Inland Commercial Real Estate Services LLC

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 (2023)	4,696		31,010		51,231		60,202	
Projected Population (2028)	5,291		31,182		51,291		60,268	
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 (2023-2028)	595	2.5%	172	0.1%	60	-	66	-
Historical Annual Growth (2020-2023)	38	0.3%	-141	-0.2%	-456	-0.3%	-501	-0.3%
Historical Annual Growth (2010-2020)	349	0.8%	-213	-	-1,506	-0.3%	-1,616	-0.3%
Estimated Population Density (2023)	1,496	psm	1,097	psm	653	psm	391	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households								
Estimated Households (2023)	1,928		13,470		21,572		25,077	
Projected Households (2028)	2,101		13,073		20,883		24,294	
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 (2023-2028)	172	1.8%	-397	-0.6%	-688	-0.6%	-784	-0.6%
Historical Annual Change (2010-2023)	210	0.9%	573	0.3%	340	0.1%	431	0.1%
Average Household Income								
Estimated Average Household Income (2023)	$92,143		$86,330		$78,894		$79,450	
Projected Average Household Income (2028)	$87,164		$92,046		$84,294		$85,184	
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 (2023-2028)	-$4,979	-1.1%	$5,716	1.3%	$5,400	1.4%	$5,734	1.4%
Historical Annual Change (2000-2023)	$30,957	2.2%	$33,464	2.8%	$33,263	3.2%	$34,106	3.3%
Median Household Income								
Estimated Median Household Income (2023)	$63,304		$60,820		$57,734		$57,573	
Projected Median Household Income (2028)	$57,039		$56,210		$53,555		$53,215	
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 (2023-2028)	-$6,265	-2.0%	-$4,610	-1.5%	-$4,178	-1.4%	-$4,357	-1.5%
Historical Annual Change (2000-2023)	$13,074	1.1%	$20,503	2.2%	$22,727	2.8%	$22,432	2.8%
Per Capita Income								
Estimated Per Capita Income (2023)	$37,858		$37,619		$33,384		$33,242	
Projected Per Capita Income (2028)	$34,629		$38,710		$34,485		$34,484	
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 (2023-2028)	-$3,229	-1.7%	$1,091	0.6%	$1,101	0.7%	$1,242	0.7%
Historical Annual Change (2000-2023)	$12,723	2.2%	$16,342	3.3%	$15,780	3.9%	$15,798	3.9%
Estimated Average Household Net Worth (2023)	$422,575		$341,227		$317,786		$312,158	

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2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Inland
Commercial Real Estate Services LLC

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	
Race and Ethnicity								
Total Population (2023)	4,696		31,010		51,231		60,202	
White (2023)	2,376	50.6%	14,619	47.1%	22,287	43.5%	27,087	45.0%
Black or African American (2023)	1,706	36.3%	13,052	42.1%	22,917	44.7%	25,784	42.8%
American Indian or Alaska Native (2023)	21	0.4%	111	0.4%	219	0.4%	279	0.5%
Asian (2023)	157	3.3%	715	2.3%	919	1.8%	947	1.6%
Hawaiian or Pacific Islander (2023)	-	-	6	-	14	-	15	-
Other Race (2023)	205	4.4%	1,210	3.9%	2,748	5.4%	3,510	5.8%
Two or More Races (2023)	230	4.9%	1,299	4.2%	2,127	4.2%	2,580	4.3%
Population < 18 (2023)	1,216	25.9%	7,044	22.7%	11,890	23.2%	13,989	23.2%
White Not Hispanic	432	35.5%	2,303	32.7%	3,558	29.9%	4,361	31.2%
Black or African American	489	40.2%	3,301	46.9%	5,666	47.6%	6,331	45.3%
Asian	54	4.4%	202	2.9%	254	2.1%	257	1.8%
Other Race Not Hispanic	77	6.4%	365	5.2%	537	4.5%	612	4.4%
Hispanic	164	13.5%	873	12.4%	1,876	15.8%	2,428	17.4%
Not Hispanic or Latino Population (2023)	4,270	90.9%	28,552	92.1%	46,163	90.1%	53,761	89.3%
Not Hispanic White	2,302	53.9%	14,196	49.7%	21,457	46.5%	26,008	48.4%
Not Hispanic Black or African American	1,682	39.4%	12,939	45.3%	22,713	49.2%	25,557	47.5%
Not Hispanic American Indian or Alaska Native	10	0.2%	37	0.1%	67	0.1%	85	0.2%
Not Hispanic Asian	157	3.7%	715	2.5%	919	2.0%	947	1.8%
Not Hispanic Hawaiian or Pacific Islander	-	-	3	-	5	-	5	-
Not Hispanic Other Race	3	-	32	0.1%	71	0.2%	84	0.2%
Not Hispanic Two or More Races	116	2.7%	631	2.2%	931	2.0%	1,075	2.0%
Hispanic or Latino Population (2023)	426	9.1%	2,458	7.9%	5,068	9.9%	6,441	10.7%
Hispanic White	74	17.4%	423	17.2%	829	16.4%	1,079	16.8%
Hispanic Black or African American	24	5.7%	112	4.6%	205	4.0%	227	3.5%
Hispanic American Indian or Alaska Native	11	2.6%	74	3.0%	152	3.0%	194	3.0%
Hispanic Asian	-	-	-	-	-	-	-	-
Hispanic Hawaiian or Pacific Islander	-	-	2	-	9	0.2%	10	0.2%
Hispanic Other Race	202	47.5%	1,178	47.9%	2,677	52.8%	3,426	53.2%
Hispanic Two or More Races	114	26.8%	668	27.2%	1,196	23.6%	1,505	23.4%
Not Hispanic or Latino Population (2020)	4,224	90.7%	28,638	91.9%	46,259	89.5%	53,699	88.5%
Hispanic or Latino Population (2020)	434	9.3%	2,513	8.1%	5,427	10.5%	7,003	11.5%
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 (2028)	4,794	90.6%	28,622	91.8%	46,152	90.0%	53,785	89.2%
Hispanic or Latino Population (2028)	497	9.4%	2,560	8.2%	5,138	10.0%	6,483	10.8%
Projected Annual Growth (2023-2028)	71	3.3%	102	0.8%	70	0.3%	42	0.1%
Historical Annual Growth (2010-2020)	135	4.5%	540	2.7%	470	0.9%	584	0.9%

