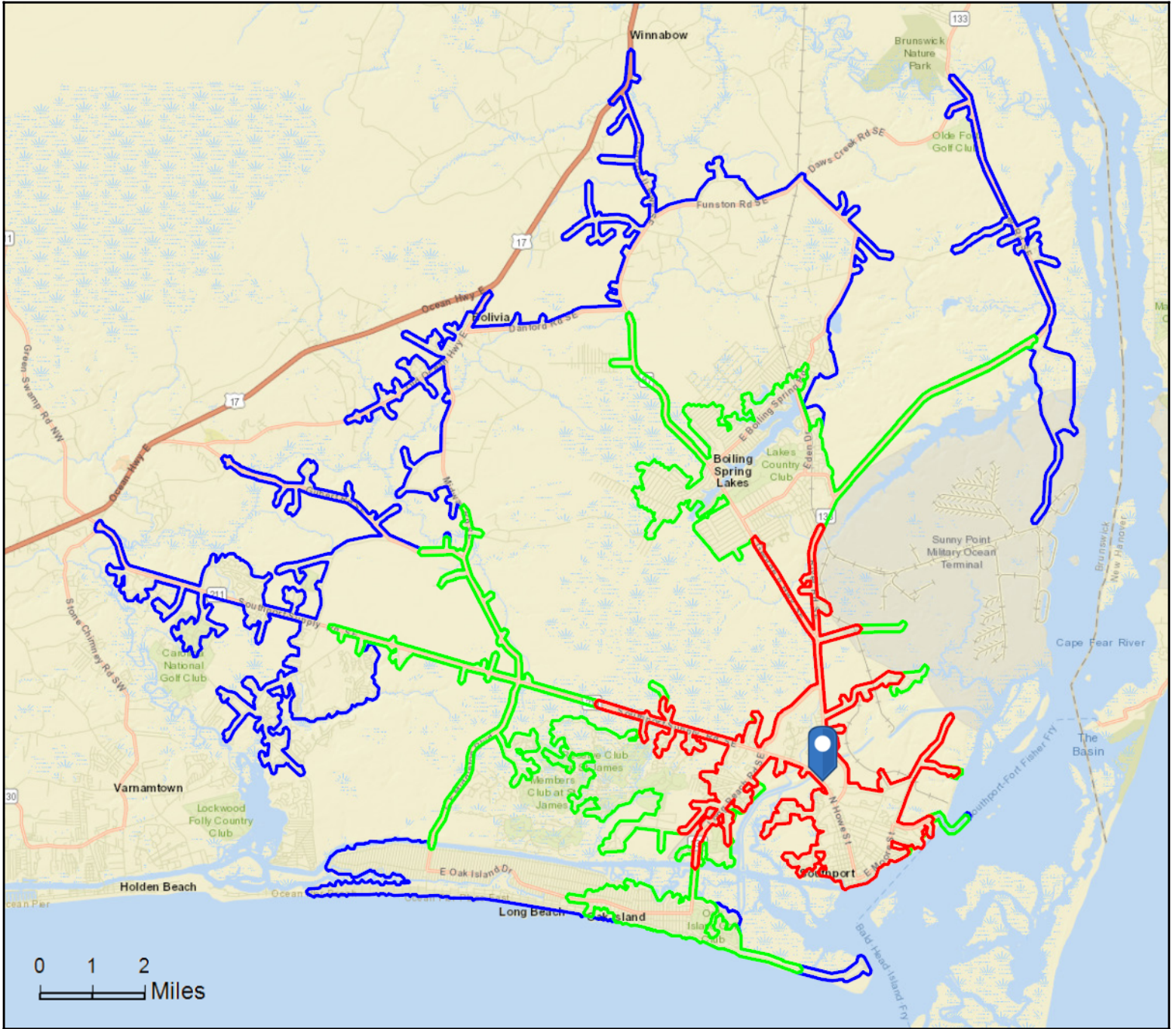


Tidewater Plaza
1675 N Howe St, Southport, North Carolina, 28461
Drive Time: 7, 13, 19 minute radii

