NCR MLS

# Carteret County, North Carolina

Presented by

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Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$51,585	**48.4**	**70,998**	**Rural Resort Dwellers**
Total dollars:	Total years:		
$51,585 out of $30,766	48.4 out of 70,998.0		

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Cozy Country Living
Empty nesters in bucolic settings

Urbanization

Where do people like this usually live?

Rural
Country living with older families, low density and low diversity

Top Tapestry Segments	Rural Resort Dwellers	Rooted Rural	Silver and Gold	Comfortable Empty Nesters	Old and Newcomers
% of Households	5,372 (17.5%)	3,111 (10.1%)	2,982 (9.7%)	2,429 (7.9%)	2,428 (7.9%)
% of North Carolina	61,635 (1.5%)	152,652 (3.7%)	50,182 (1.2%)	83,378 (2.0%)	108,480 (2.7%)
Lifestyle Group	Cozy Country Living	Rustic Outposts	Senior Styles	GenXurban	Middle Ground
Urbanization Group	Rural	Rural	Suburban Periphery	Suburban Periphery	Metro Cities
Residence Type	Single Family or Seasonal	Single Family or Mobile Homes	Single Family or Seasonal	Single Family	Multi-Units; Single Family
Household Type	Married Couples Without Kids	Married Couples	Married Couples Without Kids	Married Couples	Singles
Average Household Size	2.21	2.47	2.02	2.5	2.11
Median Age	52.4	44.1	61.8	46.8	38.5
Diversity Index	21.9	28.2	22.4	30.6	50.1
Median Household Income	$46,000	$38,000	$63,000	$68,000	$39,000
Median Net Worth	$129,000	$72,000	$294,000	$258,000	$23,000
Median Home Value	$163,000	$104,000	$289,000	$187,000	–
Homeownership	81.8 %	80.5 %	83.8 %	87.5 %	46.4 %
Average Monthly Rent	–	–	–	–	$850
Employment	Services or Professional	Services, Professional or Administration	Retired, Professional or Services	Professional or Management	Professional or Services
Education	High School Graduate	High School Graduate	College Degree	College Degree	College Degree
Preferred Activities	Tend vegetable gardens. Go hunting, freshwater fishing.	Shop with coupons; buy generic products. Go hunting, fishing.	Play golf; go boating. Exercise regularly.	Play golf; ski; work out regularly. Prefer to eat at home.	Buy frozen, convenience foods. Support environmental organizations.
Financial	Own low-risk assets	Pay bills in person	Draw retirement income	Save/invest prudently	Bank online or in person
Media	Watch Animal Planet, Discovery Channel, DIY Network	Listen to faith-based radio, gospel music	Read newspapers, magazines, books	Listen to sports radio; watch sports on TV	Watch movies at home
Vehicle	Own older, domestic vehicles	Own, maintain cars, ATVs	Prefer luxury cars, SUVs, convertibles	Own 1-2 vehicles	View car as transportation only

About this segment
Rural Resort Dwellers

This is the	In this area	In the United States
#1	**17.5%**	**1.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue-collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

Our Neighborhood

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas provide affordable homes valued at 8% less than the U.S. median home value. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

Socioeconomic Traits

- Rural Resort Dwellers residents are close to retirement. They have accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue-collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.

Market Profile

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting with a rifle or shotgun, and motorcycling.
- At home, Rural Resort Dwellers residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies–Animal Planet, Discovery Channel and the DIY Network.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

5/26/2019

About this segment
Rooted Rural

This is the	In this area	In the United States
#2	**10.1%**	**2.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles and family history.

Our Neighborhood

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under $100,000.

Socioeconomic Traits

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

Market Profile

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel and GSN (Game Show Network).
- Pets are popular–dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

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About this segment
Silver and Gold

This is the	In this area	In the United States
#3	**9.7%**	**0.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Silver and Gold is almost the oldest senior market (second to The Elders). The difference of 10 years in median age between the markets reveals a socioeconomic difference: The younger market is the most affluent senior market and is still growing. The affluence of Silver and Gold has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina and resources to enjoy the good life.

