

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 35.7424/-77.9632

3401 Raleigh Road Parkway W Wilson, NC 27896		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2025)		4,864		32,589		53,029		61,973	
Projected Population (2030)		4,958		32,527		53,099		62,166	
Census Population (2020)		4,978		31,999		51,775		60,568	
Census Population (2010)		4,645		32,340		53,274		62,226	
Projected Annual Growth (2025-2030)		94	0.4%	-62	-	70	-	193	-
Historical Annual Growth (2020-2025)		-115	-0.5%	591	0.4%	1,254	0.5%	1,404	0.5%
Historical Annual Growth (2010-2020)		333	0.7%	-342	-0.1%	-1,499	-0.3%	-1,658	-0.3%
Estimated Population Density (2025)		1,549 <i>psm</i>		1,153 <i>psm</i>		675 <i>psm</i>		403 <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 (2025)		2,034		13,893		21,750		25,184	
Projected Households (2030)		2,091		13,948		21,926		25,418	
Census Households (2020)		2,040		13,809		21,600		25,001	
Census Households (2010)		1,860		13,261		21,262		24,620	
Projected Annual Growth (2025-2030)		57	0.6%	56	-	176	0.2%	234	0.2%
Historical Annual Change (2010-2025)		174	0.6%	632	0.3%	488	0.2%	564	0.2%
Average Household Income									
Estimated Average Household Income (2025)		\$102,605		\$87,271		\$80,992		\$80,856	
Projected Average Household Income (2030)		\$101,203		\$86,776		\$80,399		\$80,378	
Census Average Household Income (2010)		\$77,801		\$55,886		\$50,427		\$49,936	
Census Average Household Income (2000)		\$63,883		\$52,148		\$45,624		\$45,337	
Projected Annual Change (2025-2030)		-\$1,402	-0.3%	-\$495	-0.1%	-\$593	-0.1%	-\$478	-0.1%
Historical Annual Change (2000-2025)		\$38,722	2.4%	\$35,123	2.7%	\$35,368	3.1%	\$35,519	3.1%
Median Household Income									
Estimated Median Household Income (2025)		\$72,733		\$63,409		\$60,798		\$61,018	
Projected Median Household Income (2030)		\$71,433		\$62,741		\$60,084		\$60,453	
Census Median Household Income (2010)		\$57,453		\$45,969		\$42,195		\$42,111	
Census Median Household Income (2000)		\$51,956		\$39,774		\$34,995		\$35,129	
Projected Annual Change (2025-2030)		-\$1,299	-0.4%	-\$668	-0.2%	-\$714	-0.2%	-\$565	-0.2%
Historical Annual Change (2000-2025)		\$20,776	1.6%	\$23,635	2.4%	\$25,803	2.9%	\$25,889	2.9%
Per Capita Income									
Estimated Per Capita Income (2025)		\$42,955		\$37,333		\$33,372		\$32,995	
Projected Per Capita Income (2030)		\$42,725		\$37,341		\$33,351		\$33,002	
Census Per Capita Income (2010)		\$31,150		\$22,913		\$20,126		\$19,757	
Census Per Capita Income (2000)		\$26,061		\$20,932		\$17,602		\$17,444	
Projected Annual Change (2025-2030)		-\$229	-0.1%	\$8	-	-\$21	-	\$6	-
Historical Annual Change (2000-2025)		\$16,894	2.6%	\$16,402	3.1%	\$15,770	3.6%	\$15,551	3.6%
Estimated Average Household Net Worth (2025)		\$947,064		\$813,803		\$781,588		\$790,078	

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3401 Raleigh Road Parkway W Wilson, NC 27896		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2025)		4,864		32,589		53,029		61,973	
White (2025)		2,475	50.9%	14,980	46.0%	22,466	42.4%	27,191	43.9%
Black or African American (2025)		1,743	35.8%	13,847	42.5%	23,745	44.8%	26,574	42.9%
American Indian or Alaska Native (2025)		23	0.5%	129	0.4%	250	0.5%	316	0.5%
Asian (2025)		163	3.4%	746	2.3%	937	1.8%	967	1.6%
Hawaiian or Pacific Islander (2025)		-	-	7	-	19	-	21	-
