

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 35.742/-77.965

3401 Raleigh Rd Pkwy W Wilson, NC 27896	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Population				
Estimated Population (2024)	4,613	31,474	52,065	61,035
Projected Population (2029)	5,025	32,831	54,097	63,332
Census Population (2020)	4,658	31,151	51,686	60,703
Census Population (2010)	4,309	31,364	53,193	62,318
Projected Annual Growth (2024-2029)	412 1.8%	1,358 0.9%	2,032 0.8%	2,297 0.8%
Historical Annual Growth (2020-2024)	-46 -0.2%	322 0.3%	378 0.2%	333 0.1%
Historical Annual Growth (2010-2020)	349 0.8%	-213 -	-1,506 -0.3%	-1,616 -0.3%
Estimated Population Density (2024)	1,469 <i>psm</i>	1,113 <i>psm</i>	663 <i>psm</i>	397 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>	153.9 <i>sq mi</i>
Households				
Estimated Households (2024)	1,980	13,697	21,875	25,371
Projected Households (2029)	2,118	14,014	22,299	25,848
Census Households (2020)	1,906	13,462	21,566	25,047
Census Households (2010)	1,718	12,897	21,231	24,646
Projected Annual Growth (2024-2029)	138 1.4%	316 0.5%	424 0.4%	476 0.4%
Historical Annual Change (2010-2024)	262 1.1%	800 0.4%	644 0.2%	725 0.2%
Average Household Income				
Estimated Average Household Income (2024)	\$92,937	\$87,235	\$80,228	\$81,520
Projected Average Household Income (2029)	\$90,442	\$88,896	\$82,061	\$83,703
Census Average Household Income (2010)	\$77,479	\$56,508	\$50,456	\$49,958
Census Average Household Income (2000)	\$61,186	\$52,866	\$45,631	\$45,345
Projected Annual Change (2024-2029)	-\$2,496 -0.5%	\$1,661 0.4%	\$1,833 0.5%	\$2,183 0.5%
Historical Annual Change (2000-2024)	\$31,751 2.2%	\$34,369 2.7%	\$34,597 3.2%	\$36,175 3.3%
Median Household Income				
Estimated Median Household Income (2024)	\$58,590	\$56,502	\$53,419	\$54,049
Projected Median Household Income (2029)	\$57,547	\$56,381	\$53,265	\$53,935
Census Median Household Income (2010)	\$56,620	\$46,504	\$42,210	\$42,121
Census Median Household Income (2000)	\$50,229	\$40,317	\$35,006	\$35,141
Projected Annual Change (2024-2029)	-\$1,044 -0.4%	-\$121 -	-\$154 -	-\$114 -
Historical Annual Change (2000-2024)	\$8,361 0.7%	\$16,185 1.7%	\$18,412 2.2%	\$18,908 2.2%
Per Capita Income				
Estimated Per Capita Income (2024)	\$39,926	\$38,048	\$33,809	\$33,979
Projected Per Capita Income (2029)	\$38,144	\$38,024	\$33,923	\$34,251
Census Per Capita Income (2010)	\$30,890	\$23,234	\$20,139	\$19,757
Census Per Capita Income (2000)	\$25,135	\$21,276	\$17,605	\$17,444
Projected Annual Change (2024-2029)	-\$1,782 -0.9%	-\$23 -	\$114 -	\$272 0.2%
Historical Annual Change (2000-2024)	\$14,791 2.5%	\$16,771 3.3%	\$16,204 3.8%	\$16,535 3.9%
Estimated Average Household Net Worth (2024)	\$690,738	\$681,936	\$651,577	\$669,396

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3401 Raleigh Rd Pkwy W Wilson, NC 27896		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2024)		4,613		31,474		52,065		61,035	
White (2024)		2,236	48.5%	15,038	47.8%	24,709	47.5%	29,008	47.5%
Black or African American (2024)		1,854	40.2%	12,736	40.5%	21,059	40.4%	24,765	40.6%
American Indian or Alaska Native (2024)		22	0.5%	136	0.4%	237	0.5%	283	0.5%
Asian (2024)		54	1.2%	430	1.4%	662	1.3%	748	1.2%
Hawaiian or Pacific Islander (2024)		-	-	8	-	14	-	15	-
