



Lat: 36.37609 Long: -77.94234 Zoom: 57.78 mi
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Berkeley Mall

Goldsboro, NC 27534-3474

April 2017

COMPLETE PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.3768/-77.9424

RFULL9

Berkeley Mall	10 mi radius		15 mi radius		20 mi radius	
Goldsboro, NC 27534-3474						
Population						
Estimated Population (2016)	99,344		139,259		197,925	
Projected Population (2021)	97,656		137,784		197,403	
Census Population (2010)	98,171		137,680		195,525	
Census Population (2000)	92,975		126,931		179,275	
Projected Annual Growth (2016-2021)	-1,688	-0.3%	-1,476	-0.2%	-523	-0.1%
Historical Annual Growth (2010-2016)	1,173	0.2%	1,579	0.2%	2,400	0.2%
Historical Annual Growth (2000-2010)	5,196	0.6%	10,749	0.8%	16,250	0.9%
Estimated Population Density (2016)	316 <i>psm</i>		197 <i>psm</i>		158 <i>psm</i>	
Trade Area Size	314.0 <i>sq mi</i>		706.8 <i>sq mi</i>		1,256.5 <i>sq mi</i>	
Households						
Estimated Households (2016)	40,146		55,904		78,789	
Projected Households (2021)	41,227		57,605		81,283	
Census Households (2010)	38,492		53,661		75,738	
Census Households (2000)	34,837		47,900		67,779	
Projected Annual Growth (2016-2021)	1,081	0.5%	1,702	0.6%	2,494	0.6%
Historical Annual Change (2000-2016)	5,308	1.0%	8,004	1.0%	11,010	1.0%
Average Household Income						
Estimated Average Household Income (2016)	\$56,733		\$55,906		\$55,157	
Projected Average Household Income (2021)	\$65,331		\$63,909		\$62,790	
Census Average Household Income (2010)	\$49,867		\$49,281		\$48,852	
Census Average Household Income (2000)	\$44,490		\$43,582		\$43,222	
Projected Annual Change (2016-2021)	\$8,598	3.0%	\$8,004	2.9%	\$7,633	2.8%
Historical Annual Change (2000-2016)	\$12,243	1.7%	\$12,323	1.8%	\$11,935	1.7%
Median Household Income						
Estimated Median Household Income (2016)	\$44,618		\$44,232		\$43,883	
Projected Median Household Income (2021)	\$48,930		\$48,463		\$48,004	
Census Median Household Income (2010)	\$41,770		\$41,522		\$41,060	
Census Median Household Income (2000)	\$35,413		\$34,880		\$34,923	
Projected Annual Change (2016-2021)	\$4,312	1.9%	\$4,231	1.9%	\$4,122	1.9%
Historical Annual Change (2000-2016)	\$9,204	1.6%	\$9,352	1.7%	\$8,959	1.6%
Per Capita Income						
Estimated Per Capita Income (2016)	\$23,264		\$22,715		\$22,226	
Projected Per Capita Income (2021)	\$27,924		\$26,995		\$26,125	
Census Per Capita Income (2010)	\$19,552		\$19,207		\$18,923	
Census Per Capita Income (2000)	\$16,589		\$16,378		\$16,296	
Projected Annual Change (2016-2021)	\$4,660	4.0%	\$4,280	3.8%	\$3,899	3.5%
Historical Annual Change (2000-2016)	\$6,675	2.5%	\$6,337	2.4%	\$5,930	2.3%
Estimated Average Household Net Worth (2016)	\$306,585		\$294,311		\$285,694	