Inland
Commercial Real Estate Services LLC

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	
Total Age Distribution (2023)								
Total Population	4,696		31,010		51,231		60,202	
Age Under 5 Years	330	7.0%	1,871	6.0%	3,165	6.2%	3,697	6.1%
Age 5 to 9 Years	303	6.4%	1,852	6.0%	3,138	6.1%	3,692	6.1%
Age 10 to 14 Years	370	7.9%	2,089	6.7%	3,552	6.9%	4,203	7.0%
Age 15 to 19 Years	318	6.8%	1,940	6.3%	3,322	6.5%	3,918	6.5%
Age 20 to 24 Years	327	7.0%	2,026	6.5%	3,246	6.3%	3,799	6.3%
Age 25 to 29 Years	353	7.5%	2,108	6.8%	3,329	6.5%	3,823	6.4%
Age 30 to 34 Years	329	7.0%	1,974	6.4%	3,105	6.1%	3,605	6.0%
Age 35 to 39 Years	304	6.5%	1,788	5.8%	2,906	5.7%	3,450	5.7%
Age 40 to 44 Years	286	6.1%	1,740	5.6%	2,877	5.6%	3,404	5.7%
Age 45 to 49 Years	233	5.0%	1,684	5.4%	2,844	5.6%	3,406	5.7%
Age 50 to 54 Years	266	5.7%	1,901	6.1%	3,166	6.2%	3,762	6.2%
Age 55 to 59 Years	283	6.0%	2,100	6.8%	3,499	6.8%	4,125	6.9%
Age 60 to 64 Years	265	5.6%	1,941	6.3%	3,326	6.5%	3,961	6.6%
Age 65 to 69 Years	233	5.0%	1,770	5.7%	3,070	6.0%	3,653	6.1%
Age 70 to 74 Years	214	4.6%	1,622	5.2%	2,632	5.1%	3,116	5.2%
Age 75 to 79 Years	130	2.8%	1,106	3.6%	1,816	3.5%	2,090	3.5%
Age 80 to 84 Years	84	1.8%	779	2.5%	1,159	2.3%	1,311	2.2%
Age 85 Years or Over	70	1.5%	720	2.3%	1,080	2.1%	1,188	2.0%
Median Age	35.6		39.4		39.2		39.3	
Age 19 Years or Less	1,321	28.1%	7,752	25.0%	13,177	25.7%	15,509	25.8%
Age 20 to 64 Years	2,645	56.3%	17,261	55.7%	28,298	55.2%	33,335	55.4%
Age 65 Years or Over	730	15.5%	5,997	19.3%	9,756	19.0%	11,358	18.9%
Female Age Distribution (2023)								
Female Population	2,487	53.0%	16,702	53.9%	27,201	53.1%	31,747	52.7%
Age Under 5 Years	159	6.4%	892	5.3%	1,522	5.6%	1,774	5.6%
Age 5 to 9 Years	149	6.0%	912	5.5%	1,540	5.7%	1,816	5.7%
Age 10 to 14 Years	179	7.2%	992	5.9%	1,696	6.2%	2,015	6.3%
Age 15 to 19 Years	152	6.1%	971	5.8%	1,652	6.1%	1,942	6.1%
Age 20 to 24 Years	179	7.2%	1,092	6.5%	1,713	6.3%	1,979	6.2%
Age 25 to 29 Years	185	7.4%	1,100	6.6%	1,726	6.3%	1,961	6.2%
Age 30 to 34 Years	183	7.4%	1,064	6.4%	1,675	6.2%	1,937	6.1%
Age 35 to 39 Years	162	6.5%	968	5.8%	1,543	5.7%	1,807	5.7%
Age 40 to 44 Years	158	6.3%	946	5.7%	1,519	5.6%	1,799	5.7%
Age 45 to 49 Years	135	5.4%	941	5.6%	1,578	5.8%	1,867	5.9%
Age 50 to 54 Years	143	5.7%	989	5.9%	1,671	6.1%	1,964	6.2%
Age 55 to 59 Years	152	6.1%	1,171	7.0%	1,879	6.9%	2,188	6.9%
Age 60 to 64 Years	145	5.8%	1,057	6.3%	1,773	6.5%	2,100	6.6%
Age 65 to 69 Years	132	5.3%	1,018	6.1%	1,712	6.3%	2,020	6.4%
Age 70 to 74 Years	115	4.6%	944	5.6%	1,483	5.5%	1,742	5.5%
Age 75 to 79 Years	73	2.9%	661	4.0%	1,047	3.8%	1,195	3.8%
Age 80 to 84 Years	48	1.9%	479	2.9%	725	2.7%	821	2.6%
Age 85 Years or Over	42	1.7%	505	3.0%	748	2.7%	821	2.6%
Female Median Age	36.8		41.8		41.2		41.1	
Age 19 Years or Less	638	25.7%	3,767	22.6%	6,409	23.6%	7,547	23.8%
Age 20 to 64 Years	1,441	57.9%	9,329	55.9%	15,077	55.4%	17,601	55.4%
Age 65 Years or Over	408	16.4%	3,607	21.6%	5,714	21.0%	6,599	20.8%