Other Race (2024)		195	4.2%	1,351	4.3%	2,735	5.3%	3,219	5.3%
Two or More Races (2024)		250	5.4%	1,776	5.6%	2,648	5.1%	2,998	4.9%
Population < 18 (2024)		1,017	22.0%	6,831	21.7%	11,589	22.3%	13,633	22.3%
White Not Hispanic		329	32.3%	2,257	33.0%	3,846	33.2%	4,565	33.5%
Black or African American		410	40.3%	2,960	43.3%	4,878	42.1%	5,748	42.2%
Asian		15	1.5%	100	1.5%	172	1.5%	195	1.4%
Other Race Not Hispanic		50	4.9%	260	3.8%	535	4.6%	644	4.7%
Hispanic		213	21.0%	1,254	18.4%	2,158	18.6%	2,481	18.2%
Not Hispanic or Latino Population (2024)		4,111	89.1%	27,872	88.6%	46,094	88.5%	54,098	88.6%
Not Hispanic White		2,117	51.5%	14,179	50.9%	23,461	50.9%	27,564	51.0%
Not Hispanic Black or African American		1,833	44.6%	12,607	45.2%	20,796	45.1%	24,416	45.1%
Not Hispanic American Indian or Alaska Native		8	0.2%	33	0.1%	75	0.2%	91	0.2%
Not Hispanic Asian		54	1.3%	430	1.5%	660	1.4%	745	1.4%
Not Hispanic Hawaiian or Pacific Islander		-	-	5	-	7	-	7	-
Not Hispanic Other Race		2	-	22	-	102	0.2%	126	0.2%
Not Hispanic Two or More Races		97	2.4%	596	2.1%	993	2.2%	1,149	2.1%
Hispanic or Latino Population (2024)		501	10.9%	3,602	11.4%	5,971	11.5%	6,937	11.4%
Hispanic White		119	23.8%	858	23.8%	1,247	20.9%	1,444	20.8%
Hispanic Black or African American		21	4.3%	129	3.6%	263	4.4%	349	5.0%
Hispanic American Indian or Alaska Native		14	2.8%	103	2.9%	162	2.7%	191	2.8%
Hispanic Asian		-	-	-	-	2	-	3	-
Hispanic Hawaiian or Pacific Islander		-	-	3	-	7	0.1%	8	0.1%
Hispanic Other Race		193	38.6%	1,328	36.9%	2,633	44.1%	3,093	44.6%
Hispanic Two or More Races		153	30.6%	1,180	32.8%	1,656	27.7%	1,849	26.7%
Not Hispanic or Latino Population (2020)		4,217	90.5%	28,675	92.1%	46,030	89.1%	53,407	88.0%
Hispanic or Latino Population (2020)		441	9.5%	2,476	7.9%	5,656	10.9%	7,296	12.0%
Not Hispanic or Latino Population (2010)		4,010	93.0%	29,392	93.7%	48,236	90.7%	55,899	89.7%
Hispanic or Latino Population (2010)		300	7.0%	1,973	6.3%	4,957	9.3%	6,419	10.3%
Not Hispanic or Latino Population (2029)		4,390	87.4%	28,656	87.3%	47,224	87.3%	55,356	87.4%
Hispanic or Latino Population (2029)		635	12.6%	4,176	12.7%	6,873	12.7%	7,975	12.6%
Projected Annual Growth (2024-2029)		134	5.3%	574	3.2%	902	3.0%	1,039	3.0%
Historical Annual Growth (2010-2020)		141	4.7%	503	2.6%	699	1.4%	877	1.4%

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Wilson, NC 27896									
Total Age Distribution (2024)									
Total Population	4,613		31,474		52,065		61,035		
Age Under 5 Years	270	5.8%	1,773	5.6%	3,011	5.8%	3,554	5.8%	
Age 5 to 9 Years	275	6.0%	1,854	5.9%	3,169	6.1%	3,711	6.1%	
Age 10 to 14 Years	296	6.4%	1,952	6.2%	3,321	6.4%	3,916	6.4%	
Age 15 to 19 Years	316	6.8%	1,999	6.4%	3,338	6.4%	3,915	6.4%	
Age 20 to 24 Years	257	5.6%	1,872	5.9%	3,218	6.2%	3,761	6.2%	
Age 25 to 29 Years	326	7.1%	2,019	6.4%	3,283	6.3%	3,779	6.2%	
Age 30 to 34 Years	323	7.0%	1,982	6.3%	3,298	6.3%	3,849	6.3%	
Age 35 to 39 Years	286	6.2%	1,798	5.7%	2,988	5.7%	3,508	5.7%	
Age 40 to 44 Years	283	6.1%	1,823	5.8%	3,029	5.8%	3,565	5.8%	
Age 45 to 49 Years	288	6.2%	1,843	5.9%	3,033	5.8%	3,580	5.9%	
Age 50 to 54 Years	295	6.4%	1,951	6.2%	3,253	6.2%	3,854	6.3%	
Age 55 to 59 Years	270	5.9%	2,009	6.4%	3,314	6.4%	3,906	6.4%	