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Lat/Lon: 35.3768/-77.9424

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Berkeley Mall		10 mi radius		15 mi radius		20 mi radius	
Goldsboro, NC 27534-3474							
Race and Ethnicity							
Total Population (2016)		99,344		139,259		197,925	
White (2016)		54,100	54.5%	80,130	57.5%	118,558	59.9%
Black or African American (2016)		35,352	35.6%	44,147	31.7%	56,960	28.8%
American Indian or Alaska Native (2016)		352	0.4%	567	0.4%	853	0.4%
Asian (2016)		1,834	1.8%	2,043	1.5%	2,451	1.2%
Hawaiian or Pacific Islander (2016)		63	0.1%	86	0.1%	142	0.1%
Other Race (2016)		5,143	5.2%	9,002	6.5%	14,713	7.4%
Two or More Races (2016)		2,500	2.5%	3,284	2.4%	4,249	2.1%
Population < 18 (2016)		23,662	23.8%	33,127	23.8%	46,694	23.6%
White Not Hispanic		9,846	41.6%	14,526	43.8%	21,258	45.5%
Black or African American		8,927	37.7%	10,919	33.0%	13,942	29.9%
Asian		405	1.7%	469	1.4%	603	1.3%
Other Race Not Hispanic		1,091	4.6%	1,392	4.2%	1,761	3.8%
Hispanic		3,392	14.3%	5,821	17.6%	9,130	19.6%
Not Hispanic or Latino Population (2016)		90,258	90.9%	124,059	89.1%	174,299	88.1%
Not Hispanic White		51,184	56.7%	75,457	60.8%	111,778	64.1%
Not Hispanic Black or African American		34,970	38.7%	43,627	35.2%	56,287	32.3%
Not Hispanic American Indian or Alaska Native		246	0.3%	381	0.3%	560	0.3%
Not Hispanic Asian		1,818	2.0%	2,002	1.6%	2,375	1.4%
Not Hispanic Hawaiian or Pacific Islander		45	-	52	-	79	-
Not Hispanic Other Race		92	0.1%	128	0.1%	223	0.1%
Not Hispanic Two or More Races		1,903	2.1%	2,412	1.9%	2,998	1.7%
Hispanic or Latino Population (2016)		9,086	9.1%	15,200	10.9%	23,626	11.9%
Hispanic White		2,916	32.1%	4,673	30.7%	6,780	28.7%
Hispanic Black or African American		382	4.2%	520	3.4%	673	2.8%
Hispanic American Indian or Alaska Native		106	1.2%	186	1.2%	293	1.2%
Hispanic Asian		16	0.2%	41	0.3%	76	0.3%
Hispanic Hawaiian or Pacific Islander		18	0.2%	33	0.2%	63	0.3%
Hispanic Other Race		5,051	55.6%	8,874	58.4%	14,490	61.3%
Hispanic Two or More Races		597	6.6%	872	5.7%	1,251	5.3%
Not Hispanic or Latino Population (2010)		89,835	91.5%	123,714	89.9%	173,757	88.9%
Hispanic or Latino Population (2010)		8,336	8.5%	13,966	10.1%	21,768	11.1%
Not Hispanic or Latino Population (2000)		88,840	95.6%	120,500	94.9%	168,756	94.1%
Hispanic or Latino Population (2000)		4,134	4.4%	6,431	5.1%	10,518	5.9%
Not Hispanic or Latino Population (2021)		87,690	89.8%	121,063	87.9%	171,471	86.9%
Hispanic or Latino Population (2021)		9,966	10.2%	16,721	12.1%	25,932	13.1%
Projected Annual Growth (2016-2021)		880	1.9%	1,521	2.0%	2,306	2.0%
Historical Annual Growth (2000-2010)		4,202	10.2%	7,534	11.7%	11,249	10.7%

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COMPLETE PROFILE

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RFULL9

Berkeley Mall

Goldsboro, NC 27534-3474

10 mi radius 15 mi radius 20 mi radius

Total Age Distribution (2016)

	10 mi radius	15 mi radius	20 mi radius
Total Population	99,344	139,259	197,925
Age Under 5 Years	6,805 6.9%	9,290 6.7%	12,588 6.4%
Age 5 to 9 Years	6,638 6.7%	9,314 6.7%	13,154 6.6%
Age 10 to 14 Years	6,473 6.5%	9,238 6.6%	13,187 6.7%
Age 15 to 19 Years	6,270 6.3%	9,000 6.5%	12,971 6.6%
Age 20 to 24 Years	7,561 7.6%	10,258 7.4%	14,014 7.1%
Age 25 to 29 Years	7,166 7.2%	9,640 6.9%	13,016 6.6%
Age 30 to 34 Years	6,334 6.4%	8,745 6.3%	12,123 6.1%
Age 35 to 39 Years	5,701 5.7%	8,157 5.9%	11,769 5.9%
Age 40 to 44 Years	5,837 5.9%	8,271 5.9%	11,885 6.0%
Age 45 to 49 Years	5,930 6.0%	8,467 6.1%	12,223 6.2%
Age 50 to 54 Years	6,489 6.5%	9,199 6.6%	13,444 6.8%
Age 55 to 59 Years	6,771 6.8%	9,545 6.9%	13,786 7.0%
Age 60 to 64 Years	6,068 6.1%	8,628 6.2%	12,502 6.3%
Age 65 to 69 Years	4,972 5.0%	7,146 5.1%	10,509 5.3%
Age 70 to 74 Years	3,834 3.9%	5,348 3.8%	7,908 4.0%
Age 75 to 79 Years	2,892 2.9%	3,957 2.8%	5,662 2.9%
Age 80 to 84 Years	1,906 1.9%	2,644 1.9%	3,755 1.9%
Age 85 Years or Over	1,698 1.7%	2,411 1.7%	3,429 1.7%
Median Age	37.0	37.3	37.9
Age 19 Years or Less	26,186 26.4%	36,842 26.5%	51,900 26.2%
Age 20 to 64 Years	57,856 58.2%	80,910 58.1%	114,763 58.0%
Age 65 Years or Over	15,302 15.4%	21,507 15.4%	31,263 15.8%