Other Race (2025)		217	4.5%	1,427	4.4%	3,145	5.9%	3,947	6.4%
Two or More Races (2025)		243	5.0%	1,453	4.5%	2,467	4.7%	2,957	4.8%
Population < 18 (2025)		1,124	23.1%	7,072	21.7%	11,924	22.5%	14,076	22.7%
White Not Hispanic		420	37.4%	2,278	32.2%	3,503	29.4%	4,324	30.7%
Black or African American		448	39.8%	3,291	46.5%	5,592	46.9%	6,256	44.4%
Asian		33	2.9%	158	2.2%	208	1.7%	221	1.6%
Other Race Not Hispanic		53	4.7%	347	4.9%	534	4.5%	632	4.5%
Hispanic		170	15.1%	998	14.1%	2,087	17.5%	2,644	18.8%
Not Hispanic or Latino Population (2025)		4,364	89.7%	29,584	90.8%	46,968	88.6%	54,413	87.8%
Not Hispanic White		2,365	54.2%	14,372	48.6%	21,400	45.6%	25,836	47.5%
Not Hispanic Black or African American		1,723	39.5%	13,714	46.4%	23,434	49.9%	26,204	48.2%
Not Hispanic American Indian or Alaska Native		9	0.2%	56	0.2%	95	0.2%	120	0.2%
Not Hispanic Asian		163	3.7%	746	2.5%	937	2.0%	966	1.8%
Not Hispanic Hawaiian or Pacific Islander		-	-	3	-	5	-	6	-
Not Hispanic Other Race		-	-	19	-	50	0.1%	57	0.1%
Not Hispanic Two or More Races		104	2.4%	673	2.3%	1,046	2.2%	1,223	2.2%
Hispanic or Latino Population (2025)		500	10.3%	3,005	9.2%	6,061	11.4%	7,560	12.2%
Hispanic White		110	22.0%	608	20.2%	1,066	17.6%	1,355	17.9%
Hispanic Black or African American		19	3.9%	133	4.4%	311	5.1%	370	4.9%
Hispanic American Indian or Alaska Native		15	3.0%	73	2.4%	155	2.6%	196	2.6%
Hispanic Asian		-	-	-	-	-	-	-	-
Hispanic Hawaiian or Pacific Islander		-	-	4	0.1%	14	0.2%	15	0.2%
Hispanic Other Race		216	43.2%	1,407	46.8%	3,096	51.1%	3,890	51.5%
Hispanic Two or More Races		139	27.8%	780	26.0%	1,420	23.4%	1,734	22.9%
Not Hispanic or Latino Population (2020)		4,526	90.9%	29,413	91.9%	46,108	89.1%	53,314	88.0%
Hispanic or Latino Population (2020)		452	9.1%	2,586	8.1%	5,667	10.9%	7,254	12.0%
Not Hispanic or Latino Population (2010)		4,339	93.4%	30,262	93.6%	48,307	90.7%	55,837	89.7%
Hispanic or Latino Population (2010)		306	6.6%	2,078	6.4%	4,967	9.3%	6,389	10.3%
Not Hispanic or Latino Population (2030)		4,381	88.4%	29,115	89.5%	46,408	87.4%	53,984	86.8%
Hispanic or Latino Population (2030)		577	11.6%	3,412	10.5%	6,691	12.6%	8,181	13.2%
Projected Annual Growth (2025-2030)		77	3.1%	407	2.7%	630	2.1%	622	1.6%
Historical Annual Growth (2010-2020)		146	4.8%	508	2.4%	700	1.4%	865	1.4%

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Total Age Distribution (2025)									
Total Population	4,864		32,589		53,029		61,973		
Age Under 5 Years	295	6.1%	1,803	5.5%	3,026	5.7%	3,579	5.8%	
Age 5 to 9 Years	299	6.2%	1,940	6.0%	3,328	6.3%	3,907	6.3%	
Age 10 to 14 Years	318	6.5%	1,953	6.0%	3,320	6.3%	3,909	6.3%	
Age 15 to 19 Years	353	7.3%	2,178	6.7%	3,609	6.8%	4,272	6.9%	
Age 20 to 24 Years	281	5.8%	2,043	6.3%	3,468	6.5%	4,029	6.5%	
Age 25 to 29 Years	333	6.8%	2,143	6.6%	3,438	6.5%	3,946	6.4%	
Age 30 to 34 Years	334	6.9%	2,074	6.4%	3,396	6.4%	3,951	6.4%	
Age 35 to 39 Years	294	6.1%	1,883	5.8%	3,067	5.8%	3,578	5.8%	
Age 40 to 44 Years	282	5.8%	1,856	5.7%	3,039	5.7%	3,559	5.7%	
Age 45 to 49 Years	283	5.8%	1,837	5.6%	2,994	5.6%	3,516	5.7%	
Age 50 to 54 Years	299	6.1%	1,939	6.0%	3,171	6.0%	3,727	6.0%	
Age 55 to 59 Years	275	5.7%	2,009	6.2%	3,230	6.1%	3,786	6.1%	
Age 60 to 64 Years	303	6.2%	2,164	6.6%	3,542	6.7%	4,129	6.7%	
Age 65 to 69 Years	273	5.6%	2,030	6.2%	3,235	6.1%	3,760	6.1%	