Age 60 to 64 Years	286	6.2%	2,076	6.6%	3,503	6.7%	4,105	6.7%	
Age 65 to 69 Years	274	5.9%	2,061	6.5%	3,347	6.4%	3,909	6.4%	
Age 70 to 74 Years	214	4.6%	1,671	5.3%	2,700	5.2%	3,199	5.2%	
Age 75 to 79 Years	170	3.7%	1,266	4.0%	2,008	3.9%	2,382	3.9%	
Age 80 to 84 Years	103	2.2%	791	2.5%	1,213	2.3%	1,402	2.3%	
Age 85 Years or Over	82	1.8%	733	2.3%	1,039	2.0%	1,140	1.9%	
Median Age	39.1		40.9		40.2		40.2		
Age 19 Years or Less	1,156	25.1%	7,577	24.1%	12,839	24.7%	15,096	24.7%	
Age 20 to 64 Years	2,614	56.7%	17,374	55.2%	28,919	55.5%	33,907	55.6%	
Age 65 Years or Over	843	18.3%	6,522	20.7%	10,307	19.8%	12,032	19.7%	
Female Age Distribution (2024)									
Female Population	2,482	53.8%	16,806	53.4%	27,484	52.8%	32,068	52.5%	
Age Under 5 Years	133	5.3%	881	5.2%	1,474	5.4%	1,737	5.4%	
Age 5 to 9 Years	138	5.5%	906	5.4%	1,561	5.7%	1,840	5.7%	
Age 10 to 14 Years	141	5.7%	967	5.8%	1,636	6.0%	1,923	6.0%	
Age 15 to 19 Years	159	6.4%	1,012	6.0%	1,635	5.9%	1,912	6.0%	
Age 20 to 24 Years	139	5.6%	955	5.7%	1,662	6.0%	1,931	6.0%	
Age 25 to 29 Years	175	7.0%	1,034	6.2%	1,682	6.1%	1,926	6.0%	
Age 30 to 34 Years	174	7.0%	1,099	6.5%	1,823	6.6%	2,103	6.6%	
Age 35 to 39 Years	162	6.5%	961	5.7%	1,599	5.8%	1,865	5.8%	
Age 40 to 44 Years	152	6.1%	985	5.9%	1,623	5.9%	1,904	5.9%	
Age 45 to 49 Years	177	7.1%	1,041	6.2%	1,694	6.2%	1,985	6.2%	
Age 50 to 54 Years	159	6.4%	1,063	6.3%	1,737	6.3%	2,032	6.3%	
Age 55 to 59 Years	145	5.8%	1,088	6.5%	1,774	6.5%	2,074	6.5%	
Age 60 to 64 Years	147	5.9%	1,099	6.5%	1,847	6.7%	2,160	6.7%	
Age 65 to 69 Years	154	6.2%	1,191	7.1%	1,843	6.7%	2,134	6.7%	
Age 70 to 74 Years	126	5.1%	930	5.5%	1,468	5.3%	1,729	5.4%	
Age 75 to 79 Years	106	4.3%	723	4.3%	1,137	4.1%	1,337	4.2%	
Age 80 to 84 Years	56	2.3%	466	2.8%	714	2.6%	834	2.6%	
Age 85 Years or Over	42	1.7%	405	2.4%	577	2.1%	641	2.0%	
Female Median Age	40.4		42.4		41.4		41.4		
Age 19 Years or Less	570	23.0%	3,765	22.4%	6,307	22.9%	7,412	23.1%	
Age 20 to 64 Years	1,429	57.6%	9,325	55.5%	15,439	56.2%	17,981	56.1%	
Age 65 Years or Over	483	19.5%	3,715	22.1%	5,738	20.9%	6,675	20.8%	

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Wilson, NC 27896									
Male Age Distribution (2024)									
Male Population	2,131	46.2%	14,668	46.6%	24,581	47.2%	28,967	47.5%	
Age Under 5 Years	137	6.4%	892	6.1%	1,537	6.3%	1,817	6.3%	
Age 5 to 9 Years	137	6.4%	947	6.5%	1,608	6.5%	1,871	6.5%	
Age 10 to 14 Years	155	7.3%	985	6.7%	1,684	6.9%	1,992	6.9%	
Age 15 to 19 Years	157	7.4%	987	6.7%	1,703	6.9%	2,003	6.9%	
Age 20 to 24 Years	118	5.5%	917	6.3%	1,556	6.3%	1,830	6.3%	
Age 25 to 29 Years	152	7.1%	986	6.7%	1,601	6.5%	1,853	6.4%	
Age 30 to 34 Years	149	7.0%	883	6.0%	1,475	6.0%	1,745	6.0%	
Age 35 to 39 Years	124	5.8%	837	5.7%	1,389	5.7%	1,643	5.7%	
Age 40 to 44 Years	130	6.1%	838	5.7%	1,406	5.7%	1,661	5.7%	
Age 45 to 49 Years	111	5.2%	803	5.5%	1,339	5.4%	1,595	5.5%	
Age 50 to 54 Years	136	6.4%	888	6.1%	1,517	6.2%	1,822	6.3%	
Age 55 to 59 Years	125	5.9%	922	6.3%	1,540	6.3%	1,832	6.3%	
Age 60 to 64 Years	139	6.5%	977	6.7%	1,656	6.7%	1,945	6.7%	
Age 65 to 69 Years	120	5.6%	870	5.9%	1,504	6.1%	1,776	6.1%	
Age 70 to 74 Years	88	4.1%	741	5.0%	1,233	5.0%	1,470	5.1%	
Age 75 to 79 Years	65	3.0%	543	3.7%	870	3.5%	1,046	3.6%	
Age 80 to 84 Years	47	2.2%	325	2.2%	500	2.0%	568	2.0%	