Female Age Distribution (2016)

	10 mi radius	15 mi radius	20 mi radius
Female Population	50,667 51.0%	70,799 50.8%	100,277 50.7%
Age Under 5 Years	3,322 6.6%	4,511 6.4%	6,171 6.2%
Age 5 to 9 Years	3,184 6.3%	4,466 6.3%	6,265 6.2%
Age 10 to 14 Years	3,124 6.2%	4,474 6.3%	6,381 6.4%
Age 15 to 19 Years	2,995 5.9%	4,306 6.1%	6,195 6.2%
Age 20 to 24 Years	3,495 6.9%	4,762 6.7%	6,505 6.5%
Age 25 to 29 Years	3,536 7.0%	4,734 6.7%	6,331 6.3%
Age 30 to 34 Years	3,206 6.3%	4,379 6.2%	6,015 6.0%
Age 35 to 39 Years	2,902 5.7%	4,163 5.9%	5,937 5.9%
Age 40 to 44 Years	2,991 5.9%	4,190 5.9%	5,975 6.0%
Age 45 to 49 Years	2,903 5.7%	4,123 5.8%	5,961 5.9%
Age 50 to 54 Years	3,363 6.6%	4,754 6.7%	6,933 6.9%
Age 55 to 59 Years	3,518 6.9%	4,929 7.0%	7,076 7.1%
Age 60 to 64 Years	3,203 6.3%	4,528 6.4%	6,527 6.5%
Age 65 to 69 Years	2,735 5.4%	3,877 5.5%	5,643 5.6%
Age 70 to 74 Years	2,114 4.2%	2,957 4.2%	4,359 4.3%
Age 75 to 79 Years	1,684 3.3%	2,298 3.2%	3,258 3.2%
Age 80 to 84 Years	1,207 2.4%	1,674 2.4%	2,345 2.3%
Age 85 Years or Over	1,185 2.3%	1,673 2.4%	2,401 2.4%
Female Median Age	39.1	39.3	39.8
Age 19 Years or Less	12,626 24.9%	17,758 25.1%	25,012 24.9%
Age 20 to 64 Years	29,117 57.5%	40,562 57.3%	57,259 57.1%
Age 65 Years or Over	8,924 17.6%	12,479 17.6%	18,006 18.0%

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RFULL9

Berkeley Mall

Goldsboro, NC 27534-3474

10 mi radius 15 mi radius 20 mi radius

Male Age Distribution (2016)

	10 mi radius	15 mi radius	20 mi radius
Male Population	48,677 49.0%	68,461 49.2%	97,649 49.3%
Age Under 5 Years	3,484 7.2%	4,779 7.0%	6,417 6.6%
Age 5 to 9 Years	3,454 7.1%	4,848 7.1%	6,888 7.1%
Age 10 to 14 Years	3,348 6.9%	4,764 7.0%	6,806 7.0%
Age 15 to 19 Years	3,274 6.7%	4,694 6.9%	6,776 6.9%
Age 20 to 24 Years	4,066 8.4%	5,496 8.0%	7,509 7.7%
Age 25 to 29 Years	3,630 7.5%	4,905 7.2%	6,686 6.8%
Age 30 to 34 Years	3,127 6.4%	4,366 6.4%	6,109 6.3%
Age 35 to 39 Years	2,799 5.8%	3,994 5.8%	5,833 6.0%
Age 40 to 44 Years	2,846 5.8%	4,082 6.0%	5,910 6.1%
Age 45 to 49 Years	3,027 6.2%	4,344 6.3%	6,261 6.4%
Age 50 to 54 Years	3,126 6.4%	4,445 6.5%	6,511 6.7%
Age 55 to 59 Years	3,253 6.7%	4,616 6.7%	6,711 6.9%
Age 60 to 64 Years	2,865 5.9%	4,101 6.0%	5,975 6.1%
Age 65 to 69 Years	2,237 4.6%	3,269 4.8%	4,866 5.0%
Age 70 to 74 Years	1,720 3.5%	2,391 3.5%	3,548 3.6%
Age 75 to 79 Years	1,208 2.5%	1,659 2.4%	2,404 2.5%
Age 80 to 84 Years	699 1.4%	970 1.4%	1,411 1.4%
Age 85 Years or Over	513 1.1%	738 1.1%	1,028 1.1%
Male Median Age	34.8	35.2	35.9
Age 19 Years or Less	13,560 27.9%	19,085 27.9%	26,888 27.5%
Age 20 to 64 Years	28,739 59.0%	40,348 58.9%	57,503 58.9%
Age 65 Years or Over	6,378 13.1%	9,028 13.2%	13,258 13.6%

