



# Centre Pointe Plaza

1231 N Brightleaf Blvd, Smithfield, NC 27577

Last full 12 months

All Visit Durations

Add Filter



Audience Profile ?

Centre Pointe Plaza

N Brightleaf Blvd, Smithfield, NC

View:

Potential Market

Based On:

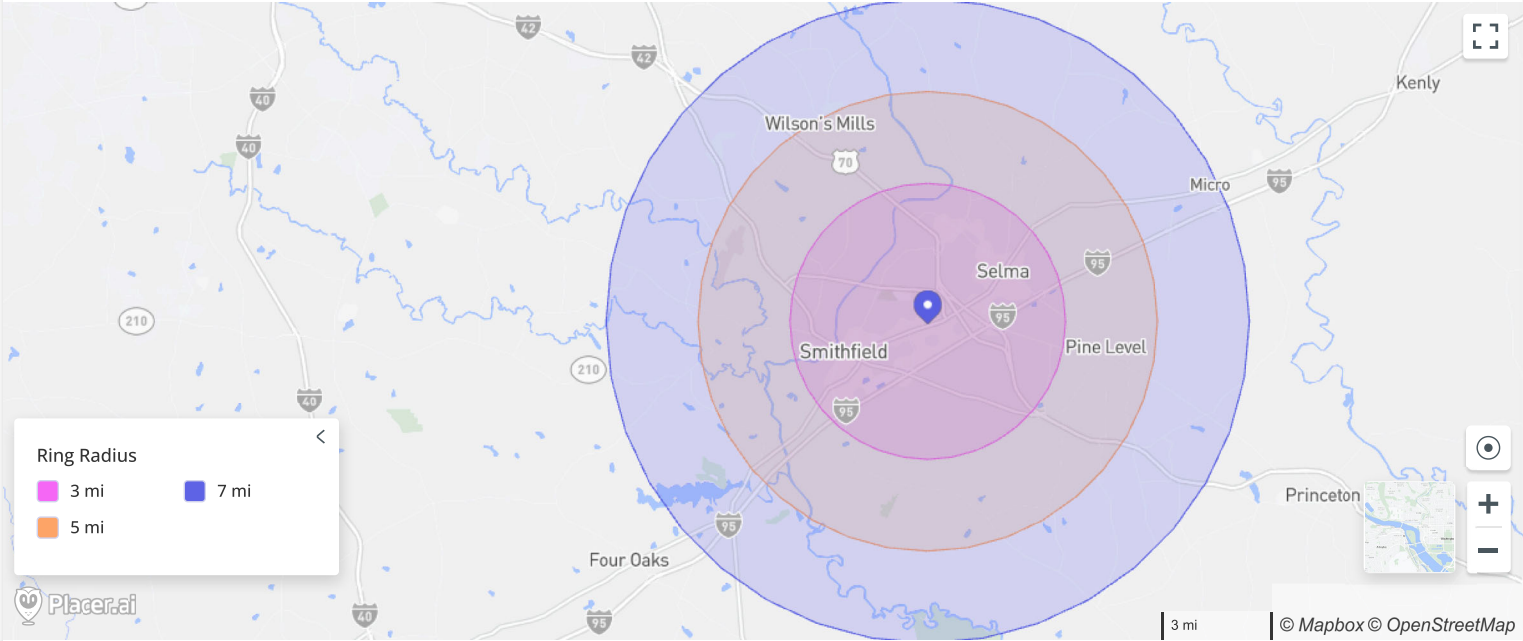
Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi



Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

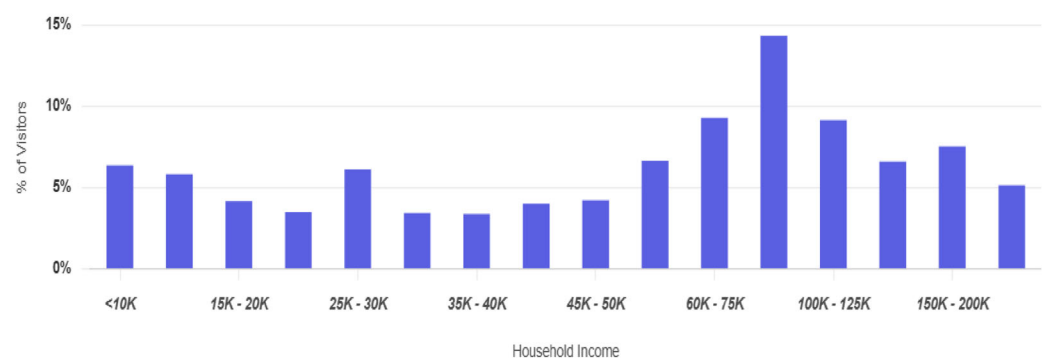
| Overview                                    |               |     |                |     |                |     |  |  |  |
|---------------------------------------------|---------------|-----|----------------|-----|----------------|-----|--|--|--|
| Population                                  | 16,412        |     | 30,341         |     | 48,277         |     |  |  |  |
| Pop density (per sq mile)                   | 502           |     | 318            |     | 298            |     |  |  |  |
| Area (sq mi) - based on Census Block Groups | 32.67         |     | 95.32          |     | 162.24         |     |  |  |  |
| Households                                  |               |     |                |     |                |     |  |  |  |
| Households                                  | 6,367         |     | 11,414         |     | 17,193         |     |  |  |  |
| Family Households                           | 3,858 (60.6%) | 94  | 7,382 (64.7%)  | 100 | 11,518 (67%)   | 104 |  |  |  |
| Non-Family Households                       | 2,509 (39.4%) | 111 | 4,032 (35.3%)  | 99  | 5,675 (33%)    | 93  |  |  |  |
| Persons per Household                       | 2.58          | 99  | 2.66           | 102 | 2.81           | 108 |  |  |  |
| Gender                                      |               |     |                |     |                |     |  |  |  |
| Age                                         |               |     |                |     |                |     |  |  |  |
| Age - Male                                  |               |     |                |     |                |     |  |  |  |
| Age - Female                                |               |     |                |     |                |     |  |  |  |
| Population by Generation                    |               |     |                |     |                |     |  |  |  |
| Ethnicity                                   |               |     |                |     |                |     |  |  |  |
| White                                       | 6,159 (37.5%) | 65  | 14,734 (48.6%) | 83  | 24,454 (50.7%) | 87  |  |  |  |
| Black                                       | 5,694 (34.7%) | 288 | 7,734 (25.5%)  | 212 | 10,106 (20.9%) | 174 |  |  |  |