Prepared by Esri
Latitude: 33.94451
Longitude: -78.03034





Community Profile

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	7 minutes	13 minutes	19 minutes
Population Summary			
2000 Total Population	3,401	8,216	17,524
2010 Total Population	4,577	12,228	24,931
2019 Total Population	6,097	15,791	32,154
2019 Group Quarters	191	197	345
2024 Total Population	6,906	17,780	36,296
2019-2024 Annual Rate	2.52%	2.40%	2.45%
2019 Total Daytime Population	8,091	15,834	28,895
Workers	4,632	7,387	10,585
Residents	3,459	8,447	18,310
Household Summary			
2000 Households	1,527	3,679	7,656
2000 Average Household Size	2.18	2.21	2.27
2010 Households	2,061	5,457	10,996
2010 Average Household Size	2.13	2.20	2.24
2019 Households	2,774	7,102	14,325
2019 Average Household Size	2.13	2.20	2.22
2024 Households	3,159	8,021	16,217
2024 Average Household Size	2.13	2.19	2.22
2019-2024 Annual Rate	2.63%	2.46%	2.51%
2010 Families	1,284	3,616	7,671
2010 Average Family Size	2.64	2.65	2.62
2019 Families	1,701	4,628	9,855
2019 Average Family Size	2.67	2.66	2.62
2024 Families	1,926	5,199	11,109
2024 Average Family Size	2.68	2.67	2.62
2019-2024 Annual Rate	2.52%	2.35%	2.42%
Housing Unit Summary			
2000 Housing Units	1,894	5,810	12,490
Owner Occupied Housing Units	60.3%	49.4%	49.2%
Renter Occupied Housing Units	20.2%	13.9%	12.1%
Vacant Housing Units	19.4%	36.7%	38.7%
2010 Housing Units	2,849	8,827	18,853
Owner Occupied Housing Units	50.3%	45.6%	44.7%
Renter Occupied Housing Units	22.1%	16.2%	13.6%
Vacant Housing Units	27.7%	38.2%	41.7%
2019 Housing Units	3,839	11,678	24,830
Owner Occupied Housing Units	53.1%	46.6%	45.7%
Renter Occupied Housing Units	19.2%	14.2%	11.9%
Vacant Housing Units	27.7%	39.2%	42.3%
2024 Housing Units	4,349	13,122	28,008
Owner Occupied Housing Units	54.2%	47.3%	46.4%
Renter Occupied Housing Units	18.4%	13.8%	11.5%
Vacant Housing Units	27.4%	38.9%	42.1%
Median Household Income			
2019	\$57,361	\$57,604	\$59,864
2024	\$63,689	\$64,806	\$67,400
Median Home Value			
2019	\$289,375	\$257,154	\$283,200
2024	\$327,193	\$288,854	\$313,894
Per Capita Income			
2019	\$33,945	\$34,453	\$37,507
2024	\$39,132	\$39,864	\$43,159
Median Age			
2010	52.3	50.0	51.9
2019	55.5	53.5	55.6
2024	56.5	54.8	56.8

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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2019 Households by Income			
Household Income Base	2,774	7,102	14,325
<\$15,000	10.3%	9.2%	7.8%
\$15,000 - \$24,999	8.3%	7.1%	7.2%
\$25,000 - \$34,999	7.8%	8.2%	8.0%
\$35,000 - \$49,999	15.0%	16.8%	15.7%
\$50,000 - \$74,999	21.9%	21.6%	22.6%
\$75,000 - \$99,999	15.8%	14.9%	13.2%
\$100,000 - \$149,999	13.0%	13.3%	14.1%
\$150,000 - \$199,999	4.1%	4.8%	5.8%
\$200,000+	3.7%	4.0%	5.6%
Average Household Income	\$74,584	\$76,735	\$83,850
2024 Households by Income			
Household Income Base	3,159	8,021	16,217
<\$15,000	8.0%	7.1%	6.1%
\$15,000 - \$24,999	7.1%	5.9%	5.9%
\$25,000 - \$34,999	6.8%	6.9%	6.6%
\$35,000 - \$49,999	14.0%	15.4%	14.3%
\$50,000 - \$74,999	21.9%	21.5%	22.2%
\$75,000 - \$99,999	16.7%	15.8%	14.0%
\$100,000 - \$149,999	15.1%	15.5%	16.4%
\$150,000 - \$199,999	5.9%	6.9%	7.9%
\$200,000+	4.6%	5.0%	6.6%
Average Household Income	\$85,596	\$88,568	\$96,225
2019 Owner Occupied Housing Units by Value			
Total	2,038	5,439	11,357
<\$50,000	2.2%	2.0%	2.0%
\$50,000 - \$99,999	4.3%	4.8%	4.6%
\$100,000 - \$149,999	5.7%	10.7%	9.1%
\$150,000 - \$199,999	14.1%	16.0%	14.1%
\$200,000 - \$249,999	14.4%	14.9%	12.5%
\$250,000 - \$299,999	11.8%	11.3%	11.5%
\$300,000 - \$399,999	16.9%	14.6%	14.5%
\$400,000 - \$499,999	17.3%	13.4%	15.2%
\$500,000 - \$749,999	9.5%	9.1%	12.7%
\$750,000 - \$999,999	1.6%	1.1%	2.0%
\$1,000,000 - \$1,499,999	2.2%	2.2%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$338,211	\$315,111	\$339,475
2024 Owner Occupied Housing Units by Value			
Total	2,359	6,212	13,008
<\$50,000	1.6%	1.5%	1.6%
\$50,000 - \$99,999	3.1%	3.6%	3.6%
\$100,000 - \$149,999	4.3%	8.6%	7.4%
\$150,000 - \$199,999	11.3%	13.5%	12.0%
\$200,000 - \$249,999	12.8%	13.7%	11.5%
\$250,000 - \$299,999	11.7%	11.6%	11.7%
\$300,000 - \$399,999	19.3%	17.0%	16.3%
\$400,000 - \$499,999	20.4%	15.8%	17.5%
\$500,000 - \$749,999	11.2%	10.7%	14.3%
\$750,000 - \$999,999	1.8%	1.2%	2.3%
\$1,000,000 - \$1,499,999	2.5%	2.6%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$365,363	\$342,018	\$363,134