Males per 100 Females (2016)

	10 mi radius	15 mi radius	20 mi radius
Overall Comparison	96	97	97
Age Under 5 Years	105 51.2%	106 51.4%	104 51.0%
Age 5 to 9 Years	108 52.0%	109 52.0%	110 52.4%
Age 10 to 14 Years	107 51.7%	106 51.6%	107 51.6%
Age 15 to 19 Years	109 52.2%	109 52.2%	109 52.2%
Age 20 to 24 Years	116 53.8%	115 53.6%	115 53.6%
Age 25 to 29 Years	103 50.7%	104 50.9%	106 51.4%
Age 30 to 34 Years	98 49.4%	100 49.9%	102 50.4%
Age 35 to 39 Years	96 49.1%	96 49.0%	98 49.6%
Age 40 to 44 Years	95 48.8%	97 49.3%	99 49.7%
Age 45 to 49 Years	104 51.0%	105 51.3%	105 51.2%
Age 50 to 54 Years	93 48.2%	94 48.3%	94 48.4%
Age 55 to 59 Years	92 48.0%	94 48.4%	95 48.7%
Age 60 to 64 Years	89 47.2%	91 47.5%	92 47.8%
Age 65 to 69 Years	82 45.0%	84 45.7%	86 46.3%
Age 70 to 74 Years	81 44.9%	81 44.7%	81 44.9%
Age 75 to 79 Years	72 41.8%	72 41.9%	74 42.5%
Age 80 to 84 Years	58 36.7%	58 36.7%	60 37.6%
Age 85 Years or Over	43 30.2%	44 30.6%	43 30.0%
Age 19 Years or Less	107 51.8%	107 51.8%	108 51.8%
Age 20 to 39 Years	104 50.9%	104 51.0%	105 51.3%
Age 40 to 64 Years	95 48.6%	96 48.9%	97 49.1%
Age 65 Years or Over	71 41.7%	72 42.0%	74 42.4%

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Berkeley Mall

Goldsboro, NC 27534-3474

10 mi radius 15 mi radius 20 mi radius

Household Type (2016)

Total Households	40,146		55,904		78,789	
Households with Children	13,159	32.8%	18,458	33.0%	25,925	32.9%
Average Household Size	2.4		2.4		2.5	
Household Density per Square Mile	128		79		63	
Population Family	81,554	82.1%	114,897	82.5%	163,725	82.7%
Population Non-Family	15,372	15.5%	21,300	15.3%	29,772	15.0%
Population Group Quarters	2,418	2.4%	3,063	2.2%	4,429	2.2%
Family Households	26,844	66.9%	37,561	67.2%	53,348	67.7%
Married Couple Households	18,105	67.4%	25,722	68.5%	36,967	69.3%
Other Family Households	8,739	32.6%	11,839	31.5%	16,382	30.7%
Family Households with Children	13,036	48.6%	18,271	48.6%	25,640	48.1%
Married Couple with Children	7,341	56.3%	10,580	57.9%	15,058	58.7%
Other Family Households with Children	5,695	43.7%	7,691	42.1%	10,582	41.3%
Family Households No Children	13,808	51.4%	19,290	51.4%	27,708	51.9%
Married Couple No Children	10,763	78.0%	15,142	78.5%	21,909	79.1%
Other Family Households No Children	3,044	22.0%	4,149	21.5%	5,799	20.9%
Non-Family Households	13,302	33.1%	18,343	32.8%	25,441	32.3%
Non-Family Households with Children	123	0.9%	187	1.0%	285	1.1%
Non-Family Households No Children	13,179	99.1%	18,156	99.0%	25,156	98.9%
Average Family Household Size	3.0		3.1		3.1	
Average Family Income	\$67,168		\$66,075		\$65,108	
Median Family Income	\$54,660		\$54,326		\$53,769	
Average Non-Family Household Size	1.2		1.2		1.2	