Age 85 Years or Over	41	1.9%	328	2.2%	462	1.9%	499	1.7%	
Male Median Age	37.3		39.0		38.8		38.8		
Age 19 Years or Less	586	27.5%	3,812	26.0%	6,532	26.6%	7,684	26.5%	
Age 20 to 64 Years	1,185	55.6%	8,049	54.9%	13,480	54.8%	15,926	55.0%	
Age 65 Years or Over	360	16.9%	2,807	19.1%	4,569	18.6%	5,358	18.5%	
Males per 100 Females (2024)									
Overall Comparison	86		87		89		90		
Age Under 5 Years	103	50.8%	101	50.3%	104	51.0%	105	51.1%	
Age 5 to 9 Years	100	49.9%	105	51.1%	103	50.7%	102	50.4%	
Age 10 to 14 Years	110	52.3%	102	50.5%	103	50.7%	104	50.9%	
Age 15 to 19 Years	99	49.7%	98	49.4%	104	51.0%	105	51.2%	
Age 20 to 24 Years	85	45.9%	96	49.0%	94	48.3%	95	48.7%	
Age 25 to 29 Years	87	46.5%	95	48.8%	95	48.8%	96	49.0%	
Age 30 to 34 Years	86	46.2%	80	44.5%	81	44.7%	83	45.4%	
Age 35 to 39 Years	77	43.4%	87	46.5%	87	46.5%	88	46.8%	
Age 40 to 44 Years	85	46.1%	85	46.0%	87	46.4%	87	46.6%	
Age 45 to 49 Years	63	38.6%	77	43.5%	79	44.1%	80	44.6%	
Age 50 to 54 Years	86	46.1%	83	45.5%	87	46.6%	90	47.3%	
Age 55 to 59 Years	86	46.3%	85	45.9%	87	46.5%	88	46.9%	
Age 60 to 64 Years	95	48.7%	89	47.1%	90	47.3%	90	47.4%	
Age 65 to 69 Years	78	43.8%	73	42.2%	82	44.9%	83	45.4%	
Age 70 to 74 Years	70	41.3%	80	44.3%	84	45.6%	85	45.9%	
Age 75 to 79 Years	61	38.0%	75	42.9%	77	43.4%	78	43.9%	
Age 80 to 84 Years	84	45.5%	70	41.1%	70	41.2%	68	40.5%	
Age 85 Years or Over	97	49.3%	81	44.8%	80	44.5%	78	43.7%	
Age 19 Years or Less	103	50.7%	101	50.3%	104	50.9%	104	50.9%	
Age 20 to 39 Years	84	45.5%	89	47.2%	89	47.1%	90	47.5%	
Age 40 to 64 Years	82	45.1%	84	45.6%	86	46.2%	87	46.6%	
Aqe 65 Years or Over	75	42.7%	76	43.0%	80	44.3%	80	44.5%	

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Household Type (2024)				
Total Households	1,980	13,697	21,875	25,371
Households with Children	483 24.4%	2,944 21.5%	4,916 22.5%	5,897 23.2%
Average Household Size	2.3	2.3	2.3	2.4
Household Density per Square Mile	631	485	279	165
Population Family	3,296 71.5%	21,172 67.3%	35,302 67.8%	42,497 69.6%
Population Non-Family	1,303 28.2%	9,898 31.4%	15,941 30.6%	17,688 29.0%
Population Group Quarters	13 0.3%	404 1.3%	822 1.6%	850 1.4%
Family Households	995 50.2%	6,368 46.5%	10,514 48.1%	12,728 50.2%
Married Couple Households	665 66.8%	4,059 63.7%	6,409 61.0%	7,916 62.2%
Other Family Households with Children	330 33.2%	2,310 36.3%	4,105 39.0%	4,812 37.8%
Family Households with Children	483 48.5%	2,941 46.2%	4,912 46.7%	5,893 46.3%
Married Couple with Children	282 58.5%	1,697 57.7%	2,696 54.9%	3,318 56.3%
Other Family Households with Children	200 41.5%	1,244 42.3%	2,216 45.1%	2,575 43.7%
Family Households No Children	512 51.5%	3,427 53.8%	5,602 53.3%	6,835 53.7%
Married Couple No Children	383 74.6%	2,362 68.9%	3,713 66.3%	4,597 67.3%
Other Family Households No Children	130 25.4%	1,065 31.1%	1,889 33.7%	2,238 32.7%
Non-Family Households	985 49.8%	7,329 53.5%	11,362 51.9%	12,643 49.8%
Non-Family Households with Children	- -	3 -	4 -	5 -
Non-Family Households No Children	985 #####	7,326 #####	11,358 #####	12,639 #####
Average Family Household Size	3.3	3.3	3.4	3.3
Average Family Income	\$145,235	\$143,322	\$128,168	\$126,434
Median Family Income	\$72,289	\$80,474	\$75,546	\$75,642
Average Non-Family Household Size	1.3	1.4	1.4	1.4