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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	7 minutes	13 minutes	19 minutes
2010 Population by Age			
Total	4,577	12,224	24,931
0 - 4	4.1%	4.4%	4.2%
5 - 9	4.6%	4.9%	4.4%
10 - 14	4.6%	4.9%	4.6%
15 - 24	8.1%	8.5%	8.3%
25 - 34	9.0%	9.5%	8.7%
35 - 44	10.0%	11.2%	10.7%
45 - 54	13.5%	13.8%	13.7%
55 - 64	19.1%	19.2%	20.9%
65 - 74	14.6%	14.5%	16.7%
75 - 84	7.7%	6.5%	5.9%
85 +	4.6%	2.6%	1.9%
18 +	83.9%	82.6%	83.9%
2019 Population by Age			
Total	6,097	15,789	32,156
0 - 4	3.7%	4.0%	3.7%
5 - 9	4.1%	4.4%	4.1%
10 - 14	4.1%	4.4%	4.2%
15 - 24	7.6%	7.9%	7.5%
25 - 34	9.0%	9.4%	8.7%
35 - 44	9.1%	9.8%	9.4%
45 - 54	11.5%	12.0%	11.6%
55 - 64	18.7%	18.1%	18.8%
65 - 74	18.7%	19.2%	22.2%
75 - 84	8.8%	7.9%	7.8%
85 +	4.7%	3.0%	2.2%
18 +	85.7%	84.7%	85.6%
2024 Population by Age			
Total	6,905	17,780	36,298
0 - 4	3.7%	3.9%	3.6%
5 - 9	4.0%	4.3%	3.9%
10 - 14	4.1%	4.4%	4.2%
15 - 24	7.1%	7.5%	7.2%
25 - 34	8.8%	9.1%	8.2%
35 - 44	9.2%	9.8%	9.4%
45 - 54	10.8%	11.2%	10.8%
55 - 64	17.4%	16.7%	16.4%
65 - 74	19.6%	19.7%	22.2%
75 - 84	10.6%	10.2%	11.4%
85 +	4.6%	3.2%	2.5%
18 +	85.9%	84.7%	85.6%
2010 Population by Sex			
Males	2,179	5,962	12,265
Females	2,398	6,266	12,666
2019 Population by Sex			
Males	2,952	7,790	15,967
Females	3,144	8,001	16,187
2024 Population by Sex			
Males	3,369	8,826	18,078
Females	3,537	8,953	18,218