Marital Status (2016)

Population Age 15 Years or Over	79,428		111,417		158,997	
Never Married	22,968	28.9%	32,553	29.2%	46,268	29.1%
Currently Married	36,863	46.4%	52,210	46.9%	75,183	47.3%
Previously Married	19,596	24.7%	26,654	23.9%	37,546	23.6%
Separated	4,980	25.4%	6,792	25.5%	9,753	26.0%
Widowed	5,621	28.7%	7,831	29.4%	11,157	29.7%
Divorced	8,995	45.9%	12,032	45.1%	16,636	44.3%

Educational Attainment (2016)

Adult Population Age 25 Years or Over	65,597		92,159		132,012	
Elementary (Grade Level 0 to 8)	4,118	6.3%	6,705	7.3%	10,331	7.8%
Some High School (Grade Level 9 to 11)	5,694	8.7%	8,485	9.2%	12,904	9.8%
High School Graduate	19,181	29.2%	27,599	29.9%	40,433	30.6%
Some College	17,066	26.0%	23,244	25.2%	32,641	24.7%
Associate Degree Only	7,288	11.1%	10,147	11.0%	14,531	11.0%
Bachelor Degree Only	8,261	12.6%	10,951	11.9%	14,582	11.0%
Graduate Degree	3,989	6.1%	5,028	5.5%	6,590	5.0%
Any College (Some College or Higher)	36,604	55.8%	49,370	53.6%	68,344	51.8%
College Degree + (Bachelor Degree or Higher)	12,250	18.7%	15,979	17.3%	21,172	16.0%

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Housing

	10 mi radius		15 mi radius		20 mi radius	
Total Housing Units (2016)	42,727		59,816		84,531	
Total Housing Units (2010)	42,464		59,420		83,982	
Historical Annual Growth (2010-2016)	263	0.1%	395	0.1%	549	0.1%
Housing Units Occupied (2016)	40,146	94.0%	55,904	93.5%	78,789	93.2%
Housing Units Owner-Occupied	24,383	60.7%	35,190	62.9%	51,041	64.8%
Housing Units Renter-Occupied	15,763	39.3%	20,713	37.1%	27,748	35.2%
Housing Units Vacant (2016)	2,581	6.4%	3,912	7.0%	5,742	7.3%

Household Size (2016)

	10 mi radius		15 mi radius		20 mi radius	
Total Households	40,146		55,904		78,789	
1 Person Households	11,664	29.1%	16,021	28.7%	22,169	28.1%
2 Person Households	13,428	33.4%	18,618	33.3%	26,379	33.5%
3 Person Households	6,694	16.7%	9,337	16.7%	13,140	16.7%
4 Person Households	4,936	12.3%	6,940	12.4%	9,848	12.5%
5 Person Households	2,122	5.3%	3,063	5.5%	4,411	5.6%
6 Person Households	831	2.1%	1,221	2.2%	1,769	2.2%
7 or More Person Households	468	1.2%	703	1.3%	1,072	1.4%

Household Income Distribution (2016)

	10 mi radius		15 mi radius		20 mi radius	
HH Income \$200,000 or More	882	2.2%	1,097	2.0%	1,414	1.8%
HH Income \$150,000 to \$199,999	1,090	2.7%	1,379	2.5%	1,806	2.3%
HH Income \$125,000 to \$149,999	1,275	3.2%	1,688	3.0%	2,291	2.9%
HH Income \$100,000 to \$124,999	2,098	5.2%	2,929	5.2%	4,277	5.4%
HH Income \$75,000 to \$99,999	4,333	10.8%	6,312	11.3%	9,052	11.5%
HH Income \$50,000 to \$74,999	7,479	18.6%	10,661	19.1%	14,915	18.9%
HH Income \$35,000 to \$49,999	6,185	15.4%	8,343	14.9%	12,093	15.3%
HH Income \$25,000 to \$34,999	5,181	12.9%	7,000	12.5%	9,992	12.7%
HH Income \$15,000 to \$24,999	5,231	13.0%	7,354	13.2%	10,404	13.2%
HH Income \$10,000 to \$14,999	2,658	6.6%	3,828	6.8%	5,319	6.8%
HH Income Under \$10,000	3,734	9.3%	5,314	9.5%	7,227	9.2%

Household Vehicles (2016)