Marital Status (2024)				
Population Age 15 Years or Over	3,772	25,895	42,564	49,854
Never Married	1,165 30.9%	7,879 30.4%	14,054 33.0%	15,884 31.9%
Currently Married	1,567 41.5%	10,658 41.2%	16,382 38.5%	20,032 40.2%
Previously Married	1,041 27.6%	7,358 28.4%	12,128 28.5%	13,938 28.0%
Separated	178 17.1%	1,102 15.0%	1,936 16.0%	2,273 16.3%
Widowed	312 30.0%	2,010 27.3%	3,643 30.0%	4,324 31.0%
Divorced	550 52.9%	4,245 57.7%	6,549 54.0%	7,342 52.7%
Educational Attainment (2024)				
Adult Population Age 25 Years or Over	3,200	22,024	36,008	42,178
Elementary (Grade Level 0 to 8)	127 4.0%	1,151 5.2%	2,234 6.2%	2,733 6.5%
Some High School (Grade Level 9 to 11)	223 7.0%	1,816 8.2%	3,964 11.0%	4,723 11.2%
High School Graduate	1,167 36.5%	7,992 36.3%	13,012 36.1%	15,156 35.9%
Some College	683 21.4%	4,351 19.8%	6,634 18.4%	7,713 18.3%
Associate Degree Only	253 7.9%	2,092 9.5%	3,403 9.4%	4,052 9.6%
Bachelor Degree Only	543 17.0%	3,015 13.7%	4,395 12.2%	5,132 12.2%
Graduate Degree	203 6.4%	1,607 7.3%	2,367 6.6%	2,669 6.3%
Any College (Some College or Higher)	1,682 52.6%	11,065 50.2%	16,799 46.7%	19,566 46.4%
College Degree + (Bachelor Degree or Higher)	746 23.3%	4,622 21.0%	6,762 18.8%	7,801 18.5%

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 35.742/-77.965

3401 Raleigh Rd Pkwy W Wilson, NC 27896	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Housing				
Total Housing Units (2024)	2,212	15,442	25,069	29,035
Total Housing Units (2020)	2,062	14,894	24,289	28,127
Historical Annual Growth (2020-2024)	150 1.8%	547 0.9%	780 0.8%	907 0.8%
Housing Units Occupied (2024)	1,980 89.5%	13,697 88.7%	21,875 87.3%	25,371 87.4%
Housing Units Owner-Occupied	1,156 58.4%	7,342 53.6%	11,399 52.1%	13,929 54.9%
Housing Units Renter-Occupied	824 41.6%	6,355 46.4%	10,477 47.9%	11,442 45.1%
Housing Units Vacant (2024)	231 10.5%	1,745 11.3%	3,194 12.7%	3,663 12.6%
Household Size (2024)				
Total Households	1,980	13,697	21,875	25,371
1 Person Households	929 46.9%	6,870 50.2%	10,713 49.0%	11,894 46.9%
2 Person Households	636 32.1%	3,884 28.4%	6,743 30.8%	8,147 32.1%
3 Person Households	183 9.2%	1,401 10.2%	2,083 9.5%	2,515 9.9%
4 Person Households	133 6.7%	874 6.4%	1,293 5.9%	1,556 6.1%
5 Person Households	60 3.0%	410 3.0%	634 2.9%	765 3.0%
6 Person Households	28 1.4%	190 1.4%	298 1.4%	363 1.4%
7 or More Person Households	11 0.5%	68 0.5%	112 0.5%	132 0.5%
Household Income Distribution (2024)				
HH Income \$200,000 or More	112 5.7%	709 5.2%	1,012 4.6%	1,107 4.4%
HH Income \$150,000 to \$199,999	79 4.0%	660 4.8%	993 4.5%	1,238 4.9%
HH Income \$125,000 to \$149,999	41 2.1%	674 4.9%	1,068 4.9%	1,254 4.9%
HH Income \$100,000 to \$124,999	147 7.4%	918 6.7%	1,320 6.0%	1,700 6.7%
HH Income \$75,000 to \$99,999	358 18.1%	1,949 14.2%	2,774 12.7%	3,159 12.5%
HH Income \$50,000 to \$74,999	350 17.7%	2,212 16.1%	3,542 16.2%	4,185 16.5%
HH Income \$35,000 to \$49,999	213 10.8%	1,895 13.8%	2,780 12.7%	3,212 12.7%
HH Income \$25,000 to \$34,999	213 10.7%	1,409 10.3%	2,277 10.4%	2,526 10.0%
HH Income \$15,000 to \$24,999	244 12.3%	1,518 11.1%	2,459 11.2%	2,908 11.5%
HH Income \$10,000 to \$14,999	141 7.1%	966 7.1%	1,745 8.0%	1,931 7.6%
HH Income Under \$10,000	82 4.2%	788 5.8%	1,906 8.7%	2,151 8.5%
