



Community Profile

Pitt County, NC (37147)
 Geography: County

Pitt County, ...

Population Summary	
2000 Total Population	133,798
2010 Total Population	168,148
2019 Total Population	179,630
2019 Group Quarters	6,792
2024 Total Population	187,218
2019-2024 Annual Rate	0.83%
2019 Total Daytime Population	180,848
Workers	85,936
Residents	94,912
Household Summary	
2000 Households	52,539
2000 Average Household Size	2.43
2010 Households	67,577
2010 Average Household Size	2.39
2019 Households	72,064
2019 Average Household Size	2.40
2024 Households	75,155
2024 Average Household Size	2.40
2019-2024 Annual Rate	0.84%
2010 Families	39,665
2010 Average Family Size	3.01
2019 Families	41,620
2019 Average Family Size	3.04
2024 Families	43,174
2024 Average Family Size	3.05
2019-2024 Annual Rate	0.74%
Housing Unit Summary	
2000 Housing Units	58,408
Owner Occupied Housing Units	52.3%
Renter Occupied Housing Units	37.7%
Vacant Housing Units	10.0%
2010 Housing Units	74,990
Owner Occupied Housing Units	49.2%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	9.9%
2019 Housing Units	80,698
Owner Occupied Housing Units	44.8%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	10.7%
2024 Housing Units	84,712
Owner Occupied Housing Units	45.1%
Renter Occupied Housing Units	43.6%
Vacant Housing Units	11.3%
Median Household Income	
2019	\$48,483
2024	\$54,379
Median Home Value	
2019	\$161,376
2024	\$175,596
Per Capita Income	
2019	\$27,098
2024	\$31,416
Median Age	
2010	31.0
2019	32.8
2024	33.7

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	72,064
<\$15,000	16.3%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	4.1%
\$200,000+	4.1%
Average Household Income	\$67,294

2024 Households by Income

Household Income Base	75,155
<\$15,000	13.6%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	7.8%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	5.7%
\$200,000+	5.0%
Average Household Income	\$78,018

2019 Owner Occupied Housing Units by Value

Total	36,138
<\$50,000	9.2%
\$50,000 - \$99,999	17.6%
\$100,000 - \$149,999	18.8%
\$150,000 - \$199,999	19.4%
\$200,000 - \$249,999	12.0%
\$250,000 - \$299,999	8.1%
\$300,000 - \$399,999	7.2%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$199,386

2024 Owner Occupied Housing Units by Value

Total	38,203
<\$50,000	8.2%
\$50,000 - \$99,999	15.7%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	9.3%
\$300,000 - \$399,999	9.1%
\$400,000 - \$499,999	4.4%
\$500,000 - \$749,999	3.1%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.3%
Average Home Value	\$222,454

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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2010 Population by Age	
Total	168,148
0 - 4	6.7%
5 - 9	6.2%
10 - 14	6.0%
15 - 24	22.0%
25 - 34	14.4%
35 - 44	12.2%
45 - 54	12.4%
55 - 64	10.2%
65 - 74	5.5%
75 - 84	3.1%
85 +	1.2%
18 +	77.5%
2019 Population by Age	
Total	179,630
0 - 4	6.0%
5 - 9	5.9%
10 - 14	5.7%
15 - 24	20.5%
25 - 34	14.9%
35 - 44	11.9%
45 - 54	11.1%
55 - 64	11.0%
65 - 74	8.0%
75 - 84	3.6%
85 +	1.4%
18 +	79.1%
2024 Population by Age	
Total	187,218
0 - 4	5.9%
5 - 9	5.7%
10 - 14	5.7%
15 - 24	20.1%
25 - 34	14.4%
35 - 44	12.1%
45 - 54	10.8%
55 - 64	10.5%
65 - 74	8.8%
75 - 84	4.6%
85 +	1.5%
18 +	79.3%
2010 Population by Sex	
Males	79,360
Females	88,788
2019 Population by Sex	
Males	85,439
Females	94,191
2024 Population by Sex	
Males	89,199
Females	98,019

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	168,148
White Alone	58.9%
Black Alone	34.1%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	2.0%
Hispanic Origin	5.5%
Diversity Index	58.5

2019 Population by Race/Ethnicity

Total	179,630
White Alone	56.0%
Black Alone	35.3%
American Indian Alone	0.4%
Asian Alone	2.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	2.4%
Hispanic Origin	6.7%
Diversity Index	61.7