	10 mi radius		15 mi radius		20 mi radius	
Households 0 Vehicles Available	2,972	7.4%	4,101	7.3%	5,307	6.7%
Households 1 Vehicle Available	13,472	33.6%	17,879	32.0%	24,262	30.8%
Households 2 Vehicles Available	14,682	36.6%	20,415	36.5%	29,104	36.9%
Households 3 or More Vehicles Available	9,019	22.5%	13,508	24.2%	20,116	25.5%
Total Vehicles Available	73,183		104,406		150,259	
Average Vehicles per Household	1.8		1.9		1.9	
Owner-Occupied Household Vehicles	52,676	72.0%	77,078	73.8%	112,377	74.8%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.2	
Renter-Occupied Household Vehicles	20,507	28.0%	27,328	26.2%	37,882	25.2%
Average Vehicles per Renter-Occupied Household	1.3		1.3		1.4	

Travel Time (2010)

	10 mi radius		15 mi radius		20 mi radius	
Worker Base Age 16 years or Over	41,284		57,411		81,471	
Travel to Work in 14 Minutes or Less	14,508	35.1%	18,538	32.3%	25,499	31.3%
Travel to Work in 15 to 29 Minutes	17,107	41.4%	23,925	41.7%	33,371	41.0%
Travel to Work in 30 to 59 Minutes	6,290	15.2%	10,080	17.6%	15,463	19.0%
Travel to Work in 60 Minutes or More	2,377	5.8%	3,380	5.9%	4,877	6.0%
Work at Home	1,003	2.4%	1,488	2.6%	2,261	2.8%
Average Minutes Travel to Work	17.1		18.3		18.8	

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COMPLETE PROFILE

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Berkeley Mall

Goldsboro, NC 27534-3474

Transportation To Work (2010)

	10 mi radius		15 mi radius		20 mi radius	
Worker Base Age 16 years or Over	41,284		57,411		81,471	
Drive to Work Alone	35,092	85.0%	48,335	84.2%	67,808	83.2%
Drive to Work in Carpool	3,982	9.6%	5,903	10.3%	9,075	11.1%
Travel to Work by Public Transportation	295	0.7%	336	0.6%	416	0.5%
Drive to Work on Motorcycle	47	0.1%	61	0.1%	108	0.1%
Bicycle to Work	178	0.4%	219	0.4%	302	0.4%
Walk to Work	518	1.3%	796	1.4%	1,056	1.3%
Other Means	170	0.4%	273	0.5%	443	0.5%
Work at Home	1,003	2.4%	1,488	2.6%	2,261	2.8%

Daytime Demographics (2016)

	10 mi radius		15 mi radius		20 mi radius	
Total Businesses	3,714		4,751		6,377	
Total Employees	48,518		57,046		77,580	
Company Headquarter Businesses	18	0.5%	24	0.5%	26	0.4%
Company Headquarter Employees	2,754	5.7%	2,881	5.1%	2,958	3.8%
Employee Population per Business	13.1 to 1		12.0 to 1		12.2 to 1	
Residential Population per Business	26.7 to 1		29.3 to 1		31.0 to 1	
Adj. Daytime Demographics Age 16 Years or Over	80,536		102,021		141,892	

Labor Force

	10 mi radius		15 mi radius		20 mi radius	
Labor Population Age 16 Years or Over (2016)	78,161		109,638		156,394	
Labor Force Total Males (2016)	37,730	48.3%	53,128	48.5%	76,188	48.7%
Male Civilian Employed	21,836	57.9%	31,799	59.9%	46,606	61.2%
Male Civilian Unemployed	1,155	3.1%	1,661	3.1%	2,439	3.2%
Males in Armed Forces	2,295	6.1%	2,545	4.8%	2,669	3.5%
Males Not in Labor Force	12,444	33.0%	17,122	32.2%	24,473	32.1%
Labor Force Total Females (2016)	40,431	51.7%	56,511	51.5%	80,207	51.3%
Female Civilian Employed	21,675	53.6%	29,937	53.0%	42,421	52.9%
Female Civilian Unemployed	1,303	3.2%	1,822	3.2%	2,578	3.2%
Females in Armed Forces	336	0.8%	381	0.7%	386	0.5%
Females Not in Labor Force	17,117	42.3%	24,371	43.1%	34,822	43.4%
Unemployment Rate		3.1%		3.2%		3.2%
Labor Force Growth (2010-2016)	4,552	11.7%	6,530	11.8%	9,292	11.7%
Male Labor Force Growth (2010-2016)	2,655	13.8%	3,894	14.0%	5,902	14.5%
Female Labor Force Growth (2010-2016)	1,897	9.6%	2,636	9.7%	3,389	8.7%

