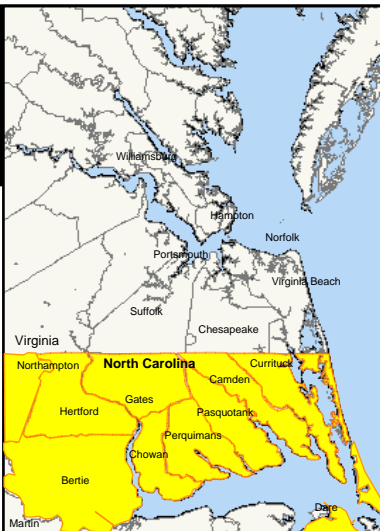


# NORTHEASTERN NORTH CAROLINA



*Northeastern North Carolina is located just to the south of South Hampton Roads and is sometimes referred to as "the sixth city" of South Hampton Roads. It is made up of sixteen counties including the following: Dare, Camden, Chowan, Currituck, Pasquotank, Perquimans, Hertford, Bertie, Martin, Northampton, and Gates (these 11 are focused on below).*

## Northeastern North Carolina Highlights

- ❖ The Outer Banks has been named one of the United States' top 10 beaches and hosts over 7 million visitors each year
- ❖ Hertford and Perquimans counties have attracted many people with their scenic, recreational waterways, history, and great fishing & hunting

- ❖ Currituck county is one of the fastest growing counties in North Carolina
- ❖ Elizabeth City has been named one of the 100 best small towns in America
- ❖ Northeastern North Carolina offers a high quality of life and an incredible business environment (labor quality, education system, accessibility, and a wide variety of real estate options)

Source: Discover Hampton Roads., Outer Banks Chamber of Commerce

## Demographics

- ❖ Total Population: 237,812
- ❖ Total Households: 95,006
- ❖ Median Age: 39.7 years old
- ❖ Median Household Income: \$39,979



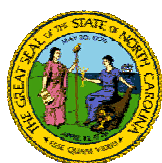
Source: Claritas, iMark 2008



## NENC: Consumer Expenditures (000)

<b>All Retail Stores</b>	<b>\$2,714,929</b>
Grocery Stores	\$593,897
Department Stores	\$260,745
Health & Personal Care Stores	\$195,170
Clothing & Accessories Stores	\$163,000
Full Service Restaurants	\$155,731
Fast Food Restaurants	\$134,191
Building Material & Garden Equipment	\$69,061
Furniture Stores	\$56,490
Automotive Part, Accessories/Tire Stores	\$27,980

Source: Claritas, iMark 2008



**The Virginian-Pilot**  
MEDIA COMPANIES

	<b>SHR Adults</b>	<b>NENC Adults</b>
<i>Total Adults</i>	802,735	143,890
<b>Age of Respondent</b>		
18-24	15%	<b>9%</b>
25-34	19%	<b>10%</b>
35-44	20%	<b>20%</b>
45-54	19%	<b>22%</b>
55-64	13%	<b>16%</b>
65+	14%	<b>23%</b>
<b>Ethnicity</b>		
White	64%	<b>73%</b>
Black/African American	30%	<b>23%</b>
Asian	2%	<b>&lt;1%</b>
Other	4%	<b>4%</b>
<b>Marital Status</b>		
Married	55%	<b>67%</b>
Never Married/Single	27%	<b>15%</b>
<b>Education</b>		
High School Graduate	33%	<b>44%</b>
Some College	35%	<b>23%</b>
College Grad/Post Graduate	23%	<b>20%</b>
<b>Occupation</b>		
White Collar	39%	<b>41%</b>
Blue Collar	30%	<b>24%</b>
<b>Military</b>	8%	<b>3%</b>
<b>Annual Household Income</b>		
Less than \$35,000	22%	<b>24%</b>
\$35,000 - \$49,999	17%	<b>25%</b>
\$50,000 - \$74,999	22%	<b>22%</b>
\$75,000 - \$99,999	17%	<b>17%</b>
\$100,000 or more	22%	<b>12%</b>
<b>Own Home</b>	70%	<b>79%</b>
<b>Dwelling Type</b>		
Single Family Unit	69%	<b>75%</b>
Apartment	13%	<b>6%</b>
Townhouse	12%	<b>3%</b>
<b>Children in Household</b>	44%	<b>35%</b>

\* Northeastern North Carolina Includes the counties of Dare, Camden, Chowan, Currituck, Pasquotank, Perquimans, Hertford, Bertie, Northampton, and Gates

Source: Scarborough 2009 Rel 1