Age 70 to 74 Years	238	4.9%	1,767	5.4%	2,776	5.2%	3,274	5.3%	
Age 75 to 79 Years	189	3.9%	1,317	4.0%	2,006	3.8%	2,373	3.8%	
Age 80 to 84 Years	117	2.4%	875	2.7%	1,315	2.5%	1,509	2.4%	
Age 85 Years or Over	95	1.9%	777	2.4%	1,072	2.0%	1,169	1.9%	
Median Age	39.0		40.6		39.5		39.4		
Age 19 Years or Less	1,266	26.0%	7,874	24.2%	13,282	25.0%	15,667	25.3%	
Age 20 to 64 Years	2,685	55.2%	17,949	55.1%	29,344	55.3%	34,220	55.2%	
Age 65 Years or Over	913	18.8%	6,766	20.8%	10,402	19.6%	12,086	19.5%	
Female Age Distribution (2025)									
Female Population	2,607	53.6%	17,188	52.7%	27,595	52.0%	32,160	51.9%	
Age Under 5 Years	150	5.7%	927	5.4%	1,528	5.5%	1,808	5.6%	
Age 5 to 9 Years	147	5.6%	934	5.4%	1,621	5.9%	1,907	5.9%	
Age 10 to 14 Years	154	5.9%	953	5.5%	1,607	5.8%	1,893	5.9%	
Age 15 to 19 Years	177	6.8%	1,058	6.2%	1,705	6.2%	2,020	6.3%	
Age 20 to 24 Years	160	6.1%	1,062	6.2%	1,814	6.6%	2,102	6.5%	
Age 25 to 29 Years	179	6.9%	1,100	6.4%	1,762	6.4%	2,019	6.3%	
Age 30 to 34 Years	172	6.6%	1,108	6.4%	1,796	6.5%	2,074	6.4%	
Age 35 to 39 Years	169	6.5%	1,034	6.0%	1,689	6.1%	1,958	6.1%	
Age 40 to 44 Years	149	5.7%	966	5.6%	1,566	5.7%	1,828	5.7%	
Age 45 to 49 Years	173	6.7%	1,042	6.1%	1,671	6.1%	1,944	6.0%	
Age 50 to 54 Years	162	6.2%	1,058	6.2%	1,695	6.1%	1,968	6.1%	
Age 55 to 59 Years	146	5.6%	1,079	6.3%	1,703	6.2%	1,986	6.2%	
Age 60 to 64 Years	150	5.8%	1,125	6.5%	1,832	6.6%	2,141	6.7%	
Age 65 to 69 Years	151	5.8%	1,149	6.7%	1,727	6.3%	1,996	6.2%	
Age 70 to 74 Years	139	5.3%	982	5.7%	1,507	5.5%	1,773	5.5%	
Age 75 to 79 Years	117	4.5%	731	4.3%	1,106	4.0%	1,297	4.0%	
Age 80 to 84 Years	64	2.5%	489	2.8%	723	2.6%	842	2.6%	
Age 85 Years or Over	49	1.9%	392	2.3%	544	2.0%	603	1.9%	
Female Median Age	40.1		41.8		40.5		40.4		
Age 19 Years or Less	626	24.0%	3,872	22.5%	6,460	23.4%	7,629	23.7%	
Age 20 to 64 Years	1,460	56.0%	9,574	55.7%	15,527	56.3%	18,019	56.0%	
Age 65 Years or Over	520	19.9%	3,742	21.8%	5,607	20.3%	6,512	20.2%	

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Male Age Distribution (2025)									
Male Population	2,257	46.4%	15,401	47.3%	25,434	48.0%	29,813	48.1%	
Age Under 5 Years	146	6.5%	877	5.7%	1,498	5.9%	1,771	5.9%	
Age 5 to 9 Years	153	6.8%	1,006	6.5%	1,707	6.7%	2,000	6.7%	
Age 10 to 14 Years	165	7.3%	999	6.5%	1,713	6.7%	2,015	6.8%	
Age 15 to 19 Years	176	7.8%	1,120	7.3%	1,904	7.5%	2,252	7.6%	
Age 20 to 24 Years	121	5.4%	981	6.4%	1,654	6.5%	1,927	6.5%	
Age 25 to 29 Years	154	6.8%	1,043	6.8%	1,676	6.6%	1,927	6.5%	
Age 30 to 34 Years	162	7.2%	966	6.3%	1,600	6.3%	1,878	6.3%	
Age 35 to 39 Years	125	5.5%	849	5.5%	1,378	5.4%	1,619	5.4%	
Age 40 to 44 Years	133	5.9%	890	5.8%	1,473	5.8%	1,731	5.8%	
Age 45 to 49 Years	110	4.9%	795	5.2%	1,322	5.2%	1,572	5.3%	
Age 50 to 54 Years	137	6.1%	882	5.7%	1,476	5.8%	1,759	5.9%	
Age 55 to 59 Years	129	5.7%	930	6.0%	1,527	6.0%	1,800	6.0%	
Age 60 to 64 Years	153	6.8%	1,040	6.8%	1,710	6.7%	1,988	6.7%	
Age 65 to 69 Years	122	5.4%	882	5.7%	1,508	5.9%	1,764	5.9%	
Age 70 to 74 Years	99	4.4%	786	5.1%	1,269	5.0%	1,501	5.0%	
Age 75 to 79 Years	72	3.2%	586	3.8%	899	3.5%	1,076	3.6%	
Age 80 to 84 Years	53	2.4%	386	2.5%	591	2.3%	667	2.2%	
Age 85 Years or Over	46	2.0%	385	2.5%	528	2.1%	565	1.9%	
Male Median Age	37.7		39.1		38.5		38.4		
Age 19 Years or Less	639	28.3%	4,002	26.0%	6,822	26.8%	8,038	27.0%	