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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2010 Population by Race/Ethnicity			
Total	4,575	12,227	24,931
White Alone	84.2%	89.0%	90.1%
Black Alone	11.8%	7.1%	6.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.4%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.1%	0.9%
Two or More Races	1.9%	1.8%	1.6%
Hispanic Origin	3.5%	2.9%	2.4%
Diversity Index	32.7	24.8	22.2
2019 Population by Race/Ethnicity			
Total	6,096	15,790	32,155
White Alone	81.1%	86.3%	87.3%
Black Alone	13.2%	8.0%	7.8%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	0.8%	1.1%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.4%	1.1%
Two or More Races	2.9%	2.6%	2.3%
Hispanic Origin	4.0%	3.4%	2.8%
Diversity Index	37.7	29.7	27.3
2024 Population by Race/Ethnicity			
Total	6,904	17,778	36,295
White Alone	79.7%	85.2%	86.3%
Black Alone	13.9%	8.4%	8.3%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	0.9%	1.3%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.5%	1.2%
Two or More Races	3.2%	3.0%	2.6%
Hispanic Origin	4.4%	3.7%	3.1%
Diversity Index	40.1	32.0	29.3
2010 Population by Relationship and Household Type			
Total	4,577	12,228	24,931
In Households	95.8%	98.4%	98.7%
In Family Households	75.8%	80.2%	82.4%
Householder	27.9%	29.4%	31.0%
Spouse	21.6%	23.5%	25.5%
Child	21.7%	22.9%	21.5%
Other relative	2.8%	2.5%	2.6%
Nonrelative	1.7%	1.9%	1.9%
In Nonfamily Households	20.0%	18.2%	16.3%
In Group Quarters	4.2%	1.6%	1.3%
Institutionalized Population	4.2%	1.6%	1.2%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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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2019 Population 25+ by Educational Attainment			
Total	4,908	12,526	25,902
Less than 9th Grade	1.8%	1.7%	1.7%
9th - 12th Grade, No Diploma	4.6%	5.5%	5.6%
High School Graduate	23.8%	20.1%	18.7%
GED/Alternative Credential	2.3%	2.9%	3.0%
Some College, No Degree	23.5%	24.6%	23.6%
Associate Degree	11.8%	11.2%	9.9%
Bachelor's Degree	21.3%	22.4%	23.8%
Graduate/Professional Degree	11.0%	11.6%	13.6%
2019 Population 15+ by Marital Status			
Total	5,367	13,779	28,307
Never Married	19.5%	19.1%	17.7%
Married	54.2%	60.4%	64.6%
Widowed	9.6%	7.0%	6.1%
Divorced	16.7%	13.5%	11.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	96.8%	96.2%
Civilian Unemployed (Unemployment Rate)	3.4%	3.2%	3.8%
2019 Employed Population 16+ by Industry			
Total	2,662	7,410	13,889
Agriculture/Mining	0.6%	1.6%	1.0%
Construction	13.0%	13.1%	12.9%
Manufacturing	7.9%	5.0%	5.3%
Wholesale Trade	0.5%	0.7%	0.7%
Retail Trade	8.2%	10.4%	12.2%
Transportation/Utilities	10.7%	9.3%	8.5%
Information	1.1%	1.1%	0.8%
Finance/Insurance/Real Estate	6.5%	5.9%	6.4%
Services	50.3%	49.6%	48.4%
Public Administration	1.2%	3.3%	3.7%
2019 Employed Population 16+ by Occupation			
Total	2,662	7,409	13,890
White Collar	57.1%	56.0%	56.2%
Management/Business/Financial	12.8%	12.6%	11.9%
Professional	22.8%	21.9%	20.4%
Sales	13.1%	12.1%	12.9%
Administrative Support	8.4%	9.5%	10.9%
Services	18.1%	20.3%	20.1%
Blue Collar	24.8%	23.7%	23.7%
Farming/Forestry/Fishing	0.1%	0.9%	0.7%
Construction/Extraction	9.9%	9.6%	9.4%
Installation/Maintenance/Repair	5.5%	4.2%	4.4%
Production	3.9%	4.7%	5.0%
Transportation/Material Moving	5.4%	4.3%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	4,577	12,228	24,931
Population Inside Urbanized Area	0.0%	0.0%	0.2%
Population Inside Urbanized Cluster	77.7%	77.8%	70.2%
Rural Population	22.3%	22.2%	29.6%