Occupation (2010)

	10 mi radius		15 mi radius		20 mi radius	
Occupation Population Age 16 Years or Over	38,960		55,206		79,736	
Occupation Total Males	19,181	49.2%	27,905	50.5%	40,704	51.0%
Occupation Total Females	19,778	50.8%	27,301	49.5%	39,032	49.0%
Management, Business, Financial Operations	4,604	11.8%	6,195	11.2%	8,662	10.9%
Professional, Related	7,522	19.3%	10,344	18.7%	14,766	18.5%
Service	7,677	19.7%	10,523	19.1%	14,704	18.4%
Sales, Office	9,195	23.6%	12,726	23.1%	18,267	22.9%
Farming, Fishing, Forestry	607	1.6%	1,248	2.3%	1,951	2.4%
Construction, Extraction, Maintenance	3,712	9.5%	5,718	10.4%	8,595	10.8%
Production, Transport, Material Moving	5,644	14.5%	8,453	15.3%	12,791	16.0%
White Collar Workers	21,321	54.7%	29,265	53.0%	41,695	52.3%
Blue Collar Workers	17,639	45.3%	25,942	47.0%	38,041	47.7%

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Berkeley Mall

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10 mi radius 15 mi radius 20 mi radius

Units In Structure (2010)

	10 mi radius	15 mi radius	20 mi radius
Total Units	38,492	53,661	75,738
1 Detached Unit	23,517 61.1%	32,886 61.3%	46,719 61.7%
1 Attached Unit	1,504 3.9%	1,750 3.3%	2,162 2.9%
2 Units	1,127 2.9%	1,352 2.5%	1,728 2.3%
3 to 4 Units	1,533 4.0%	1,852 3.5%	2,198 2.9%
5 to 9 Units	1,706 4.4%	1,937 3.6%	2,422 3.2%
10 to 19 Units	628 1.6%	783 1.5%	1,072 1.4%
20 to 49 Units	620 1.6%	707 1.3%	886 1.2%
50 or More Units	352 0.9%	402 0.7%	474 0.6%
Mobile Home or Trailer	7,489 19.5%	11,976 22.3%	18,059 23.8%
Other Structure	16 -	16 -	18 -

Homes Built By Year (2010)

Homes Built 2005 or later	3,183 8.3%	4,228 7.9%	5,661 7.5%
Homes Built 2000 to 2004	3,981 10.3%	5,629 10.5%	7,680 10.1%
Homes Built 1990 to 1999	8,345 21.7%	11,774 21.9%	16,876 22.3%
Homes Built 1980 to 1989	6,165 16.0%	8,550 15.9%	12,106 16.0%
Homes Built 1970 to 1979	6,217 16.2%	8,561 16.0%	12,320 16.3%
Homes Built 1960 to 1969	4,424 11.5%	5,829 10.9%	8,077 10.7%
Homes Built 1950 to 1959	3,293 8.6%	4,436 8.3%	6,111 8.1%
Homes Built 1940 to 1949	1,117 2.9%	1,728 3.2%	2,614 3.5%
Homes Built Before 1939	1,764 4.6%	2,943 5.5%	4,312 5.7%
Median Age of Homes	33.6 yrs	34.0 yrs	34.3 yrs

Home Values (2010)