Age 20 to 64 Years	1,225	54.3%	8,376	54.4%	13,817	54.3%	16,201	54.3%	
Age 65 Years or Over	393	17.4%	3,024	19.6%	4,795	18.9%	5,573	18.7%	
Males per 100 Females (2025)									
Overall Comparison	87		90		92		93		
Age Under 5 Years	98	49.4%	95	48.6%	98	49.5%	98	49.5%	
Age 5 to 9 Years	104	51.0%	108	51.9%	105	51.3%	105	51.2%	
Age 10 to 14 Years	107	51.7%	105	51.2%	107	51.6%	106	51.6%	
Age 15 to 19 Years	100	49.9%	106	51.4%	112	52.8%	111	52.7%	
Age 20 to 24 Years	76	43.2%	92	48.0%	91	47.7%	92	47.8%	
Age 25 to 29 Years	86	46.3%	95	48.7%	95	48.8%	95	48.8%	
Age 30 to 34 Years	94	48.5%	87	46.6%	89	47.1%	91	47.5%	
Age 35 to 39 Years	74	42.5%	82	45.1%	82	44.9%	83	45.3%	
Age 40 to 44 Years	90	47.3%	92	48.0%	94	48.5%	95	48.6%	
Age 45 to 49 Years	63	38.8%	76	43.3%	79	44.2%	81	44.7%	
Age 50 to 54 Years	85	45.9%	83	45.5%	87	46.5%	89	47.2%	
Age 55 to 59 Years	88	46.8%	86	46.3%	90	47.3%	91	47.5%	
Age 60 to 64 Years	102	50.5%	92	48.0%	93	48.3%	93	48.2%	
Age 65 to 69 Years	81	44.8%	77	43.4%	87	46.6%	88	46.9%	
Age 70 to 74 Years	71	41.6%	80	44.5%	84	45.7%	85	45.9%	
Age 75 to 79 Years	62	38.2%	80	44.5%	81	44.8%	83	45.4%	
Age 80 to 84 Years	83	45.5%	79	44.1%	82	45.0%	79	44.2%	
Age 85 Years or Over	93	48.3%	98	49.6%	97	49.3%	94	48.4%	
Age 19 Years or Less	102	50.5%	103	50.8%	106	51.4%	105	51.3%	
Age 20 to 39 Years	83	45.3%	89	47.1%	89	47.2%	90	47.4%	
Age 40 to 64 Years	85	45.9%	86	46.3%	89	47.0%	90	47.3%	
Age 65 Years or Over	76	43.0%	81	44.7%	86	46.1%	86	46.1%	

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Household Type (2025)									
Total Households		2,034		13,893		21,750		25,184	
Households with Children		618	30.4%	3,774	27.2%	6,365	29.3%	7,465	29.6%
Average Household Size		2.4		2.3		2.4		2.4	
Household Density per Square Mile		648		491		277		164	
Population Family		3,683	75.7%	23,885	73.3%	40,050	75.5%	47,754	77.1%
Population Non-Family		1,148	23.6%	8,054	24.7%	11,679	22.0%	12,888	20.8%
Population Group Quarters		33	0.7%	650	2.0%	1,300	2.5%	1,331	2.1%
Family Households		1,203	59.2%	7,753	55.8%	12,916	59.4%	15,393	61.1%
Married Couple Households		853	70.9%	4,984	64.3%	7,900	61.2%	9,630	62.6%
Other Family Households with Children		351	29.1%	2,769	35.7%	5,016	38.8%	5,763	37.4%
Family Households with Children		617	51.3%	3,765	48.6%	6,355	49.2%	7,454	48.4%
Married Couple with Children		351	56.9%	2,053	54.5%	3,278	51.6%	3,986	53.5%
Other Family Households with Children		266	43.1%	1,712	45.5%	3,077	48.4%	3,468	46.5%
Family Households No Children		586	48.7%	3,988	51.4%	6,562	50.8%	7,939	51.6%
Married Couple No Children		501	85.5%	2,930	73.5%	4,623	70.4%	5,645	71.1%
Other Family Households No Children		85	14.5%	1,057	26.5%	1,939	29.6%	2,295	28.9%
Non-Family Households		831	40.8%	6,140	44.2%	8,834	40.6%	9,791	38.9%
Non-Family Households with Children		-	-	9	0.1%	11	0.1%	11	0.1%
Non-Family Households No Children		830	99.9%	6,130	99.9%	8,823	99.9%	9,780	99.9%
Average Family Household Size		3.1		3.1		3.1		3.1	
Average Family Income		\$136,638		\$118,103		\$103,897		\$102,140	
Median Family Income		\$97,649		\$90,143		\$82,351		\$80,960	
Average Non-Family Household Size		1.4		1.3		1.3		1.3	
Marital Status (2025)									
Population Age 15 Years or Over		3,951		26,893		43,356		50,578	
Never Married		1,226	31.0%	8,778	32.6%	15,383	35.5%	17,606	34.8%