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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2010 Households by Type			
Total	2,061	5,457	10,996
Households with 1 Person	32.5%	27.8%	24.8%
Households with 2+ People	67.5%	72.2%	75.2%
Family Households	62.3%	66.3%	69.8%
Husband-wife Families	48.2%	52.9%	57.4%
With Related Children	11.7%	13.7%	12.8%
Other Family (No Spouse Present)	14.1%	13.4%	12.4%
Other Family with Male Householder	4.0%	3.7%	3.7%
With Related Children	2.0%	2.2%	2.2%
Other Family with Female Householder	10.1%	9.7%	8.7%
With Related Children	6.3%	6.5%	5.6%
Nonfamily Households	5.2%	5.9%	5.5%
All Households with Children	20.5%	22.8%	20.9%
Multigenerational Households	2.7%	2.8%	2.8%
Unmarried Partner Households	5.3%	6.0%	5.7%
Male-female	4.7%	5.3%	5.0%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	2,060	5,457	10,997
1 Person Household	32.5%	27.8%	24.8%
2 Person Household	41.7%	44.5%	48.9%
3 Person Household	12.9%	13.3%	13.0%
4 Person Household	8.4%	9.3%	8.5%
5 Person Household	2.9%	3.5%	3.2%
6 Person Household	1.1%	1.2%	1.2%
7 + Person Household	0.5%	0.5%	0.5%
2010 Households by Tenure and Mortgage Status			
Total	2,061	5,457	10,996
Owner Occupied	69.5%	73.7%	76.6%
Owned with a Mortgage/Loan	46.1%	50.4%	52.0%
Owned Free and Clear	23.4%	23.3%	24.6%
Renter Occupied	30.5%	26.3%	23.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,849	8,827	18,853
Housing Units Inside Urbanized Area	0.0%	0.0%	0.1%
Housing Units Inside Urbanized Cluster	80.2%	78.6%	77.8%
Rural Housing Units	19.8%	21.4%	22.1%

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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Top 3 Tapestry Segments			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Rural Resort Dwellers (6E)
2.	Silver & Gold (9A)	Senior Escapes (9D)	Silver & Gold (9A)
3.	Senior Escapes (9D)	The Great Outdoors (6C)	Southern Satellites (10A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,924,554	\$12,965,628	\$28,327,403
Average Spent	\$1,775.25	\$1,825.63	\$1,977.48
Spending Potential Index	83	85	92
Education: Total \$	\$3,349,916	\$8,663,615	\$18,434,619
Average Spent	\$1,207.61	\$1,219.88	\$1,286.88
Spending Potential Index	76	77	81
Entertainment/Recreation: Total \$	\$8,007,520	\$21,326,895	\$47,879,624
Average Spent	\$2,886.63	\$3,002.94	\$3,342.38
Spending Potential Index	88	92	102
Food at Home: Total \$	\$12,554,099	\$33,403,415	\$74,571,644
Average Spent	\$4,525.63	\$4,703.38	\$5,205.70
Spending Potential Index	87	91	101
Food Away from Home: Total \$	\$8,555,559	\$22,611,613	\$49,693,040
Average Spent	\$3,084.20	\$3,183.84	\$3,468.97
Spending Potential Index	84	87	94
Health Care: Total \$	\$15,360,206	\$40,707,354	\$92,164,814
Average Spent	\$5,537.20	\$5,731.82	\$6,433.84
Spending Potential Index	93	97	108
HH Furnishings & Equipment: Total \$	\$5,100,700	\$13,482,803	\$29,645,899
Average Spent	\$1,838.75	\$1,898.45	\$2,069.52
Spending Potential Index	86	89	97
Personal Care Products & Services: Total \$	\$2,128,813	\$5,557,571	\$12,115,070
Average Spent	\$767.42	\$782.54	\$845.73
Spending Potential Index	87	88	95
Shelter: Total \$	\$42,787,536	\$112,330,850	\$243,421,819
Average Spent	\$15,424.49	\$15,816.79	\$16,992.80
Spending Potential Index	83	85	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,332,248	\$16,487,013	\$36,728,417
Average Spent	\$2,282.71	\$2,321.46	\$2,563.94
Spending Potential Index	92	94	103
Travel: Total \$	\$5,413,007	\$14,207,840	\$31,133,932
Average Spent	\$1,951.34	\$2,000.54	\$2,173.40
Spending Potential Index	87	89	97
Vehicle Maintenance & Repairs: Total \$	\$2,781,392	\$7,407,794	\$16,497,434
Average Spent	\$1,002.66	\$1,043.06	\$1,151.65
Spending Potential Index	88	91	101

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.