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	
Male Age Distribution (2023)								
Male Population	2,209	47.0%	14,308	46.1%	24,030	46.9%	28,455	47.3%
Age Under 5 Years	172	7.8%	979	6.8%	1,644	6.8%	1,923	6.8%
Age 5 to 9 Years	154	7.0%	940	6.6%	1,598	6.6%	1,875	6.6%
Age 10 to 14 Years	191	8.7%	1,097	7.7%	1,856	7.7%	2,188	7.7%
Age 15 to 19 Years	167	7.5%	969	6.8%	1,670	7.0%	1,976	6.9%
Age 20 to 24 Years	147	6.7%	934	6.5%	1,534	6.4%	1,819	6.4%
Age 25 to 29 Years	168	7.6%	1,009	7.0%	1,603	6.7%	1,862	6.5%
Age 30 to 34 Years	146	6.6%	910	6.4%	1,430	6.0%	1,668	5.9%
Age 35 to 39 Years	142	6.4%	820	5.7%	1,363	5.7%	1,643	5.8%
Age 40 to 44 Years	128	5.8%	794	5.5%	1,358	5.7%	1,605	5.6%
Age 45 to 49 Years	98	4.4%	742	5.2%	1,265	5.3%	1,540	5.4%
Age 50 to 54 Years	123	5.6%	912	6.4%	1,495	6.2%	1,798	6.3%
Age 55 to 59 Years	132	6.0%	928	6.5%	1,620	6.7%	1,937	6.8%
Age 60 to 64 Years	120	5.4%	884	6.2%	1,552	6.5%	1,861	6.5%
Age 65 to 69 Years	101	4.6%	752	5.3%	1,358	5.7%	1,632	5.7%
Age 70 to 74 Years	99	4.5%	678	4.7%	1,148	4.8%	1,374	4.8%
Age 75 to 79 Years	57	2.6%	445	3.1%	768	3.2%	896	3.1%
Age 80 to 84 Years	36	1.7%	300	2.1%	434	1.8%	490	1.7%
Age 85 Years or Over	28	1.3%	215	1.5%	332	1.4%	367	1.3%
Male Median Age	34.2		36.8		37.0		37.2	
Age 19 Years or Less	683	30.9%	3,985	27.9%	6,767	28.2%	7,962	28.0%
Age 20 to 64 Years	1,204	54.5%	7,933	55.4%	13,221	55.0%	15,733	55.3%
Age 65 Years or Over	321	14.6%	2,390	16.7%	4,041	16.8%	4,759	16.7%
Males per 100 Females (2023)								
Overall Comparison	89		86		88		90	
Age Under 5 Years	108	52.0%	110	52.3%	108	51.9%	108	52.0%
Age 5 to 9 Years	104	50.9%	103	50.7%	104	50.9%	103	50.8%
Age 10 to 14 Years	107	51.6%	111	52.5%	109	52.3%	109	52.1%
Age 15 to 19 Years	110	52.3%	100	50.0%	101	50.3%	102	50.4%
Age 20 to 24 Years	82	45.2%	86	46.1%	90	47.2%	92	47.9%
Age 25 to 29 Years	91	47.7%	92	47.8%	93	48.1%	95	48.7%
Age 30 to 34 Years	80	44.3%	85	46.1%	85	46.1%	86	46.3%
Age 35 to 39 Years	87	46.6%	85	45.9%	88	46.9%	91	47.6%
Age 40 to 44 Years	81	44.8%	84	45.6%	89	47.2%	89	47.2%
Age 45 to 49 Years	72	41.9%	79	44.1%	80	44.5%	82	45.2%
Age 50 to 54 Years	87	46.4%	92	48.0%	89	47.2%	92	47.8%
Age 55 to 59 Years	87	46.5%	79	44.2%	86	46.3%	89	47.0%
Age 60 to 64 Years	83	45.4%	84	45.5%	88	46.7%	89	47.0%
Age 65 to 69 Years	77	43.4%	74	42.5%	79	44.2%	81	44.7%
Age 70 to 74 Years	87	46.4%	72	41.8%	77	43.6%	79	44.1%
Age 75 to 79 Years	78	44.0%	67	40.3%	73	42.3%	75	42.8%
Age 80 to 84 Years	77	43.3%	63	38.5%	60	37.5%	60	37.4%
Age 85 Years or Over	66	39.8%	43	29.9%	44	30.7%	45	30.9%
Age 19 Years or Less	107	51.7%	106	51.4%	106	51.4%	105	51.3%
Age 20 to 39 Years	85	46.0%	87	46.5%	89	47.1%	91	47.6%
Age 40 to 64 Years	82	45.1%	83	45.5%	87	46.4%	88	46.8%
Age 65 Years or Over	79	44.0%	66	39.9%	71	41.4%	72	41.9%