| Search Group or Attribute                  | 3 Mile                                  | 5 Mile                                  | 7 Mile                                   |
|--------------------------------------------|-----------------------------------------|-----------------------------------------|------------------------------------------|
| Hispanic or Latino                         | 3,953 (24.1%) <div><div>127</div></div> | 6,772 (22.3%) <div><div>118</div></div> | 11,628 (24.1%) <div><div>127</div></div> |
| Asian                                      | 231 (1.4%) <div><div>24</div></div>     | 247 (0.8%) <div><div>14</div></div>     | 437 (0.9%) <div><div>16</div></div>      |
| Two or more races                          | 165 (1%) <div><div>26</div></div>       | 568 (1.9%) <div><div>48</div></div>     | 1,337 (2.8%) <div><div>72</div></div>    |
| Other                                      | 139 (0.8%) <div><div>171</div></div>    | 159 (0.5%) <div><div>106</div></div>    | 159 (<0.5%) <div><div>67</div></div>     |
| Native Hawaiian and Other Pacific Islander | 40 (<0.5%) <div><div>143</div></div>    | 40 (<0.5%) <div><div>77</div></div>     | 65 (<0.5%) <div><div>77</div></div>      |
| American Indian and Alaska Native          | 31 (<0.5%) <div><div>36</div></div>     | 87 (<0.5%) <div><div>54</div></div>     | 91 (<0.5%) <div><div>36</div></div>      |
| Hispanic or Latino                         |                                         |                                         |                                          |
| Household Income                           |                                         |                                         |                                          |
| Household Average Income                   | \$53,303.03 <div><div>48</div></div>    | \$66,167.15 <div><div>60</div></div>    | \$74,555.63 <div><div>67</div></div>     |
| Average Income per Person                  | \$22,163.41 <div><div>51</div></div>    | \$26,150.03 <div><div>60</div></div>    | \$27,866.23 <div><div>64</div></div>     |
| Household Median Income                    | \$36,355.42 <div><div>46</div></div>    | \$47,125.75 <div><div>60</div></div>    | \$58,070.58 <div><div>74</div></div>     |
| <\$10K                                     | 740 (11.6%) <div><div>238</div></div>   | 1,053 (9.2%) <div><div>189</div></div>  | 1,262 (7.3%) <div><div>151</div></div>   |
| \$10K - \$15K                              | 735 (11.5%) <div><div>325</div></div>   | 1,008 (8.8%) <div><div>248</div></div>  | 1,278 (7.4%) <div><div>209</div></div>   |
| \$15K - \$20K                              | 580 (9.1%) <div><div>291</div></div>    | 844 (7.4%) <div><div>237</div></div>    | 946 (5.5%) <div><div>176</div></div>     |
| \$20K - \$25K                              | 290 (4.6%) <div><div>132</div></div>    | 501 (4.4%) <div><div>128</div></div>    | 610 (3.5%) <div><div>103</div></div>     |
| \$25K - \$30K                              | 523 (8.2%) <div><div>239</div></div>    | 705 (6.2%) <div><div>180</div></div>    | 971 (5.6%) <div><div>164</div></div>     |
| \$30K - \$35K                              | 248 (3.9%) <div><div>114</div></div>    | 345 (3%) <div><div>89</div></div>       | 613 (3.6%) <div><div>105</div></div>     |
| \$35K - \$40K                              | 249 (3.9%) <div><div>112</div></div>    | 484 (4.2%) <div><div>121</div></div>    | 619 (3.6%) <div><div>103</div></div>     |
| \$40K - \$45K                              | 344 (5.4%) <div><div>155</div></div>    | 554 (4.9%) <div><div>139</div></div>    | 733 (4.3%) <div><div>122</div></div>     |
| \$45K - \$50K                              | 259 (4.1%) <div><div>118</div></div>    | 501 (4.4%) <div><div>127</div></div>    | 684 (4%) <div><div>115</div></div>       |
| \$50K - \$60K                              | 389 (6.1%) <div><div>93</div></div>     | 713 (6.2%) <div><div>95</div></div>     | 1,091 (6.3%) <div><div>96</div></div>    |
| \$60K - \$75K                              | 621 (9.8%) <div><div>107</div></div>    | 1,032 (9%) <div><div>99</div></div>     | 1,664 (9.7%) <div><div>106</div></div>   |
| \$75K - \$100K                             | 549 (8.6%) <div><div>68</div></div>     | 1,234 (10.8%) <div><div>85</div></div>  | 2,298 (13.4%) <div><div>105</div></div>  |
| \$100K - \$125K                            | 356 (5.6%) <div><div>56</div></div>     | 916 (8%) <div><div>80</div></div>       | 1,541 (9%) <div><div>89</div></div>      |
| \$125K - \$150K                            | 134 (2.1%) <div><div>29</div></div>     | 607 (5.3%) <div><div>72</div></div>     | 1,046 (6.1%) <div><div>83</div></div>    |
| \$150K - \$200K                            | 229 (3.6%) <div><div>39</div></div>     | 503 (4.4%) <div><div>47</div></div>     | 1,156 (6.7%) <div><div>72</div></div>    |
| >\$200K                                    | 121 (1.9%) <div><div>15</div></div>     | 414 (3.6%) <div><div>29</div></div>     | 681 (4%) <div><div>32</div></div>        |
| Household Size                             |                                         |                                         |                                          |
| Education                                  |                                         |                                         |                                          |
| Elementary                                 | 2,217 (20.5%) <div><div>194</div></div> | 4,009 (19.2%) <div><div>182</div></div> | 5,644 (17.5%) <div><div>166</div></div>  |
| High School Graduate                       | 3,393 (31.4%) <div><div>120</div></div> | 6,253 (30%) <div><div>114</div></div>   | 9,634 (29.9%) <div><div>114</div></div>  |
| College / Associate Degree                 | 3,318 (30.7%) <div><div>109</div></div> | 6,820 (32.7%) <div><div>116</div></div> | 10,796 (33.5%) <div><div>119</div></div> |