2024 Population by Race/Ethnicity

Total	187,218
White Alone	54.2%
Black Alone	35.7%
American Indian Alone	0.4%
Asian Alone	2.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.2%
Two or More Races	2.8%
Hispanic Origin	7.6%
Diversity Index	63.7

2010 Population by Relationship and Household Type

Total	168,148
In Households	96.1%
In Family Households	72.9%
Householder	23.6%
Spouse	15.7%
Child	28.2%
Other relative	3.5%
Nonrelative	2.0%
In Nonfamily Households	23.2%
In Group Quarters	3.9%
Institutionalized Population	0.8%
Noninstitutionalized Population	3.1%

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	111,221
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	6.3%
High School Graduate	19.4%
GED/Alternative Credential	3.7%
Some College, No Degree	22.0%
Associate Degree	12.1%
Bachelor's Degree	20.8%
Graduate/Professional Degree	12.5%

2019 Population 15+ by Marital Status

Total	147,968
Never Married	43.4%
Married	42.3%
Widowed	4.8%
Divorced	9.5%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	93.6%
Civilian Unemployed (Unemployment Rate)	6.4%

2019 Employed Population 16+ by Industry

Total	86,158
Agriculture/Mining	1.1%
Construction	6.2%
Manufacturing	11.9%
Wholesale Trade	1.8%
Retail Trade	10.6%
Transportation/Utilities	3.7%
Information	1.3%
Finance/Insurance/Real Estate	4.8%
Services	54.3%
Public Administration	4.4%

2019 Employed Population 16+ by Occupation

Total	86,158
White Collar	58.9%
Management/Business/Financial	11.8%
Professional	24.5%
Sales	10.9%
Administrative Support	11.7%
Services	22.0%
Blue Collar	19.1%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	3.1%
Production	6.2%
Transportation/Material Moving	5.3%

2010 Population By Urban/ Rural Status

Total Population	168,148
Population Inside Urbanized Area	70.1%
Population Inside Urbanized Cluster	4.5%
Rural Population	25.4%

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	67,577
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	58.7%
Husband-wife Families	39.0%
With Related Children	17.4%
Other Family (No Spouse Present)	19.7%
Other Family with Male Householder	4.0%
With Related Children	2.1%
Other Family with Female Householder	15.6%
With Related Children	10.9%
Nonfamily Households	11.3%
All Households with Children	30.8%
Multigenerational Households	3.4%
Unmarried Partner Households	6.4%
Male-female	5.7%
Same-sex	0.6%

2010 Households by Size

Total	67,577
1 Person Household	30.0%
2 Person Household	33.0%
3 Person Household	17.1%
4 Person Household	12.4%
5 Person Household	4.7%
6 Person Household	1.8%
7 + Person Household	1.0%

2010 Households by Tenure and Mortgage Status

Total	67,577
Owner Occupied	54.6%
Owned with a Mortgage/Loan	40.1%
Owned Free and Clear	14.6%
Renter Occupied	45.4%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	74,990
Housing Units Inside Urbanized Area	71.8%
Housing Units Inside Urbanized Cluster	4.6%
Rural Housing Units	23.6%

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. Young and Restless (11B)
2. Middleburg (4C)
3. Soccer Moms (4A)

2019 Consumer Spending

Apparel & Services: Total \$	\$124,569,352
Average Spent	\$1,728.59
Spending Potential Index	81
Education: Total \$	\$86,997,167
Average Spent	\$1,207.22
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$183,592,956
Average Spent	\$2,547.64
Spending Potential Index	78
Food at Home: Total \$	\$301,145,484
Average Spent	\$4,178.86
Spending Potential Index	81
Food Away from Home: Total \$	\$215,291,770
Average Spent	\$2,987.51
Spending Potential Index	81
Health Care: Total \$	\$334,582,747
Average Spent	\$4,642.86
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$121,162,917
Average Spent	\$1,681.32
Spending Potential Index	79
Personal Care Products & Services: Total \$	\$50,953,924
Average Spent	\$707.06
Spending Potential Index	80
Shelter: Total \$	\$1,022,745,958
Average Spent	\$14,192.19
Spending Potential Index	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$137,871,659
Average Spent	\$1,913.18
Spending Potential Index	77
Travel: Total \$	\$117,715,186
Average Spent	\$1,633.48
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$68,247,107
Average Spent	\$947.03
Spending Potential Index	83

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.

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