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Inland
Commercial Real Estate Services LLC

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	
Household Type (2023)								
Total Households	1,928		13,470		21,572		25,077	
Households with Children	679	35.2%	4,135	30.7%	6,720	31.2%	7,882	31.4%
Average Household Size	2.4		2.3		2.3		2.4	
Household Density per Square Mile	614		476		275		163	
Population Family	3,911	83.3%	24,614	79.4%	40,750	79.5%	48,561	80.7%
Population Non-Family	771	16.4%	5,947	19.2%	9,572	18.7%	10,703	17.8%
Population Group Quarters	15	0.3%	449	1.4%	908	1.8%	938	1.6%
Family Households	1,306	67.7%	8,473	62.9%	13,631	63.2%	16,192	64.6%
Married Couple Households	896	68.6%	5,335	63.0%	8,289	60.8%	10,160	62.7%
Other Family Households with Children	410	31.4%	3,137	37.0%	5,342	39.2%	6,032	37.3%
Family Households with Children	678	51.9%	4,132	48.8%	6,714	49.3%	7,875	48.6%
Married Couple with Children	390	57.6%	2,153	52.1%	3,382	50.4%	4,125	52.4%
Other Family Households with Children	288	42.4%	1,979	47.9%	3,333	49.6%	3,750	47.6%
Family Households No Children	628	48.1%	4,341	51.2%	6,917	50.7%	8,317	51.4%
Married Couple No Children	506	80.6%	3,182	73.3%	4,908	71.0%	6,035	72.6%
Other Family Households No Children	122	19.4%	1,159	26.7%	2,009	29.0%	2,282	27.4%
Non-Family Households	622	32.3%	4,997	37.1%	7,941	36.8%	8,886	35.4%
Non-Family Households with Children	-	-	4	-	6	-	7	-
Non-Family Households No Children	621	99.9%	4,994	99.9%	7,935	99.9%	8,879	99.9%
Average Family Household Size	3.0		2.9		3.0		3.0	
Average Family Income	$111,081		$107,001		$97,078		$96,947	
Median Family Income	$76,217		$80,513		$75,619		$74,481	
Average Non-Family Household Size	1.2		1.2		1.2		1.2	
Marital Status (2023)								
Population Age 15 Years or Over	3,693		25,199		41,376		48,610	
Never Married	1,138	30.8%	7,691	30.5%	13,613	32.9%	15,452	31.8%
Currently Married	1,533	41.5%	10,325	41.0%	15,960	38.6%	19,564	40.2%
Previously Married	1,022	27.7%	7,182	28.5%	11,803	28.5%	13,594	28.0%
Separated	175	17.1%	1,093	15.2%	1,902	16.1%	2,243	16.5%
Widowed	305	29.9%	1,962	27.3%	3,545	30.0%	4,223	31.1%
Divorced	542	53.0%	4,128	57.5%	6,356	53.8%	7,128	52.4%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	3,048		21,232		34,808		40,894	
Elementary (Grade Level 0 to 8)	106	3.5%	976	4.6%	2,017	5.8%	2,645	6.5%
Some High School (Grade Level 9 to 11)	194	6.4%	1,601	7.5%	3,576	10.3%	4,264	10.4%
High School Graduate	899	29.5%	6,736	31.7%	11,121	32.0%	13,024	31.8%
Some College	702	23.0%	4,556	21.5%	6,920	19.9%	8,076	19.7%
Associate Degree Only	215	7.1%	1,784	8.4%	3,136	9.0%	3,817	9.3%
Bachelor Degree Only	647	21.2%	3,490	16.4%	5,056	14.5%	5,724	14.0%
Graduate Degree	285	9.4%	2,090	9.8%	2,981	8.6%	3,345	8.2%
Any College (Some College or Higher)	1,850	60.7%	11,920	56.1%	18,094	52.0%	20,962	51.3%
College Degree + (Bachelor Degree or Higher)	933	30.6%	5,580	26.3%	8,037	23.1%	9,069	22.2%