Our Neighborhood

- Residents of Silver and Gold prefer a more bucolic setting, but close to metropolitan cities.
- Predominantly single-family, owner-occupied homes that have a median value of $289,000.
- Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 35%.
- Mostly older married couples with no children, average household size is 2.02.

Socioeconomic Traits

- Well-educated seniors, 44% have college degree(s).
- Primarily retired, but many still active in the labor force, participation rate of 41%.
- Low unemployment at 7.2%; with self-employment highest among all segments.
- More than half of the households with income from wages/salaries, Social Security or investments, many drawing retirement income.
- Connected, but primarily to get news and track investments, more likely to own an e-reader or tablet than a smartphone.

Market Profile

- Partial to luxury cars or SUVs; highest demand market for convertibles.
- Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits.
- Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores.
- Avid readers of newspapers, magazines (sports and travel) and books (audio, e-readers or tablets).
- Generous supporters of charitable organizations.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

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About this segment
Comfortable Empty Nesters

This is the	In this area	In the United States
#4	**7.9%**	**2.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

Our Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly lower at 2.50.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes.
- Most homes built between 1950 and 1990.
- Households generally have one or two vehicles.

Socioeconomic Traits

- Education: 34% college graduates; nearly 66% with some college education.
- Low unemployment at 7%; average labor force participation at 61%.
- Most households income from wages or salaries, but a third also draw income from investments and retirement.
- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds and real estate.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

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About this segment
Old and Newcomers

This is the	In this area	In the United States
#5	**7.9%**	**2.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The Old and Newcomers market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, $800.
- 45% of housing units are single-family dwellings; 44% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

Market Profile

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

Carteret County, North Carolina: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Carteret County	70,998
	73,055
North Carolina	10,455,604
	11,061,202
USA	328,361,672
	342,137,404

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Carteret County	68.2
	70.2
North Carolina	198.5
	210.0
USA	90.4
	94.2

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2018, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Carteret County	6.81%
	2.90%
North Carolina	9.65%
	5.79%
USA	6.90%
	4.20%
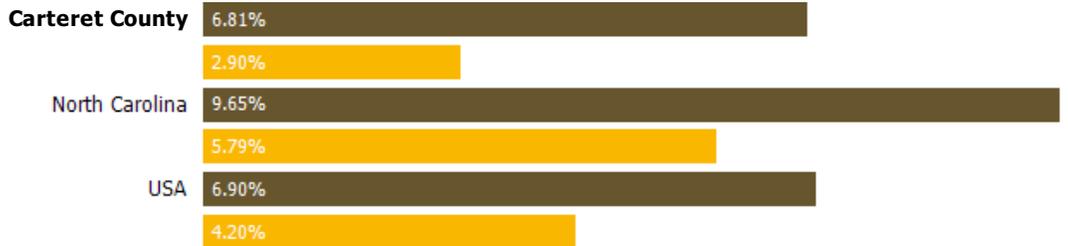
Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Carteret County

Carteret County	65,184
North Carolina	10,413,938
USA	326,424,718

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Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Carteret County

Geography	Value
Carteret County	62.6
North Carolina	197.7
USA	89.9

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Geography	2018	2023 (Projected)
Carteret County	2.28	2.28
North Carolina	2.50	2.50
USA	2.60	2.60

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

| Geography	2018	2023 (Projected)
Carteret County	55,752	57,375
North Carolina	8,255,735	8,740,511
USA	258,108,142	268,832,177

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Women 2018
■ Men 2018
■ Women 2023 (Projected)
■ Men 2023 (Projected)