Household Vehicles (2024)				
Households 0 Vehicles Available	81 4.1%	971 7.1%	2,362 10.8%	2,657 10.5%
Households 1 Vehicle Available	819 41.4%	5,534 40.4%	8,338 38.1%	9,132 36.0%
Households 2 Vehicles Available	622 31.4%	4,296 31.4%	6,621 30.3%	7,880 31.1%
Households 3 or More Vehicles Available	458 23.1%	2,896 21.1%	4,555 20.8%	5,703 22.5%
Total Vehicles Available	3,632	24,049	37,180	44,467
Average Vehicles per Household	1.8	1.8	1.7	1.8
Owner-Occupied Household Vehicles	2,411 66.4%	14,794 61.5%	23,188 62.4%	28,988 65.2%
Average Vehicles per Owner-Occupied Household	2.1	2.0	2.0	2.1
Renter-Occupied Household Vehicles	1,221 33.6%	9,255 38.5%	13,992 37.6%	15,478 34.8%
Average Vehicles per Renter-Occupied Household	1.5	1.5	1.3	1.4
Travel Time (2024)				
Worker Base Age 16 years or Over	2,384	14,784	23,294	27,184
Travel to Work in 14 Minutes or Less	567 23.8%	4,350 29.4%	7,282 31.3%	7,991 29.4%
Travel to Work in 15 to 29 Minutes	924 38.7%	4,143 28.0%	6,675 28.7%	8,116 29.9%
Travel to Work in 30 to 59 Minutes	583 24.5%	3,828 25.9%	5,516 23.7%	6,559 24.1%
Travel to Work in 60 Minutes or More	155 6.5%	1,596 10.8%	2,486 10.7%	2,849 10.5%
Work at Home	155 6.5%	867 5.9%	1,334 5.7%	1,670 6.1%
Average Minutes Travel to Work	21.3	22.2	20.9	21.3

Complete Profile

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Transportation To Work (2024)				
Worker Base Age 16 years or Over	2,384	14,784	23,294	27,184
Drive to Work Alone	2,060 86.4%	12,270 83.0%	19,074 81.9%	22,190 81.6%
Drive to Work in Carpool	128 5.4%	1,322 8.9%	2,053 8.8%	2,401 8.8%
Travel to Work by Public Transportation	12 0.5%	47 0.3%	115 0.5%	118 0.4%
Drive to Work on Motorcycle	- -	3 -	4 -	8 -
Bicycle to Work	- -	4 -	18 -	23 -
Walk to Work	7 0.3%	162 1.1%	418 1.8%	473 1.7%
Other Means	21 0.9%	110 0.7%	278 1.2%	301 1.1%
Work at Home	155 6.5%	867 5.9%	1,334 5.7%	1,670 6.1%
Daytime Demographics (2024)				
Total Businesses	254	1,726	2,547	2,845
Total Employees	2,041	15,900	25,702	29,420
Company Headquarter Businesses	6 2.6%	47 2.7%	71 2.8%	87 3.0%
Company Headquarter Employees	202 9.9%	2,745 17.3%	4,187 16.3%	4,711 16.0%
Employee Population per Business	8.0 to 1	9.2 to 1	10.1 to 1	10.3 to 1
Residential Population per Business	18.2 to 1	18.2 to 1	20.4 to 1	21.5 to 1
Adj. Daytime Demographics Age 16 Years or Over	3,364	26,566	44,235	51,221
Labor Force				
Labor Population Age 16 Years or Over (2024)	3,712	25,489	41,875	49,045
Labor Force Total Males (2024)	1,670 45.0%	11,645 45.7%	19,405 46.3%	22,877 46.6%
Male Civilian Employed	1,097 65.7%	7,050 60.5%	11,269 58.1%	13,336 58.3%
Male Civilian Unemployed	20 1.2%	363 3.1%	679 3.5%	762 3.3%
Males in Armed Forces	4 0.3%	22 0.2%	29 0.1%	34 0.2%
Males Not in Labor Force	548 32.8%	4,211 36.2%	7,428 38.3%	8,745 38.2%
Labor Force Total Females (2024)	2,042 55.0%	13,843 54.3%	22,470 53.7%	26,168 53.4%
Female Civilian Employed	1,287 63.0%	7,736 55.9%	12,028 53.5%	13,850 52.9%
Female Civilian Unemployed	37 1.8%	475 3.4%	835 3.7%	934 3.6%
Females in Armed Forces	2 -	16 0.1%	16 -	22 -
Females Not in Labor Force	717 35.1%	5,617 40.6%	9,591 42.7%	11,361 43.4%
Unemployment Rate	56 1.5%	838 3.3%	1,514 3.6%	1,696 3.5%
Occupation (2024)				
Occupation Population Age 16 Years or Over	2,384	14,784	23,294	27,184