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Inland
Commercial Real Estate Services LLC

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 (2023)	2,176		15,066		24,460		28,342	
Total Housing Units (2020)	2,062		14,894		24,289		28,127	
Historical Annual Growth (2020-2023)	114	1.8%	171	0.4%	171	0.2%	215	0.3%
Housing Units Occupied (2023)	1,928	88.6%	13,470	89.4%	21,572	88.2%	25,077	88.5%
Housing Units Owner-Occupied	1,189	61.7%	7,266	53.9%	11,355	52.6%	14,129	56.3%
Housing Units Renter-Occupied	739	38.3%	6,204	46.1%	10,217	47.4%	10,948	43.7%
Housing Units Vacant (2023)	248	11.4%	1,596	10.6%	2,888	11.8%	3,265	11.5%
Household Size (2023)								
Total Households	1,928		13,470		21,572		25,077	
1 Person Households	525	27.2%	4,321	32.1%	6,881	31.9%	7,710	30.7%
2 Person Households	786	40.8%	4,946	36.7%	7,670	35.6%	9,034	36.0%
3 Person Households	280	14.5%	2,013	14.9%	3,212	14.9%	3,791	15.1%
4 Person Households	220	11.4%	1,385	10.3%	2,305	10.7%	2,710	10.8%
5 Person Households	76	3.9%	533	4.0%	969	4.5%	1,163	4.6%
6 Person Households	26	1.3%	195	1.4%	360	1.7%	459	1.8%
7 or More Person Households	15	0.8%	79	0.6%	174	0.8%	210	0.8%
Household Income Distribution (2023)								
HH Income $200,000 or More	174	9.0%	805	6.0%	1,144	5.3%	1,264	5.0%
HH Income $150,000 to $199,999	72	3.7%	723	5.4%	1,169	5.4%	1,358	5.4%
HH Income $125,000 to $149,999	77	4.0%	634	4.7%	935	4.3%	1,159	4.6%
HH Income $100,000 to $124,999	150	7.8%	935	6.9%	1,347	6.2%	1,697	6.8%
HH Income $75,000 to $99,999	211	10.9%	1,706	12.7%	2,297	10.6%	2,630	10.5%
HH Income $50,000 to $74,999	435	22.5%	2,635	19.6%	4,057	18.8%	4,736	18.9%
HH Income $35,000 to $49,999	253	13.1%	1,870	13.9%	2,853	13.2%	3,248	13.0%
HH Income $25,000 to $34,999	108	5.6%	1,256	9.3%	2,028	9.4%	2,348	9.4%
HH Income $15,000 to $24,999	245	12.7%	1,384	10.3%	2,670	12.4%	3,125	12.5%
HH Income $10,000 to $14,999	112	5.8%	851	6.3%	1,517	7.0%	1,748	7.0%
HH Income Under $10,000	92	4.7%	672	5.0%	1,554	7.2%	1,764	7.0%
Household Vehicles (2023)								
Households 0 Vehicles Available	80	4.2%	772	5.7%	2,037	9.4%	2,267	9.0%
Households 1 Vehicle Available	732	38.0%	5,328	39.6%	8,246	38.2%	9,091	36.2%
Households 2 Vehicles Available	677	35.1%	4,831	35.9%	6,963	32.3%	8,195	32.7%
Households 3 or More Vehicles Available	439	22.8%	2,540	18.9%	4,326	20.1%	5,526	22.0%
Total Vehicles Available	3,578		23,615		36,781		44,268	
Average Vehicles per Household	1.9		1.8		1.7		1.8	
Owner-Occupied Household Vehicles	2,406	67.2%	14,663	62.1%	23,028	62.6%	29,390	66.4%
Average Vehicles per Owner-Occupied Household	2.0		2.0		2.0		2.1	
Renter-Occupied Household Vehicles	1,173	32.8%	8,952	37.9%	13,753	37.4%	14,879	33.6%
Average Vehicles per Renter-Occupied Household	1.6		1.4		1.3		1.4	
Travel Time (2023)								
Worker Base Age 16 years or Over	2,265		14,603		23,069		27,034	
Travel to Work in 14 Minutes or Less	726	32.1%	5,920	40.5%	9,492	41.1%	10,367	38.3%
Travel to Work in 15 to 29 Minutes	732	32.3%	3,591	24.6%	5,854	25.4%	7,444	27.5%
Travel to Work in 30 to 59 Minutes	556	24.5%	3,258	22.3%	4,782	20.7%	5,667	21.0%
Travel to Work in 60 Minutes or More	128	5.6%	1,270	8.7%	2,030	8.8%	2,369	8.8%
Work at Home	124	5.5%	564	3.9%	911	3.9%	1,187	4.4%
Average Minutes Travel to Work	19.7		18.4		17.8		18.4	