Geography	Women 2018	Men 2018	Women 2023	Men 2023
Carteret County	50.5%	49.5%	50.4%	49.6%
North Carolina	51.1%	48.9%	51.0%	49.0%
USA	50.8%	49.2%	50.7%	49.3%
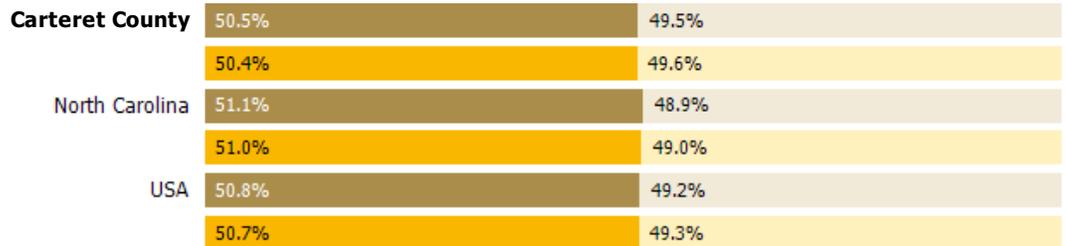
Carteret County, North Carolina: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

- 2018
- 2023 (Projected)

Carteret County
- 48.4
- 49.6

North Carolina
- 38.7
- 39.4

USA
- 38.3
- 39.0

Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

- 2018
- 2023 (Projected)

Children
- 9.1%
- 8.8%

Tweens
- 3.0%
- 3.0%

Teens
- 6.6%
- 6.7%

20s
- 10.6%
- 9.3%

30s
- 11.2%
- 11.3%

40s
- 11.5%
- 11.3%

50s
- 15.5%
- 13.7%

60s
- 16.8%
- 17.2%

70s
- 10.7%
- 12.8%

Over 80
- 5.0%
- 5.8%
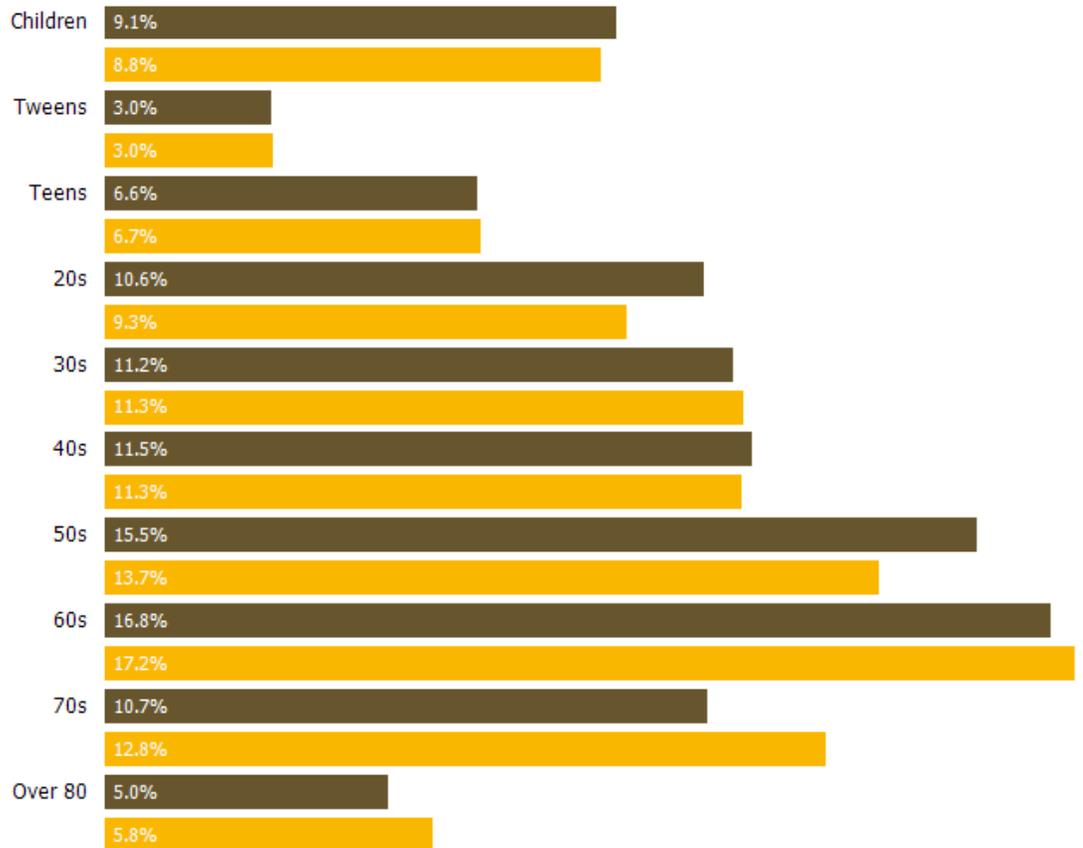
Carteret County, North Carolina: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Married
Unmarried