| Search Group or Attribute             | 3 Mile                                                        | 5 Mile                                                        | 7 Mile                                                         |  |
|---------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------|--|
| Bachelor Degree                       | 1,450 (13.4%) <div><div></div><div>63</div><div></div></div>  | 2,760 (13.2%) <div><div></div><div>62</div><div></div></div>  | 4,441 (13.8%) <div><div></div><div>65</div><div></div></div>   |  |
| Advanced Degree                       | 443 (4.1%) <div><div></div><div>30</div><div></div></div>     | 1,018 (4.9%) <div><div></div><div>36</div><div></div></div>   | 1,684 (5.2%) <div><div></div><div>38</div><div></div></div>    |  |
| Labor Force                           |                                                               |                                                               |                                                                |  |
| Marital Status                        |                                                               |                                                               |                                                                |  |
| Married                               | 5,575 (42.6%) <div><div></div><div>86</div><div></div></div>  | 11,823 (48.3%) <div><div></div><div>97</div><div></div></div> | 19,231 (49.9%) <div><div></div><div>100</div><div></div></div> |  |
| Never Married                         | 5,191 (39.7%) <div><div></div><div>116</div><div></div></div> | 8,572 (35%) <div><div></div><div>103</div><div></div></div>   | 13,500 (35%) <div><div></div><div>103</div><div></div></div>   |  |
| Divorced                              | 1,533 (11.7%) <div><div></div><div>110</div><div></div></div> | 2,765 (11.3%) <div><div></div><div>106</div><div></div></div> | 3,986 (10.3%) <div><div></div><div>97</div><div></div></div>   |  |
| Widowed                               | 791 (6%) <div><div></div><div>109</div><div></div></div>      | 1,309 (5.3%) <div><div></div><div>96</div><div></div></div>   | 1,851 (4.8%) <div><div></div><div>86</div><div></div></div>    |  |
| Family Households                     |                                                               |                                                               |                                                                |  |
| Married-couple Family                 | 2,168 (56.2%) <div><div></div><div>77</div><div></div></div>  | 4,975 (67.4%) <div><div></div><div>92</div><div></div></div>  | 8,381 (72.8%) <div><div></div><div>99</div><div></div></div>   |  |
| Female Householder                    | 1,204 (31.2%) <div><div></div><div>165</div><div></div></div> | 1,825 (24.7%) <div><div></div><div>130</div><div></div></div> | 2,446 (21.2%) <div><div></div><div>112</div><div></div></div>  |  |
| Male Householder                      | 486 (12.6%) <div><div></div><div>161</div><div></div></div>   | 582 (7.9%) <div><div></div><div>101</div><div></div></div>    | 691 (6%) <div><div></div><div>7</div><div></div></div>         |  |
| Transport to Work                     |                                                               |                                                               |                                                                |  |
| Travel Time to Work                   |                                                               |                                                               |                                                                |  |
| Housing Units                         |                                                               |                                                               |                                                                |  |
| Occupied Housing Units                |                                                               |                                                               |                                                                |  |
| Vacant Housing Units                  |                                                               |                                                               |                                                                |  |
| Value of Owner-Occupied Housing Units |                                                               |                                                               |                                                                |  |
| Types of Housing Units Structure      |                                                               |                                                               |                                                                |  |
| Health Insurance                      |                                                               |                                                               |                                                                |  |
| SNAP Households                       |                                                               |                                                               |                                                                |  |

Household Income ?

Centre Pointe Plaza  
N Brightleaf Blvd, Smithfield, NC

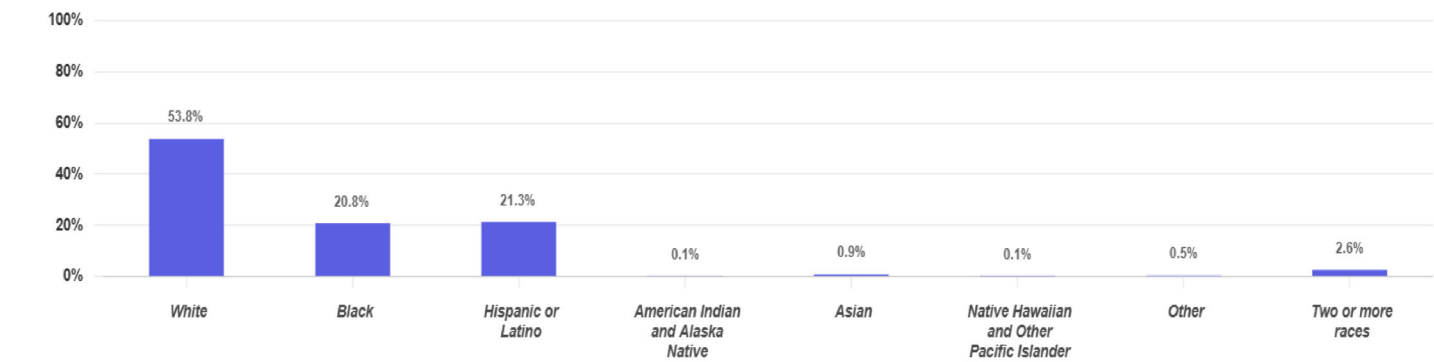


|                |     |
|----------------|-----|
| Average Income | 81K |
| Median Income  | 63K |

\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024

Ethnicity ?

Centre Pointe Plaza  
N Brightleaf Blvd, Smithfield, NC



\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024