Currently Married		1,823	46.1%	11,498	42.8%	17,551	40.5%	21,095	41.7%
Previously Married		902	22.8%	6,618	24.6%	10,422	24.0%	11,877	23.5%
Separated		127	14.1%	926	14.0%	1,489	14.3%	1,704	14.3%
Widowed		362	40.2%	2,132	32.2%	3,485	33.4%	4,069	34.3%
Divorced		413	45.8%	3,560	53.8%	5,448	52.3%	6,103	51.4%
Educational Attainment (2025)									
Adult Population Age 25 Years or Over		3,317		22,673		36,279		42,277	
Elementary (Grade Level 0 to 8)		87	2.6%	939	4.1%	2,207	6.1%	2,702	6.4%
Some High School (Grade Level 9 to 11)		169	5.1%	1,574	6.9%	3,180	8.8%	3,822	9.0%
High School Graduate		986	29.7%	7,155	31.6%	11,593	32.0%	13,566	32.1%
Some College		744	22.4%	4,662	20.6%	6,949	19.2%	8,139	19.3%
Associate Degree Only		224	6.8%	2,151	9.5%	3,270	9.0%	3,901	9.2%
Bachelor Degree Only		688	20.8%	3,767	16.6%	5,529	15.2%	6,243	14.8%
Graduate Degree		419	12.6%	2,424	10.7%	3,550	9.8%	3,903	9.2%
Any College (Some College or Higher)		2,075	62.6%	13,004	57.4%	19,298	53.2%	22,187	52.5%
College Degree + (Bachelor Degree or Higher)		1,107	33.4%	6,191	27.3%	9,079	25.0%	10,146	24.0%

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Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 35.7424/-77.9632

3401 Raleigh Road Parkway W Wilson, NC 27896		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing									
Total Housing Units (2025)		2,338		16,164		25,732		29,722	
Total Housing Units (2020)		2,205		15,329		24,326		28,075	
Historical Annual Growth (2020-2025)		133	1.2%	835	1.1%	1,406	1.2%	1,647	1.2%
Housing Units Occupied (2025)		2,034 87.0%		13,893 85.9%		21,750 84.5%		25,184 84.7%	
Housing Units Owner-Occupied		1,206 59.3%		7,261 52.3%		11,297 51.9%		13,762 54.6%	
Housing Units Renter-Occupied		827 40.7%		6,631 47.7%		10,453 48.1%		11,423 45.4%	
Housing Units Vacant (2025)		304 13.0%		2,272 14.1%		3,982 15.5%		4,538 15.3%	
Household Size (2025)									
Total Households		2,034		13,893		21,750		25,184	
1 Person Households		671	33.0%	5,160	37.1%	7,358	33.8%	8,179	32.5%
2 Person Households		663	32.6%	4,214	30.3%	6,831	31.4%	8,059	32.0%
3 Person Households		284	14.0%	1,965	14.1%	3,300	15.2%	3,896	15.5%
4 Person Households		240	11.8%	1,441	10.4%	2,365	10.9%	2,788	11.1%
5 Person Households		107	5.3%	699	5.0%	1,187	5.5%	1,406	5.6%
6 Person Households		46	2.2%	276	2.0%	463	2.1%	565	2.2%
7 or More Person Households		22	1.1%	138	1.0%	245	1.1%	290	1.2%
Household Income Distribution (2025)									
HH Income \$200,000 or More		220	10.8%	1,109	8.0%	1,498	6.9%	1,629	6.5%
HH Income \$150,000 to \$199,999		92	4.5%	610	4.4%	974	4.5%	1,229	4.9%
HH Income \$125,000 to \$149,999		59	2.9%	743	5.4%	1,119	5.1%	1,393	5.5%
HH Income \$100,000 to \$124,999		283	13.9%	1,284	9.2%	1,914	8.8%	2,236	8.9%
HH Income \$75,000 to \$99,999		295	14.5%	1,815	13.1%	2,631	12.1%	3,084	12.2%
HH Income \$50,000 to \$74,999		334	16.4%	2,260	16.3%	3,480	16.0%	4,024	16.0%
HH Income \$35,000 to \$49,999		205	10.1%	2,030	14.6%	3,032	13.9%	3,507	13.9%
HH Income \$25,000 to \$34,999		170	8.4%	1,153	8.3%	1,877	8.6%	2,133	8.5%
HH Income \$15,000 to \$24,999		243	12.0%	1,499	10.8%	2,258	10.4%	2,636	10.5%
HH Income \$10,000 to \$14,999		69	3.4%	617	4.4%	1,165	5.4%	1,300	5.2%
HH Income Under \$10,000		64	3.1%	772	5.6%	1,803	8.3%	2,013	8.0%
Household Vehicles (2025)									