Occupation Total Males	1,097 46.0%	7,048 47.7%	11,266 48.4%	13,333 49.0%
Occupation Total Females	1,287 54.0%	7,736 52.3%	12,028 51.6%	13,850 51.0%
Management, Business, Financial Operations	398 16.7%	2,386 16.1%	3,558 15.3%	4,096 15.1%
Professional, Related	617 25.9%	3,635 24.6%	5,416 23.3%	6,257 23.0%
Service	267 11.2%	1,732 11.7%	3,253 14.0%	3,856 14.2%
Sales, Office	416 17.5%	2,679 18.1%	4,181 18.0%	4,959 18.2%
Farming, Fishing, Forestry	14 0.6%	86 0.6%	191 0.8%	267 1.0%
Construction, Extraction, Maintenance	131 5.5%	885 6.0%	1,612 6.9%	1,987 7.3%
Production, Transport, Material Moving	540 22.7%	3,380 22.9%	5,082 21.8%	5,763 21.2%
White Collar Workers	1,431 60.0%	8,701 58.9%	13,156 56.5%	15,311 56.3%
Blue Collar Workers	953 40.0%	6,083 41.1%	10,138 43.5%	11,873 43.7%

Complete Profile

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Units In Structure (2024)									
Total Units	1,980		13,697		21,875		25,371		
1 Detached Unit	1,235	62.4%	8,749	63.9%	14,011	64.1%	16,369	64.5%	
1 Attached Unit	32	1.6%	624	4.6%	915	4.2%	937	3.7%	
2 Units	165	8.3%	1,322	9.6%	2,001	9.1%	2,061	8.1%	
3 to 4 Units	96	4.8%	933	6.8%	1,326	6.1%	1,409	5.6%	
5 to 9 Units	158	8.0%	902	6.6%	1,250	5.7%	1,363	5.4%	
10 to 19 Units	14	0.7%	108	0.8%	178	0.8%	197	0.8%	
20 to 49 Units	104	5.3%	236	1.7%	302	1.4%	304	1.2%	
50 or More Units	9	0.5%	159	1.2%	246	1.1%	250	1.0%	
Mobile Home or Trailer	168	8.5%	664	4.8%	1,643	7.5%	2,480	9.8%	
Other Structure	-	-	-	-	1	-	1	-	
Homes Built By Year (2024)									
Homes Built 2020 or later	136	6.2%	562	3.6%	765	3.1%	824	2.8%	
Homes Built 2010 to 2019	299	13.5%	1,383	9.0%	2,147	8.6%	2,507	8.6%	
Homes Built 2000 to 2009	416	18.8%	2,154	13.9%	3,551	14.2%	4,203	14.5%	
Homes Built 1990 to 1999	259	11.7%	1,926	12.5%	2,987	11.9%	3,565	12.3%	
Homes Built 1980 to 1989	355	16.0%	2,103	13.6%	3,093	12.3%	3,630	12.5%	
Homes Built 1970 to 1979	210	9.5%	1,763	11.4%	3,199	12.8%	3,752	12.9%	
Homes Built 1960 to 1969	142	6.4%	1,210	7.8%	1,866	7.4%	2,108	7.3%	
Homes Built 1950 to 1959	32	1.5%	637	4.1%	1,024	4.1%	1,184	4.1%	
Homes Built 1940 to 1949	55	2.5%	457	3.0%	642	2.6%	696	2.4%	
Homes Built Before 1939	76	3.4%	1,503	9.7%	2,601	10.4%	2,901	10.0%	
Median Age of Homes	33.3	yrs	42.1	yrs	42.8	yrs	42.4	yrs	
Home Values (2024)									
Owner Specified Housing Units	1,156		7,342		11,399		13,929		
Home Values \$1,000,000 or More	2	0.2%	8	0.1%	17	0.1%	42	0.3%	
Home Values \$750,000 to \$999,999	13	1.2%	35	0.5%	37	0.3%	82	0.6%	
Home Values \$500,000 to \$749,999	27	2.3%	139	1.9%	335	2.9%	422	3.0%	
Home Values \$400,000 to \$499,999	26	2.3%	408	5.6%	598	5.2%	687	4.9%	
Home Values \$300,000 to \$399,999	166	14.3%	1,109	15.1%	1,626	14.3%	1,869	13.4%	
Home Values \$250,000 to \$299,999	113	9.8%	788	10.7%	1,423	12.5%	1,665	12.0%	
Home Values \$200,000 to \$249,999	197	17.0%	1,151	15.7%	1,714	15.0%	1,987	14.3%	
Home Values \$175,000 to \$199,999	111	9.6%	753	10.3%	970	8.5%	1,175	8.4%	
Home Values \$150,000 to \$174,999	201	17.4%	984	13.4%	1,384	12.1%	1,726	12.4%	
Home Values \$125,000 to \$149,999	79	6.8%	701	9.6%	906	7.9%	1,065	7.6%	
Home Values \$100,000 to \$124,999	59	5.1%	284	3.9%	432	3.8%	618	4.4%	
Home Values \$90,000 to \$99,999	21	1.8%	104	1.4%	204	1.8%	261	1.9%	