Inland
Commercial Real Estate Services LLC

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3401 Raleigh Rd Pkwy W Wilson, NC 27896	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2023)								
Worker Base Age 16 years or Over	2,265		14,603		23,069		27,034	
Drive to Work Alone	1,975	87.2%	12,537	85.9%	19,303	83.7%	22,544	83.4%
Drive to Work in Carpool	134	5.9%	1,213	8.3%	1,994	8.6%	2,351	8.7%
Travel to Work by Public Transportation	6	0.3%	32	0.2%	108	0.5%	111	0.4%
Drive to Work on Motorcycle	-	-	1	-	1	-	1	-
Bicycle to Work	-	-	1	-	10	-	12	-
Walk to Work	5	0.2%	96	0.7%	324	1.4%	376	1.4%
Other Means	21	0.9%	160	1.1%	419	1.8%	452	1.7%
Work at Home	124	5.5%	564	3.9%	911	3.9%	1,187	4.4%
Daytime Demographics (2023)								
Total Businesses	257		1,707		2,527		2,820	
Total Employees	2,073		15,558		25,319		28,925	
Company Headquarter Businesses	7	2.5%	46	2.7%	71	2.8%	86	3.0%
Company Headquarter Employees	201	9.7%	2,735	17.6%	4,167	16.5%	4,667	16.1%
Employee Population per Business	8.1	to 1	9.1	to 1	10.0	to 1	10.3	to 1
Residential Population per Business	18.3	to 1	18.2	to 1	20.3	to 1	21.4	to 1
Adj. Daytime Demographics Age 16 Years or Over	3,415		25,671		42,861		49,607	
Labor Force								
Labor Population Age 16 Years or Over (2023)	3,619		24,781		40,695		47,809	
Labor Force Total Males (2023)	1,650	45.6%	11,072	44.7%	18,578	45.7%	22,052	46.1%
Male Civilian Employed	1,042	63.2%	6,759	61.0%	10,850	58.4%	12,928	58.6%
Male Civilian Unemployed	14	0.9%	256	2.3%	544	2.9%	620	2.8%
Males in Armed Forces	12	0.7%	64	0.6%	83	0.4%	90	0.4%
Males Not in Labor Force	581	35.2%	3,993	36.1%	7,102	38.2%	8,414	38.2%
Labor Force Total Females (2023)	1,969	54.4%	13,708	55.3%	22,116	54.3%	25,756	53.9%
Female Civilian Employed	1,223	62.1%	7,844	57.2%	12,219	55.3%	14,106	54.8%
Female Civilian Unemployed	31	1.6%	444	3.2%	743	3.4%	849	3.3%
Females in Armed Forces	-	-	-	-	-	-	3	-
Females Not in Labor Force	715	36.3%	5,420	39.5%	9,154	41.4%	10,798	41.9%
Unemployment Rate	45	1.2%	700	2.8%	1,286	3.2%	1,469	3.1%
Occupation (2023)								
Occupation Population Age 16 Years or Over	2,265		14,603		23,069		27,034	
Occupation Total Males	1,042	46.0%	6,759	46.3%	10,850	47.0%	12,928	47.8%
Occupation Total Females	1,223	54.0%	7,844	53.7%	12,219	53.0%	14,106	52.2%
Management, Business, Financial Operations	481	21.2%	3,006	20.6%	4,483	19.4%	5,092	18.8%
Professional, Related	354	15.6%	2,748	18.8%	4,030	17.5%	4,865	18.0%
Service	314	13.9%	1,991	13.6%	3,637	15.8%	4,222	15.6%
Sales, Office	388	17.1%	2,539	17.4%	3,755	16.3%	4,411	16.3%
Farming, Fishing, Forestry	12	0.5%	103	0.7%	224	1.0%	385	1.4%
Construction, Extraction, Maintenance	143	6.3%	1,279	8.8%	2,363	10.2%	2,830	10.5%
Production, Transport, Material Moving	573	25.3%	2,937	20.1%	4,577	19.8%	5,230	19.3%
White Collar Workers	1,222	54.0%	8,293	56.8%	12,268	53.2%	14,368	53.1%
Blue Collar Workers	1,043	46.0%	6,310	43.2%	10,801	46.8%	12,666	46.9%