Households 0 Vehicles Available		85	4.2%	1,074	7.7%	2,124	9.8%	2,393	9.5%
Households 1 Vehicle Available		781	38.4%	5,551	40.0%	8,043	37.0%	8,788	34.9%
Households 2 Vehicles Available		677	33.3%	4,419	31.8%	7,063	32.5%	8,351	33.2%
Households 3 or More Vehicles Available		490	24.1%	2,849	20.5%	4,520	20.8%	5,652	22.4%
Total Vehicles Available		3,821		24,129		37,648		44,905	
Average Vehicles per Household		1.9		1.7		1.7		1.8	
Owner-Occupied Household Vehicles		2,537 66.4%		14,715 61.0%		23,305 61.9%		29,019 64.6%	
Average Vehicles per Owner-Occupied Household		2.1		2.0		2.1		2.1	
Renter-Occupied Household Vehicles		1,284 33.6%		9,414 39.0%		14,343 38.1%		15,886 35.4%	
Average Vehicles per Renter-Occupied Household		1.6		1.4		1.4		1.4	
Travel Time (2025)									
Worker Base Age 16 years or Over		2,554		14,815		22,755		26,451	
Travel to Work in 14 Minutes or Less		917	35.9%	6,259	42.2%	10,031	44.1%	11,033	41.7%
Travel to Work in 15 to 29 Minutes		922	36.1%	4,046	27.3%	6,150	27.0%	7,700	29.1%
Travel to Work in 30 to 59 Minutes		452	17.7%	2,748	18.5%	3,937	17.3%	4,518	17.1%
Travel to Work in 60 Minutes or More		103	4.1%	809	5.5%	1,271	5.6%	1,502	5.7%
Work at Home		159	6.2%	953	6.4%	1,366	6.0%	1,698	6.4%
Average Minutes Travel to Work		17.9		16.6		16.0		16.5	

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Transportation To Work (2025)									
Worker Base Age 16 years or Over		2,554		14,815		22,755		26,451	
Drive to Work Alone		2,096	82.1%	12,205	82.4%	18,382	80.8%	21,284	80.5%
Drive to Work in Carpool		270	10.6%	1,263	8.5%	2,069	9.1%	2,448	9.3%
Travel to Work by Public Transportation		12	0.5%	39	0.3%	97	0.4%	102	0.4%
Drive to Work on Motorcycle		-	-	-	-	2	-	6	-
Bicycle to Work		1	-	4	-	5	-	8	-
Walk to Work		8	0.3%	167	1.1%	440	1.9%	491	1.9%
Other Means		7	0.3%	184	1.2%	395	1.7%	413	1.6%
Work at Home		159	6.2%	953	6.4%	1,366	6.0%	1,698	6.4%
Daytime Demographics (2025)									
Total Businesses		288		1,804		2,609		2,919	
Total Employees		2,238		15,636		24,737		28,408	
Company Headquarter Businesses		7	2.6%	47	2.6%	71	2.7%	85	2.9%
Company Headquarter Employees		243	10.8%	2,767	17.7%	4,213	17.0%	4,680	16.5%
Employee Population per Business		7.8 to 1		8.7 to 1		9.5 to 1		9.7 to 1	
Residential Population per Business		16.9 to 1		18.1 to 1		20.3 to 1		21.2 to 1	
Adj. Daytime Demographics Age 16 Years or Over		3,554		27,024		44,232		51,280	
Labor Force									
Labor Population Age 16 Years or Over (2025)		3,882		26,436		42,606		49,690	
Labor Force Total Males (2025)		1,757	45.3%	12,284	46.5%	20,125	47.2%	23,563	47.4%
Male Civilian Employed		1,137	64.7%	6,954	56.6%	10,830	53.8%	12,779	54.2%
Male Civilian Unemployed		22	1.3%	335	2.7%	784	3.9%	913	3.9%
Males in Armed Forces		10	0.6%	210	1.7%	310	1.5%	317	1.3%
Males Not in Labor Force		588	33.4%	4,786	39.0%	8,201	40.8%	9,555	40.6%
Labor Force Total Females (2025)		2,125	54.7%	14,152	53.5%	22,482	52.8%	26,127	52.6%
Female Civilian Employed		1,417	66.7%	7,862	55.6%	11,928	53.1%	13,674	52.3%
Female Civilian Unemployed		35	1.7%	339	2.4%	731	3.3%	819	3.1%
Females in Armed Forces		2	0.1%	22	0.2%	44	0.2%	48	0.2%
Females Not in Labor Force		671	31.6%	5,929	41.9%	9,779	43.5%	11,585	44.3%
Unemployment Rate		57	1.5%	673	2.5%	1,516	3.6%	1,732	3.5%
Occupation (2025)									
