ZIP 28472, Whiteville, North Carolina.

Current market data.

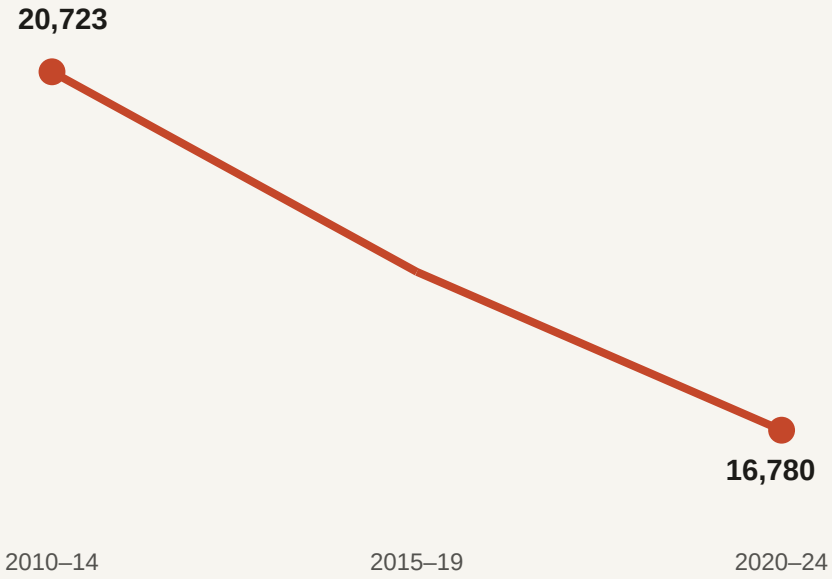
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

16,780 people call ZIP 28472 home.

16,780

people.



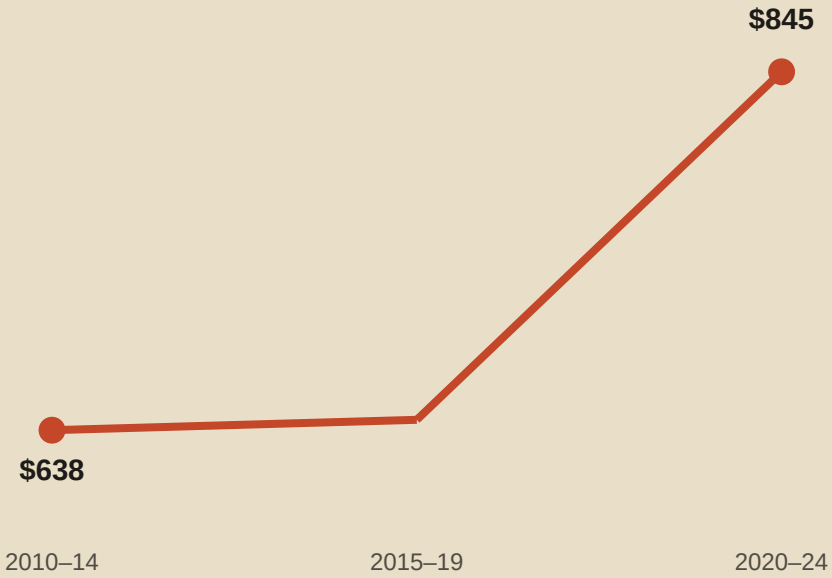
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 32% since the 2010–2014 survey, before inflation.

$845

a month. North Carolina's median is $1,228.

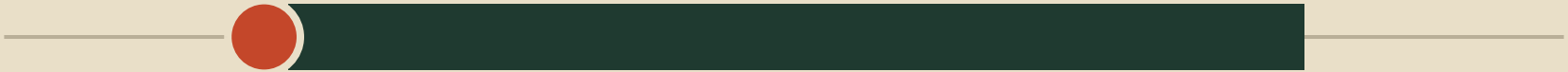


Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

Local wages can carry more rent than the median charged today.

$855–$1,282



$845 median

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

Most of the housing here is older than 2000.

77%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.3–1.1% to the 7,709 homes here.

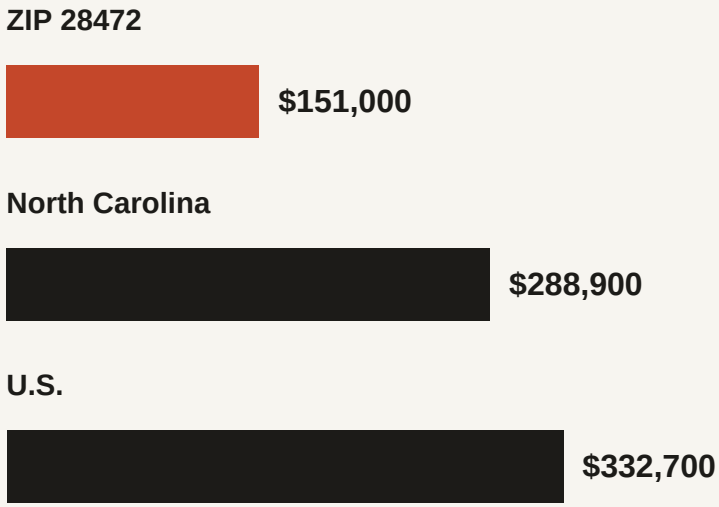
20–87

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 48% less than North Carolina's.



$151,000

median home value in ZIP 28472.

Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 28472'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/zip/28472/**