	Married	Unmarried
Carteret County	55.6%	44.4%
North Carolina	51.0%	49.0%
USA	49.3%	50.7%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	55.6%
North Carolina	51.0%
USA	49.3%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	23.9%
North Carolina	32.1%
USA	33.9%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	7.7%
North Carolina	6.1%
USA	5.8%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	12.8%
North Carolina	10.8%
USA	11.0%

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Carteret County, North Carolina: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Carteret County $69,216 / $75,342
North Carolina $72,420 / $81,534
USA $83,653 / $96,061

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Carteret County $51,585 / $54,921
North Carolina $51,844 / $57,039
USA $58,060 / $65,674

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Carteret County $30,307 / $32,925
North Carolina $28,752 / $32,238
USA $31,928 / $36,504

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County $54,143
North Carolina $55,868
USA $63,257

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

Carteret County
North Carolina
USA
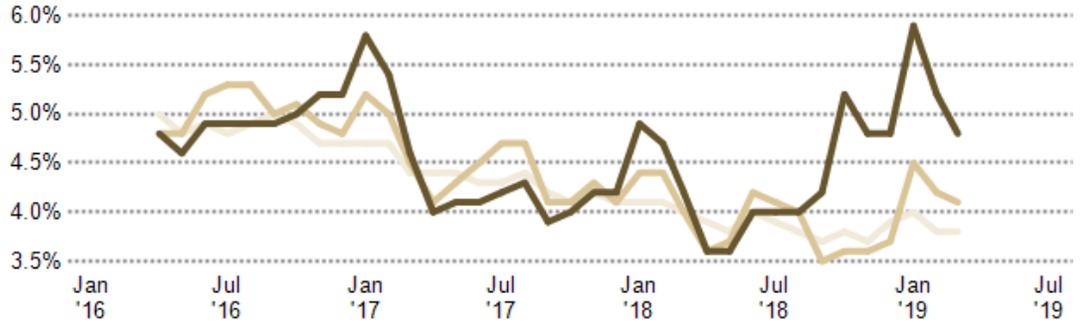
Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2018

Update Frequency: Annually

Industry	Count
Retail Trade	4,515
Health Care and Social Assistance	4,332
Accommodation and Food	3,445
Public Administration	3,179
Construction	3,013
Education	2,487
Manufacturing	2,233
Professional, Scientific and Technical	1,982
Other	1,880
Administrative Support and Waste Management	1,602
Real Estate, Rental and Leasing	1,250
Transportation and Warehousing	1,221
Finance and Insurance	932
Wholesale Trade	783
Arts, Entertainment and Recreation	760
Agriculture, Forestry, Fishing and Hunting	756
Information	338
Utilities	252
Mining	11
Business Management	7

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Carteret County, North Carolina: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	2.7%
North Carolina	4.4%
USA	5.2%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	6.2%
North Carolina	7.8%
USA	7.1%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	5.0%
North Carolina	4.4%
USA	4.0%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	20.5%
North Carolina	21.1%
USA	23.0%

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	25.6%
North Carolina	21.5%
USA	20.5%

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Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	12.1%
North Carolina	9.7%
USA	8.4%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	16.5%
North Carolina	20.0%
USA	19.6%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Carteret County	11.3%
North Carolina	11.1%
USA	12.2%

Carteret County, North Carolina: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Carteret County