Occupation Population Age 16 Years or Over		2,554		14,815		22,755		26,451	
Occupation Total Males		1,137	44.5%	6,953	46.9%	10,828	47.6%	12,777	48.3%
Occupation Total Females		1,417	55.5%	7,862	53.1%	11,928	52.4%	13,674	51.7%
Management, Business, Financial Operations		380	-	1,910	12.9%	2,697	11.9%	3,058	11.6%
Professional, Related		695	27.2%	3,748	25.3%	5,420	23.8%	6,096	23.0%
Service		324	12.7%	2,160	14.6%	3,658	16.1%	4,304	16.3%
Sales, Office		602	23.6%	3,290	22.2%	4,971	21.8%	5,744	21.7%
Farming, Fishing, Forestry		-	-	9	-	12	-	58	0.2%
Construction, Extraction, Maintenance		153	6.0%	1,152	7.8%	2,030	8.9%	2,468	9.3%
Production, Transport, Material Moving		399	15.6%	2,545	17.2%	3,968	17.4%	4,722	17.9%
White Collar Workers		1,678	65.7%	8,948	60.4%	13,087	57.5%	14,898	56.3%
Blue Collar Workers		876	34.3%	5,866	39.6%	9,668	42.5%	11,553	43.7%

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Units In Structure (2025)									
Total Units		2,034		13,893		21,750		25,184	
1 Detached Unit		1,319	64.9%	8,925	64.2%	14,317	65.8%	16,697	66.3%
1 Attached Unit		22	1.1%	389	2.8%	534	2.5%	545	2.2%
2 Units		170	8.4%	1,512	10.9%	2,250	10.3%	2,330	9.3%
3 to 4 Units		103	5.0%	949	6.8%	1,297	6.0%	1,369	5.4%
5 to 9 Units		152	7.5%	1,020	7.3%	1,335	6.1%	1,422	5.6%
10 to 19 Units		49	2.4%	275	2.0%	353	1.6%	392	1.6%
20 to 49 Units		90	4.4%	250	1.8%	331	1.5%	334	1.3%
50 or More Units		7	0.3%	75	0.5%	121	0.6%	125	0.5%
Mobile Home or Trailer		121	6.0%	497	3.6%	1,212	5.6%	1,969	7.8%
Other Structure		-	-	-	-	-	-	-	-
Homes Built By Year (2025)									
Homes Built 2020 or later		50	2.1%	273	1.7%	475	1.8%	549	1.8%
Homes Built 2010 to 2019		305	13.0%	1,543	9.5%	2,345	9.1%	2,635	8.9%
Homes Built 2000 to 2009		523	22.4%	2,569	15.9%	4,137	16.1%	4,912	16.5%
Homes Built 1990 to 1999		295	12.6%	2,114	13.1%	3,287	12.8%	3,863	13.0%
Homes Built 1980 to 1989		267	11.4%	1,613	10.0%	2,337	9.1%	2,799	9.4%
Homes Built 1970 to 1979		262	11.2%	1,840	11.4%	3,038	11.8%	3,534	11.9%
Homes Built 1960 to 1969		236	10.1%	1,698	10.5%	2,554	9.9%	2,903	9.8%
Homes Built 1950 to 1959		31	1.3%	633	3.9%	1,029	4.0%	1,179	4.0%
Homes Built 1940 to 1949		38	1.6%	868	5.4%	1,225	4.8%	1,374	4.6%
Homes Built Before 1939		26	1.1%	742	4.6%	1,323	5.1%	1,437	4.8%
Median Age of Homes		33.4	yrs	41.0	yrs	41.1	yrs	40.7	yrs
Home Values (2025)									
Owner Specified Housing Units		1,206		7,261		11,297		13,762	
Home Values \$1,000,000 or More		3	0.2%	11	0.1%	14	0.1%	25	0.2%
Home Values \$750,000 to \$999,999		91	7.5%	111	1.5%	119	1.1%	133	1.0%
Home Values \$500,000 to \$749,999		11	0.9%	204	2.8%	435	3.9%	536	3.9%
Home Values \$400,000 to \$499,999		63	5.2%	712	9.8%	983	8.7%	1,138	8.3%
Home Values \$300,000 to \$399,999		151	12.5%	982	13.5%	1,460	12.9%	1,696	12.3%
Home Values \$250,000 to \$299,999		188	15.6%	1,194	16.4%	1,935	17.1%	2,206	16.0%
Home Values \$200,000 to \$249,999		231	19.1%	1,303	17.9%	1,862	16.5%	2,167	15.7%
Home Values \$175,000 to \$199,999		119	9.8%	410	5.6%	609	5.4%	776	5.6%
Home Values \$150,000 to \$174,999		48	4.0%	459	6.3%	607	5.4%	745	5.4%
Home Values \$125,000 to \$149,999		53	4.4%	334	4.6%	415	3.7%	487	3.5%
Home Values \$100,000 to \$124,999		67	5.6%	408	5.6%	651	5.8%	880	6.4%
Home Values \$90,000 to \$99,999		7	0.6%	99	1.4%	151	1.3%	226	1.6%
Home Values \$80,000 to \$89,999		22	1.8%	105	1.5%	192	1.7%	288	2.1%
