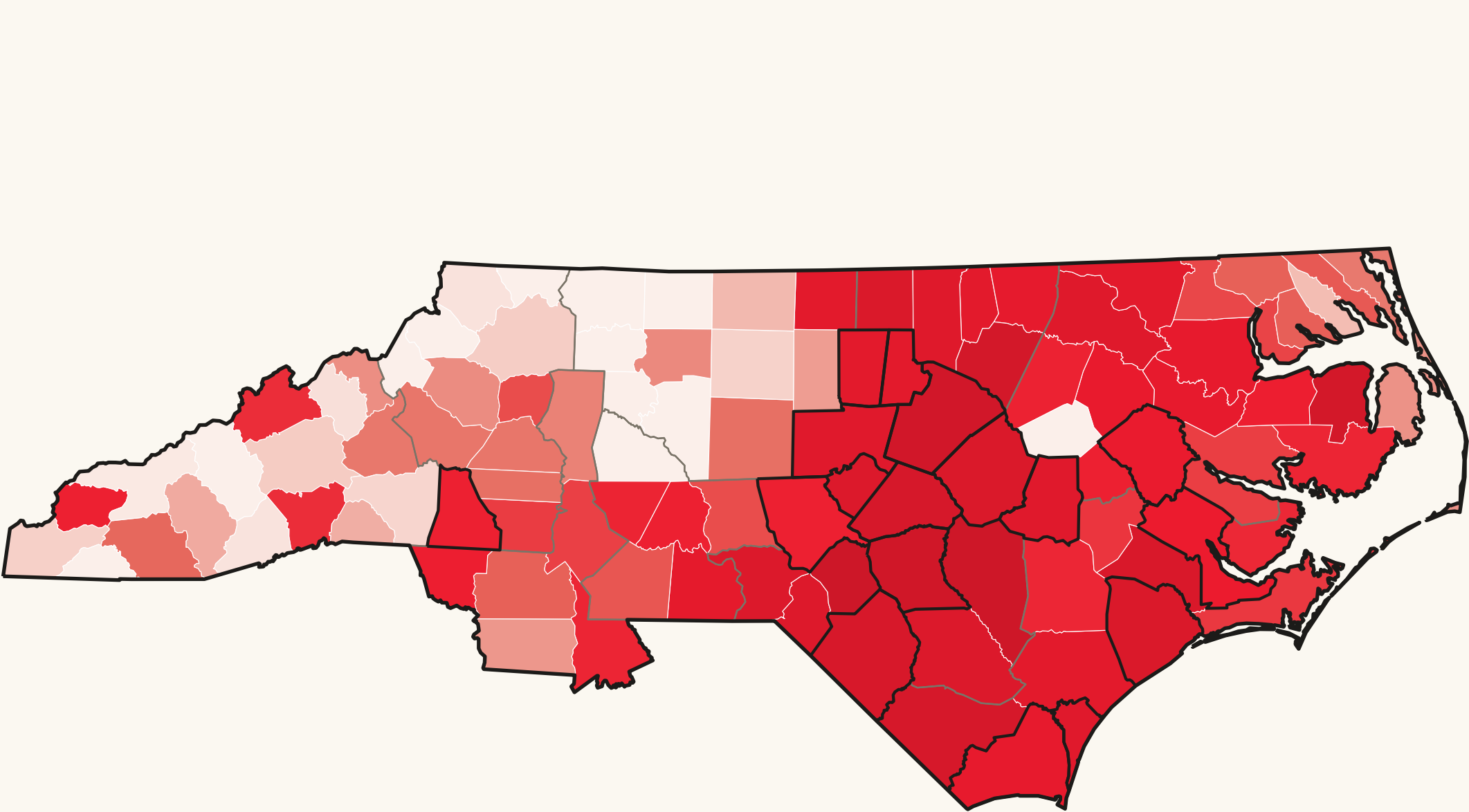
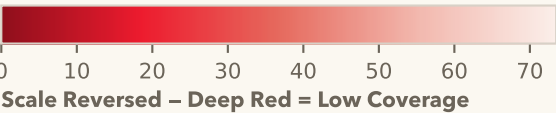


North Carolina Region — Collection Opportunity, FY2025

Region Average 25.8 Units Per 1,000 Residents • Deeper Red = More Untapped Potential (Low Units Per Capita)



UNITS PER 1,000 RESIDENTS



TOP TARGETS – BIG POPULATION, LOW COVERAGE

Wake, NC	1,206,858 Pop • 2.5/k
Durham, NC	339,475 Pop • 6.4/k
Cumberland, NC	337,037 Pop • 1.9/k
Johnston, NC	237,149 Pop • 4.5/k
New Hanover, NC	234,539 Pop • 5.9/k
Onslow, NC	211,839 Pop • 4.3/k
Pitt, NC	172,847 Pop • 8.0/k
Brunswick, NC	152,762 Pop • 7.4/k
Orange, NC	152,148 Pop • 6.5/k
Harnett, NC	138,876 Pop • 3.5/k