Home Values \$80,000 to \$89,999	31	2.7%	271	3.7%	467	4.1%	646	4.6%	
Home Values \$70,000 to \$79,999	12	1.0%	123	1.7%	290	2.5%	422	3.0%	
Home Values \$60,000 to \$69,999	32	2.7%	207	2.8%	332	2.9%	395	2.8%	
Home Values \$50,000 to \$59,999	1	0.1%	10	0.1%	24	0.2%	43	0.3%	
Home Values \$35,000 to \$49,999	8	0.7%	77	1.0%	122	1.1%	144	1.0%	
Home Values \$25,000 to \$34,999	4	0.3%	36	0.5%	171	1.5%	211	1.5%	
Home Values \$10,000 to \$24,999	29	2.5%	97	1.3%	225	2.0%	317	2.3%	
Home Values Under \$10,000	24	2.1%	57	0.8%	122	1.1%	151	1.1%	
Owner-Occupied Median Home Value	\$192,184		\$207,393		\$202,356		\$197,863		
Renter-Occupied Median Rent	\$745		\$732		\$678		\$674		

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3401 Raleigh Rd Pkwy W Wilson, NC 27896	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Annual Consumer Expenditure (2024)				
Total Household Expenditure	\$128.43 M	\$863.23 M	\$1.3 B	\$1.53 B
Total Non-Retail Expenditure	\$67.97 M	\$457.45 M	\$689.97 M	\$809.66 M
Total Retail Expenditure	\$60.46 M	\$405.79 M	\$610.99 M	\$718.33 M
Apparel	\$4.45 M	\$29.97 M	\$45.1 M	\$52.94 M
Contributions	\$4.2 M	\$28.12 M	\$42.09 M	\$49.38 M
Education	\$3.63 M	\$24.74 M	\$37.34 M	\$43.68 M
Entertainment	\$7.17 M	\$48.08 M	\$72.27 M	\$85.01 M
Food and Beverages	\$18.95 M	\$127.35 M	\$192.25 M	\$225.83 M
Furnishings and Equipment	\$4.45 M	\$29.9 M	\$44.94 M	\$52.85 M
Gifts	\$3.12 M	\$21.05 M	\$31.52 M	\$36.84 M
Health Care	\$11.09 M	\$74.19 M	\$111.93 M	\$131.66 M
Household Operations	\$5.03 M	\$33.79 M	\$50.8 M	\$59.65 M
Miscellaneous Expenses	\$2.43 M	\$16.38 M	\$24.65 M	\$28.96 M
Personal Care	\$1.72 M	\$11.59 M	\$17.46 M	\$20.51 M
Personal Insurance	\$876.76 K	\$5.88 M	\$8.8 M	\$10.36 M
Reading	\$283.56 K	\$1.9 M	\$2.86 M	\$3.36 M
Shelter	\$27.24 M	\$183.83 M	\$277.9 M	\$325.87 M
Tobacco	\$829.23 K	\$5.56 M	\$8.5 M	\$9.96 M
Transportation	\$23.24 M	\$155.82 M	\$234.06 M	\$275.47 M
Utilities	\$9.72 M	\$65.08 M	\$98.49 M	\$115.68 M
Monthly Household Consumer Expenditure (2024)				
Total Household Expenditure	\$5,404	\$5,252	\$4,956	\$5,019
Total Non-Retail Expenditure	\$2,860 52.9%	\$2,783 53.0%	\$2,628 53.0%	\$2,659 53.0%
Total Retail Expenditures	\$2,544 47.1%	\$2,469 47.0%	\$2,328 47.0%	\$2,359 47.0%
Apparel	\$187 3.5%	\$182 3.5%	\$172 3.5%	\$174 3.5%
Contributions	\$177 3.3%	\$171 3.3%	\$160 3.2%	\$162 3.2%
Education	\$153 2.8%	\$151 2.9%	\$142 2.9%	\$143 2.9%
Entertainment	\$302 5.6%	\$293 5.6%	\$275 5.6%	\$279 5.6%
Food and Beverages	\$797 14.8%	\$775 14.8%	\$732 14.8%	\$742 14.8%
Furnishings and Equipment	\$187 3.5%	\$182 3.5%	\$171 3.5%	\$174 3.5%
Gifts	\$131 2.4%	\$128 2.4%	\$120 2.4%	\$121 2.4%
Health Care	\$467 8.6%	\$451 8.6%	\$426 8.6%	\$432 8.6%
Household Operations	\$212 3.9%	\$206 3.9%	\$194 3.9%	\$196 3.9%
Miscellaneous Expenses	\$102 1.9%	\$100 1.9%	\$94 1.9%	\$95 1.9%
Personal Care	\$72 1.3%	\$71 1.3%	\$67 1.3%	\$67 1.3%
Personal Insurance	\$37 0.7%	\$36 0.7%	\$34 0.7%	\$34 0.7%
Reading	\$12 0.2%	\$12 0.2%	\$11 0.2%	\$11 0.2%
Shelter	\$1,146 21.2%	\$1,118 21.3%	\$1,059 21.4%	\$1,070 21.3%
Tobacco	\$35 0.6%	\$34 0.6%	\$32 0.7%	\$33 0.7%
Transportation	\$978 18.1%	\$948 18.1%	\$892 18.0%	\$905 18.0%
Utilities	\$409 7.6%	\$396 7.5%	\$375 7.6%	\$380 7.6%