Owner Specified Housing Units	23,424	33,825	49,180
Home Values \$1,000,000 or More	91 0.4%	111 0.3%	157 0.3%
Home Values \$750,000 to \$999,999	88 0.4%	110 0.3%	145 0.3%
Home Values \$500,000 to \$749,999	233 1.0%	306 0.9%	468 1.0%
Home Values \$400,000 to \$499,999	356 1.5%	467 1.4%	629 1.3%
Home Values \$300,000 to \$399,999	938 4.0%	1,245 3.7%	1,677 3.4%
Home Values \$250,000 to \$299,999	1,287 5.5%	1,717 5.1%	2,317 4.7%
Home Values \$200,000 to \$249,999	1,914 8.2%	2,514 7.4%	3,413 6.9%
Home Values \$175,000 to \$199,999	1,540 6.6%	2,029 6.0%	2,522 5.1%
Home Values \$150,000 to \$174,999	2,303 9.8%	3,281 9.7%	4,494 9.1%
Home Values \$125,000 to \$149,999	2,275 9.7%	3,307 9.8%	5,034 10.2%
Home Values \$100,000 to \$124,999	2,839 12.1%	4,081 12.1%	5,932 12.1%
Home Values \$90,000 to \$99,999	1,321 5.6%	1,886 5.6%	2,911 5.9%
Home Values \$80,000 to \$89,999	1,469 6.3%	2,396 7.1%	3,587 7.3%
Home Values \$70,000 to \$79,999	1,297 5.5%	1,857 5.5%	2,831 5.8%
Home Values \$60,000 to \$69,999	901 3.8%	1,388 4.1%	2,110 4.3%
Home Values \$50,000 to \$59,999	900 3.8%	1,473 4.4%	2,165 4.4%
Home Values \$35,000 to \$49,999	696 3.0%	1,148 3.4%	1,712 3.5%
Home Values \$25,000 to \$34,999	639 2.7%	1,040 3.1%	1,558 3.2%
Home Values \$10,000 to \$24,999	1,187 5.1%	1,777 5.3%	3,106 6.3%
Home Values Under \$10,000	1,150 4.9%	1,692 5.0%	2,410 4.9%
Owner-Occupied Median Home Value	\$126,959	\$119,548	\$113,590
Renter-Occupied Median Rent	\$490	\$464	\$454

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10 mi radius 15 mi radius 20 mi radius

Total Annual Consumer Expenditure (2016)

Total Household Expenditure	\$1.90 B	\$2.63 B	\$3.67 B
Total Non-Retail Expenditure	\$1.03 B	\$1.41 B	\$1.98 B
Total Retail Expenditure	\$877 M	\$1.21 B	\$1.69 B
Apparel	\$65.9 M	\$90.9 M	\$127 M
Contributions	\$76.1 M	\$104 M	\$145 M
Education	\$63.7 M	\$87.2 M	\$121 M
Entertainment	\$105 M	\$145 M	\$203 M
Food and Beverages	\$285 M	\$394 M	\$552 M
Furnishings and Equipment	\$63.1 M	\$86.9 M	\$121 M
Gifts	\$44.1 M	\$60.4 M	\$84.1 M
Health Care	\$159 M	\$220 M	\$308 M
Household Operations	\$51.0 M	\$70.0 M	\$97.4 M
Miscellaneous Expenses	\$28.5 M	\$39.4 M	\$55.2 M
Personal Care	\$24.8 M	\$34.2 M	\$47.8 M
Personal Insurance	\$13.2 M	\$18.1 M	\$25.2 M
Reading	\$4.19 M	\$5.78 M	\$8.06 M
Shelter	\$392 M	\$541 M	\$756 M
Tobacco	\$12.9 M	\$17.9 M	\$25.2 M
Transportation	\$365 M	\$505 M	\$707 M
Utilities	\$149 M	\$206 M	\$288 M

Monthly Household Consumer Expenditure (2016)

Total Household Expenditure	\$3,950	\$3,914	\$3,883
Total Non-Retail Expenditure	\$2,128 53.9%	\$2,108 53.9%	\$2,090 53.8%
Total Retail Expenditures	\$1,821 46.1%	\$1,806 46.1%	\$1,792 46.2%
Apparel	\$137 3.5%	\$136 3.5%	\$134 3.5%
Contributions	\$158 4.0%	\$155 4.0%	\$153 3.9%
Education	\$132 3.3%	\$130 3.3%	\$128 3.3%
Entertainment	\$219 5.5%	\$217 5.5%	\$215 5.5%
Food and Beverages	\$592 15.0%	\$588 15.0%	\$584 15.0%
Furnishings and Equipment	\$131 3.3%	\$130 3.3%	\$128 3.3%
Gifts	\$92 2.3%	\$90 2.3%	\$89 2.3%
Health Care	\$330 8.3%	\$328 8.4%	\$326 8.4%
Household Operations	\$106 2.7%	\$104 2.7%	\$103 2.7%
Miscellaneous Expenses	\$59 1.5%	\$59 1.5%	\$58 1.5%
Personal Care	\$51 1.3%	\$51 1.3%	\$51 1.3%
Personal Insurance	\$27 0.7%	\$27 0.7%	\$27 0.7%
Reading	\$9 0.2%	\$9 0.2%	\$9 0.2%
Shelter	\$814 20.6%	\$806 20.6%	\$800 20.6%
Tobacco	\$27 0.7%	\$27 0.7%	\$27 0.7%
Transportation	\$758 19.2%	\$753 19.2%	\$748 19.3%
Utilities	\$309 7.8%	\$307 7.8%	\$305 7.9%

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