Home Values \$70,000 to \$79,999		8	0.7%	108	1.5%	234	2.1%	322	2.3%
Home Values \$60,000 to \$69,999		26	2.2%	215	3.0%	320	2.8%	407	3.0%
Home Values \$50,000 to \$59,999		10	0.8%	63	0.9%	147	1.3%	246	1.8%
Home Values \$35,000 to \$49,999		10	0.9%	181	2.5%	288	2.5%	322	2.3%
Home Values \$25,000 to \$34,999		2	0.2%	21	0.3%	105	0.9%	185	1.3%
Home Values \$10,000 to \$24,999		49	4.0%	193	2.7%	478	4.2%	631	4.6%
Home Values Under \$10,000		48	4.0%	149	2.0%	290	2.6%	345	2.5%
Owner-Occupied Median Home Value		\$225,916		\$234,098		\$221,651		\$214,130	
Renter-Occupied Median Rent		\$919		\$825		\$772		\$764	

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3401 Raleigh Road Parkway W Wilson, NC 27896	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Annual Consumer Expenditure (2025)				
Total Household Expenditure	\$195.57 M	\$1.23 B	\$1.87 B	\$2.17 B
Total Non-Retail Expenditure	\$96.48 M	\$603.63 M	\$909.77 M	\$1.05 B
Total Retail Expenditure	\$99.09 M	\$626.73 M	\$961.23 M	\$1.12 B
Alcoholic Beverages	\$1.18 M	\$7.4 M	\$11.21 M	\$13.04 M
Apparel	\$3.6 M	\$22.65 M	\$34.6 M	\$40.27 M
Contributions	\$6.06 M	\$37.51 M	\$55.81 M	\$64.8 M
Education	\$4.35 M	\$27.04 M	\$40.53 M	\$47.09 M
Entertainment	\$11.16 M	\$70.26 M	\$107.62 M	\$125.24 M
Food Away From Home	\$8.54 M	\$53.66 M	\$81.8 M	\$95.19 M
Grocery	\$13.22 M	\$84.79 M	\$134.03 M	\$156.44 M
Health Care	\$13.53 M	\$92.78 M	\$144.56 M	\$167.82 M
Household Furnishings and Equipment	\$5.15 M	\$32.3 M	\$49.09 M	\$57.11 M
Household Operations	\$3.65 M	\$23.03 M	\$35.44 M	\$41.24 M
Miscellaneous Expenses	\$3.32 M	\$20.85 M	\$31.73 M	\$36.92 M
Personal Care	\$2.57 M	\$16.41 M	\$25.72 M	\$30 M
Shelter	\$31.98 M	\$206.65 M	\$319.33 M	\$368.69 M
Tax and Retirement	\$44.76 M	\$269.26 M	\$390.39 M	\$450.29 M
Tobacco and Related	\$1.06 M	\$7.01 M	\$11.65 M	\$13.62 M
Transportation	\$31.99 M	\$198.01 M	\$301.13 M	\$354.24 M
Utilities	\$9.46 M	\$60.77 M	\$96.36 M	\$112.51 M
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure	\$8,013	\$7,380	\$7,169	\$7,195
Total Non-Retail Expenditure	\$3,953 49.3%	\$3,621 49.1%	\$3,486 48.6%	\$3,477 48.3%
Total Retail Expenditures	\$4,060 50.7%	\$3,759 50.9%	\$3,683 51.4%	\$3,718 51.7%
Alcoholic Beverages	\$48 0.6%	\$44 0.6%	\$43 0.6%	\$43 0.6%
Apparel	\$148 1.8%	\$136 1.8%	\$133 1.8%	\$133 1.9%
Contributions	\$248 3.1%	\$225 3.0%	\$214 3.0%	\$214 3.0%
Education	\$178 2.2%	\$162 2.2%	\$155 2.2%	\$156 2.2%
Entertainment	\$457 5.7%	\$421 5.7%	\$412 5.8%	\$414 5.8%
Food Away From Home	\$350 4.4%	\$322 4.4%	\$313 4.4%	\$315 4.4%
Grocery	\$542 6.8%	\$509 6.9%	\$514 7.2%	\$518 7.2%
Health Care	\$554 6.9%	\$557 7.5%	\$554 7.7%	\$555 7.7%
Household Furnishings and Equipment	\$211 2.6%	\$194 2.6%	\$188 2.6%	\$189 2.6%
Household Operations	\$150 1.9%	\$138 1.9%	\$136 1.9%	\$136 1.9%
Miscellaneous Expenses	\$136 1.7%	\$125 1.7%	\$122 1.7%	\$122 1.7%
Personal Care	\$105 1.3%	\$98 1.3%	\$99 1.4%	\$99 1.4%
Shelter	\$1,310 16.4%	\$1,240 16.8%	\$1,223 17.1%	\$1,220 17.0%
Tax and Retirement	\$1,834 22.9%	\$1,615 21.9%	\$1,496 20.9%	\$1,490 20.9%
Tobacco and Related	\$43 0.5%	\$42 0.6%	\$45 0.6%	\$45 0.6%
Transportation	\$1,311 16.4%	\$1,188 16.1%	\$1,154 16.1%	\$1,172 16.3%
Utilities	\$387 4.8%	\$365 4.9%	\$369 5.2%	\$372 5.2%