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 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	
Units In Structure (2023)								
Total Units	1,928		13,470		21,572		25,077	
1 Detached Unit	1,238	64.2%	8,679	64.4%	14,030	65.0%	16,412	65.4%
1 Attached Unit	29	1.5%	565	4.2%	868	4.0%	889	3.5%
2 Units	140	7.3%	1,295	9.6%	2,011	9.3%	2,056	8.2%
3 to 4 Units	67	3.5%	837	6.2%	1,130	5.2%	1,181	4.7%
5 to 9 Units	176	9.2%	954	7.1%	1,357	6.3%	1,426	5.7%
10 to 19 Units	36	1.9%	168	1.2%	240	1.1%	249	1.0%
20 to 49 Units	60	3.1%	154	1.1%	201	0.9%	202	0.8%
50 or More Units	8	0.4%	143	1.1%	204	0.9%	208	0.8%
Mobile Home or Trailer	174	9.0%	674	5.0%	1,530	7.1%	2,453	9.8%
Other Structure	-	-	-	-	1	-	1	-
Homes Built By Year (2023)								
Homes Built 2020 or later	-	-	79	0.5%	82	0.3%	83	0.3%
Homes Built 2010 to 2019	275	12.7%	1,030	6.8%	1,466	6.0%	1,788	6.3%
Homes Built 2000 to 2009	425	19.5%	2,388	15.9%	3,856	15.8%	4,530	16.0%
Homes Built 1990 to 1999	363	16.7%	2,691	17.9%	3,983	16.3%	4,603	16.2%
Homes Built 1980 to 1989	442	20.3%	2,296	15.2%	3,519	14.4%	4,177	14.7%
Homes Built 1970 to 1979	172	7.9%	1,453	9.6%	2,416	9.9%	2,910	10.3%
Homes Built 1960 to 1969	108	5.0%	884	5.9%	1,399	5.7%	1,603	5.7%
Homes Built 1950 to 1959	108	4.9%	2,010	13.3%	3,577	14.6%	3,901	13.8%
Homes Built 1940 to 1949	11	0.5%	101	0.7%	163	0.7%	175	0.6%
Homes Built Before 1939	24	1.1%	537	3.6%	1,111	4.5%	1,306	4.6%
Median Age of Homes	34.0	yrs	41.1	yrs	42.7	yrs	42.3	yrs
Home Values (2023)								
Owner Specified Housing Units	1,189		7,266		11,355		14,129	
Home Values $1,000,000 or More	4	0.3%	20	0.3%	41	0.4%	57	0.4%
Home Values $750,000 to $999,999	15	1.3%	38	0.5%	62	0.5%	105	0.7%
Home Values $500,000 to $749,999	33	2.8%	113	1.6%	207	1.8%	242	1.7%
Home Values $400,000 to $499,999	15	1.3%	218	3.0%	296	2.6%	348	2.5%
Home Values $300,000 to $399,999	158	13.3%	996	13.7%	1,460	12.9%	1,723	12.2%
Home Values $250,000 to $299,999	30	2.5%	242	3.3%	370	3.3%	447	3.2%
Home Values $200,000 to $249,999	65	5.5%	637	8.8%	1,015	8.9%	1,241	8.8%
Home Values $175,000 to $199,999	112	9.4%	588	8.1%	926	8.2%	1,104	7.8%
Home Values $150,000 to $174,999	245	20.6%	1,133	15.6%	1,669	14.7%	2,138	15.1%
Home Values $125,000 to $149,999	90	7.5%	660	9.1%	895	7.9%	1,123	7.9%
Home Values $100,000 to $124,999	168	14.1%	1,019	14.0%	1,628	14.3%	2,054	14.5%
Home Values $90,000 to $99,999	15	1.3%	198	2.7%	292	2.6%	369	2.6%
Home Values $80,000 to $89,999	38	3.2%	208	2.9%	387	3.4%	497	3.5%
Home Values $70,000 to $79,999	8	0.7%	112	1.5%	179	1.6%	236	1.7%
Home Values $60,000 to $69,999	50	4.2%	395	5.4%	636	5.6%	802	5.7%
Home Values $50,000 to $59,999	7	0.6%	58	0.8%	108	1.0%	167	1.2%
Home Values $35,000 to $49,999	29	2.4%	192	2.6%	322	2.8%	388	2.7%
Home Values $25,000 to $34,999	9	0.7%	62	0.9%	219	1.9%	267	1.9%
Home Values $10,000 to $24,999	64	5.4%	252	3.5%	442	3.9%	551	3.9%
Home Values Under $10,000	37	3.1%	125	1.7%	201	1.8%	271	1.9%
Owner-Occupied Median Home Value	$158,996		$158,408		$154,523		$153,297	
Renter-Occupied Median Rent	$720		$675		$628		$627	