<5 Minutes	5.8%
5-10 Minutes	13.2%
10-15 Minutes	16.4%
15-20 Minutes	16.3%
20-25 Minutes	12.4%
25-30 Minutes	5.0%
30-35 Minutes	12.6%
35-40 Minutes	2.9%
40-45 Minutes	2.8%
45-60 Minutes	7.0%
60-90 Minutes	3.2%
>90 Minutes	2.4%
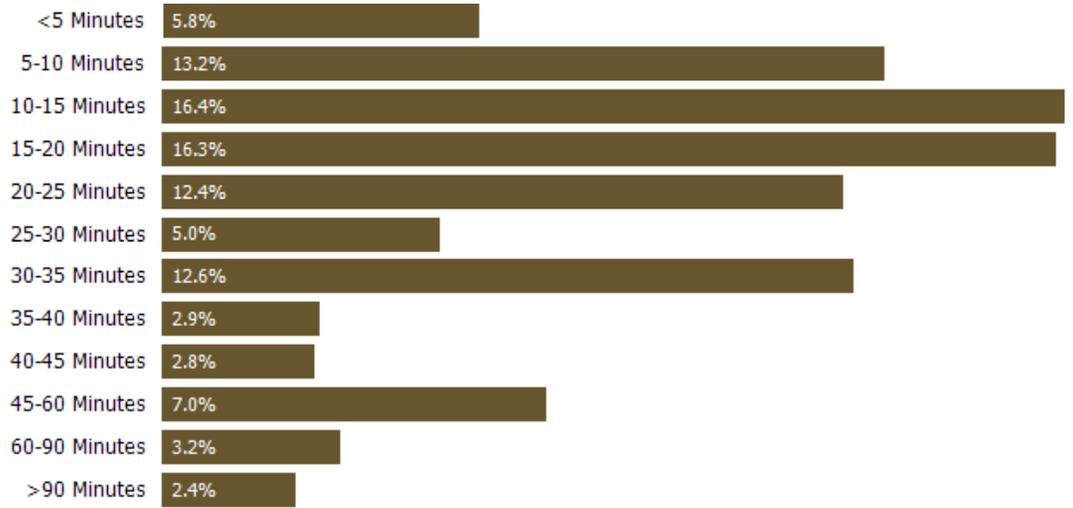
How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Carteret County

Drive Alone	83.5%
Carpool	11.6%
Work at Home	5.0%
Other	1.7%
Walk	1.6%
Motorcycle	0.5%
Bicycle	0.5%
Public Transit	0.5%
Bus	0.3%
Taxi	0.2%
Ferry	0.2%
Subway/El	0.0%

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Carteret County, North Carolina: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Carteret County	$292,220
North Carolina	$224,630
USA	$241,150

12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Carteret County	+5.3%
North Carolina	+6.6%
USA	+5.3%

Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

Carteret County	$325,000
North Carolina	$259,900
USA	$117,000

12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

Carteret County	+10.2%
North Carolina	+6.1%
USA	+7.3%

Best Retail Businesses: Carteret County, North Carolina

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2018

Update Frequency: Annually
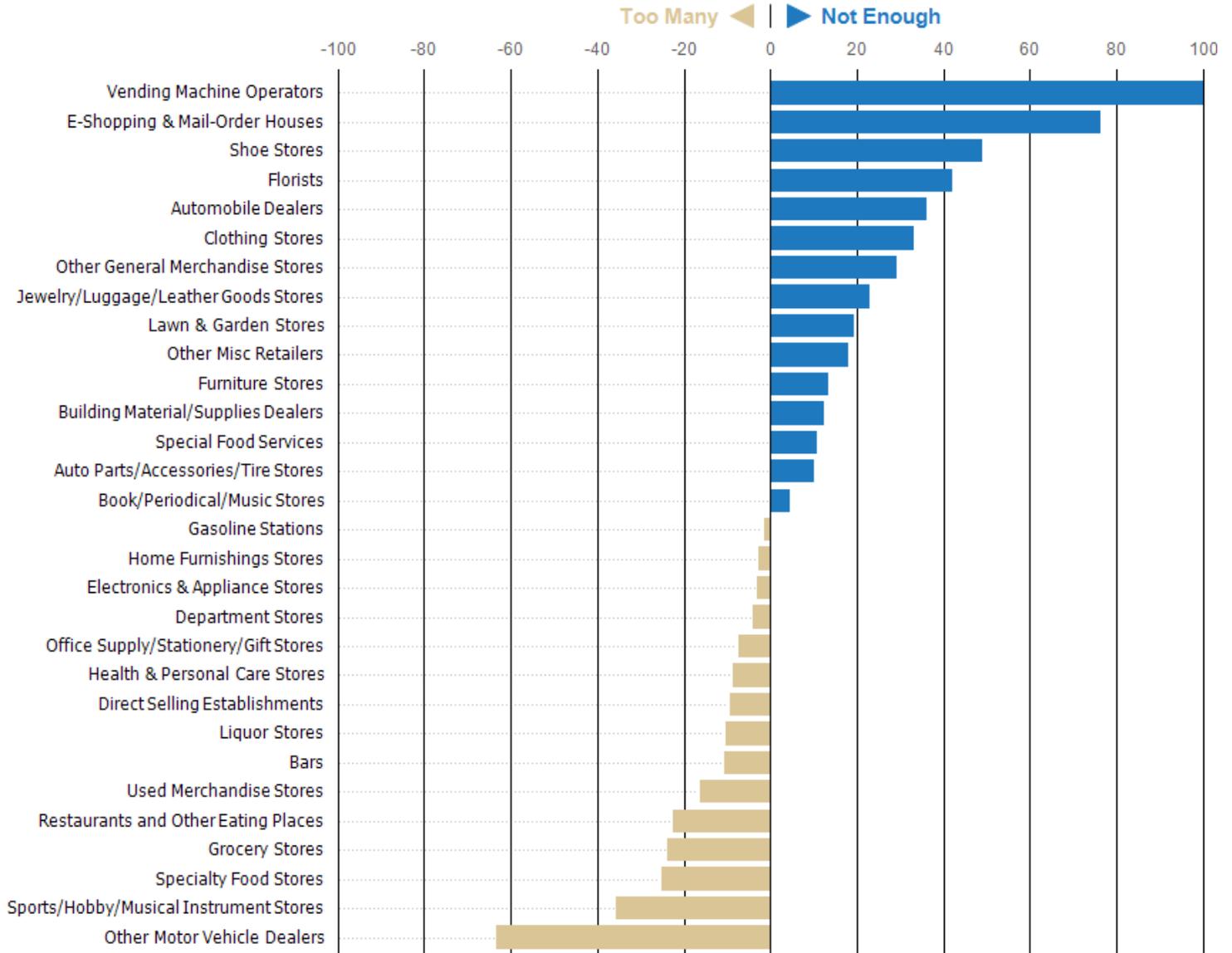
Traffic Counts
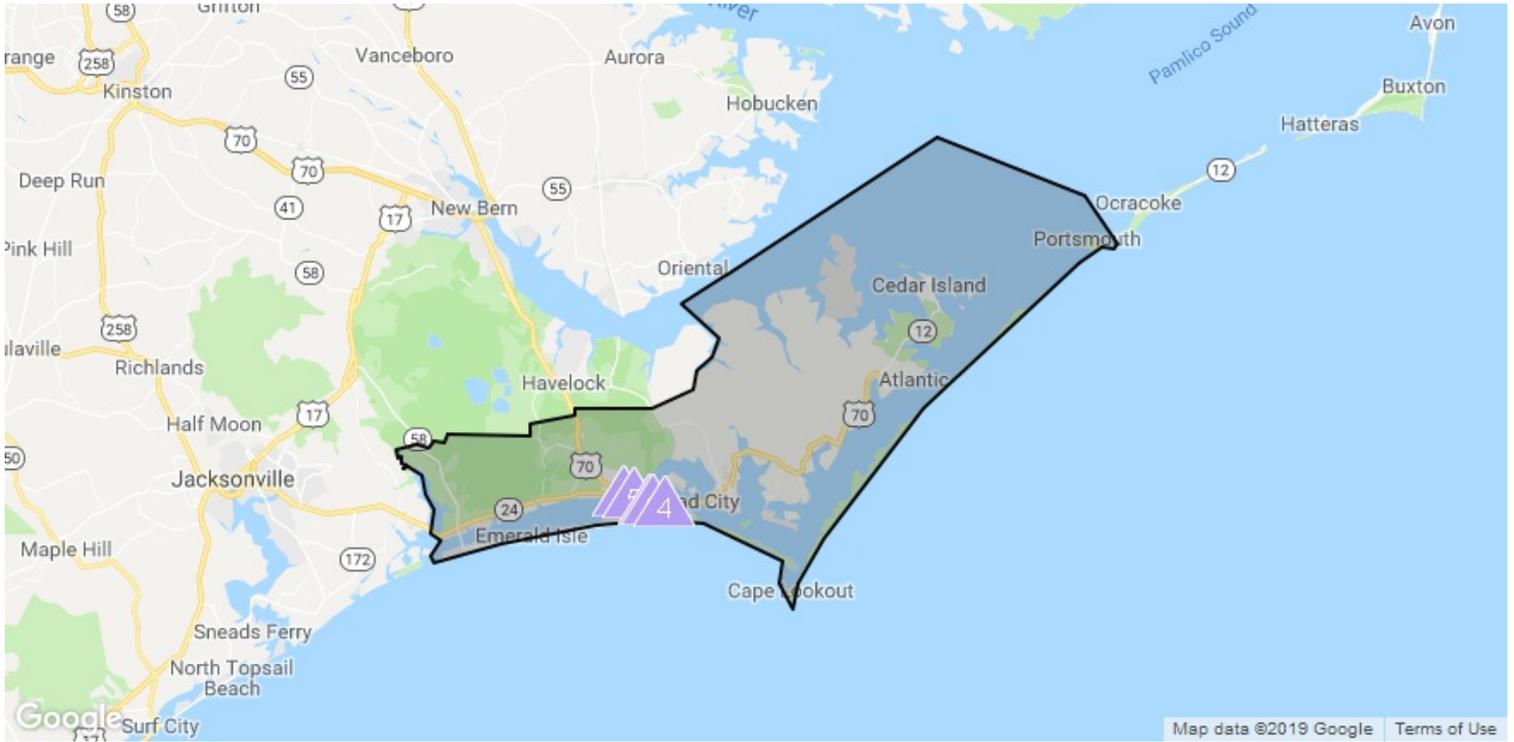
Daily Traffic Counts: ⚠ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
38,276	**35,263**	**34,444**	**33,283**	**32,132**
2017 Est. daily traffic counts	2017 Est. daily traffic counts	2017 Est. daily traffic counts	2017 Est. daily traffic counts	2017 Est. daily traffic counts
Street: **Arendell St**	Street: **Arendell St**	Street: **US Hwy 70**	Street: **Arendell St**	Street: **Arendell St**
Cross: **Lockhart St N**	Cross: **Bald Dr**	Cross: **Carteret St**	Cross: **S 26th St**	Cross: **Country Club Rd**
Cross Dir: **NW**	Cross Dir: **NW**	Cross Dir: **E**	Cross Dir: **E**	Cross Dir: **W**
Dist: **0.03 miles**	Dist: **0.03 miles**	Dist: **0.06 miles**	Dist: **0.03 miles**	Dist: **0.09 miles**

Historical counts

Year	Count	Type		Year	Count	Type		Year	Count	Type		Year	Count	Type		Year	Count	Type
2004 ▲	32,000	AADT		2004 ▲	30,000	AADT		2004 ▲	31,000	AADT		2004 ▲	29,000	AADT		2004 ▲	33,000	AADT
2001 ▲	37,000	AADT		2001 ▲	35,000	AADT		2001 ▲	32,000	AADT		2001 ▲	34,000	AADT		2001 ▲	35,000	AADT
				1999 ▲	26,000	AADT		1999 ▲	27,000	AADT		1999 ▲	25,000	AADT		1999 ▲	30,000	AADT
				1998 ▲	36,000	AADT		1998 ▲	27,000	AADT		1998 ▲	33,000	AADT		1998 ▲	36,000	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

5/26/2019

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records and RealtyTrac.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: http://blog.narrpr.com