Inland
Commercial Real Estate Services LLC

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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 (2023)								
Total Household Expenditure	$124.98 M		$847.67 M		$1.27 B		$1.49 B	
Total Non-Retail Expenditure	$66.14 M		$448.38 M		$673.9 M		$787.97 M	
Total Retail Expenditure	$58.84 M		$399.29 M		$599.1 M		$701.8 M	
Apparel	$4.37 M		$29.58 M		$44.42 M		$51.94 M	
Contributions	$4.14 M		$27.5 M		$40.99 M		$47.9 M	
Education	$3.74 M		$24.67 M		$37.05 M		$43.11 M	
Entertainment	$7.04 M		$47.42 M		$70.98 M		$83.12 M	
Food and Beverages	$18.37 M		$125.1 M		$188.25 M		$220.38 M	
Furnishings and Equipment	$4.37 M		$29.49 M		$44.12 M		$51.67 M	
Gifts	$3.15 M		$20.72 M		$30.79 M		$35.87 M	
Health Care	$10.63 M		$72.52 M		$109.04 M		$127.89 M	
Household Operations	$4.93 M		$33.19 M		$49.76 M		$58.21 M	
Miscellaneous Expenses	$2.36 M		$16.01 M		$24.02 M		$28.1 M	
Personal Care	$1.67 M		$11.37 M		$17.07 M		$19.97 M	
Personal Insurance	$873.47 K		$5.84 M		$8.7 M		$10.19 M	
Reading	$274.54 K		$1.86 M		$2.78 M		$3.26 M	
Shelter	$26.38 M		$179.69 M		$270.6 M		$316.16 M	
Tobacco	$768.91 K		$5.36 M		$8.19 M		$9.58 M	
Transportation	$22.65 M		$153.84 M		$230.31 M		$269.98 M	
Utilities	$9.27 M		$63.51 M		$95.94 M		$112.43 M	
Monthly Household Consumer Expenditure (2023)								
Total Household Expenditure	$5,402		$5,244		$4,918		$4,951	
Total Non-Retail Expenditure	$2,859	52.9%	$2,774	52.9%	$2,603	52.9%	$2,618	52.9%
Total Retail Expenditures	$2,543	47.1%	$2,470	47.1%	$2,314	47.1%	$2,332	47.1%
Apparel	$189	3.5%	$183	3.5%	$172	3.5%	$173	3.5%
Contributions	$179	3.3%	$170	3.2%	$158	3.2%	$159	3.2%
Education	$162	3.0%	$153	2.9%	$143	2.9%	$143	2.9%
Entertainment	$304	5.6%	$293	5.6%	$274	5.6%	$276	5.6%
Food and Beverages	$794	14.7%	$774	14.8%	$727	14.8%	$732	14.8%
Furnishings and Equipment	$189	3.5%	$182	3.5%	$170	3.5%	$172	3.5%
Gifts	$136	2.5%	$128	2.4%	$119	2.4%	$119	2.4%
Health Care	$460	8.5%	$449	8.6%	$421	8.6%	$425	8.6%
Household Operations	$213	3.9%	$205	3.9%	$192	3.9%	$193	3.9%
Miscellaneous Expenses	$102	1.9%	$99	1.9%	$93	1.9%	$93	1.9%
Personal Care	$72	1.3%	$70	1.3%	$66	1.3%	$66	1.3%
Personal Insurance	$38	0.7%	$36	0.7%	$34	0.7%	$34	0.7%
Reading	$12	0.2%	$11	0.2%	$11	0.2%	$11	0.2%
Shelter	$1,140	21.1%	$1,112	21.2%	$1,045	21.3%	$1,051	21.2%
Tobacco	$33	0.6%	$33	0.6%	$32	0.6%	$32	0.6%
Transportation	$979	18.1%	$952	18.1%	$890	18.1%	$897	18.1%
Utilities	$401	7.4%	$393	7.5%	$371	7.5%	$374	7.5%

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