

Audience Profile ?

Pamlico Plaza

Pamlico Plz, Washington, NC

View: Potential Market

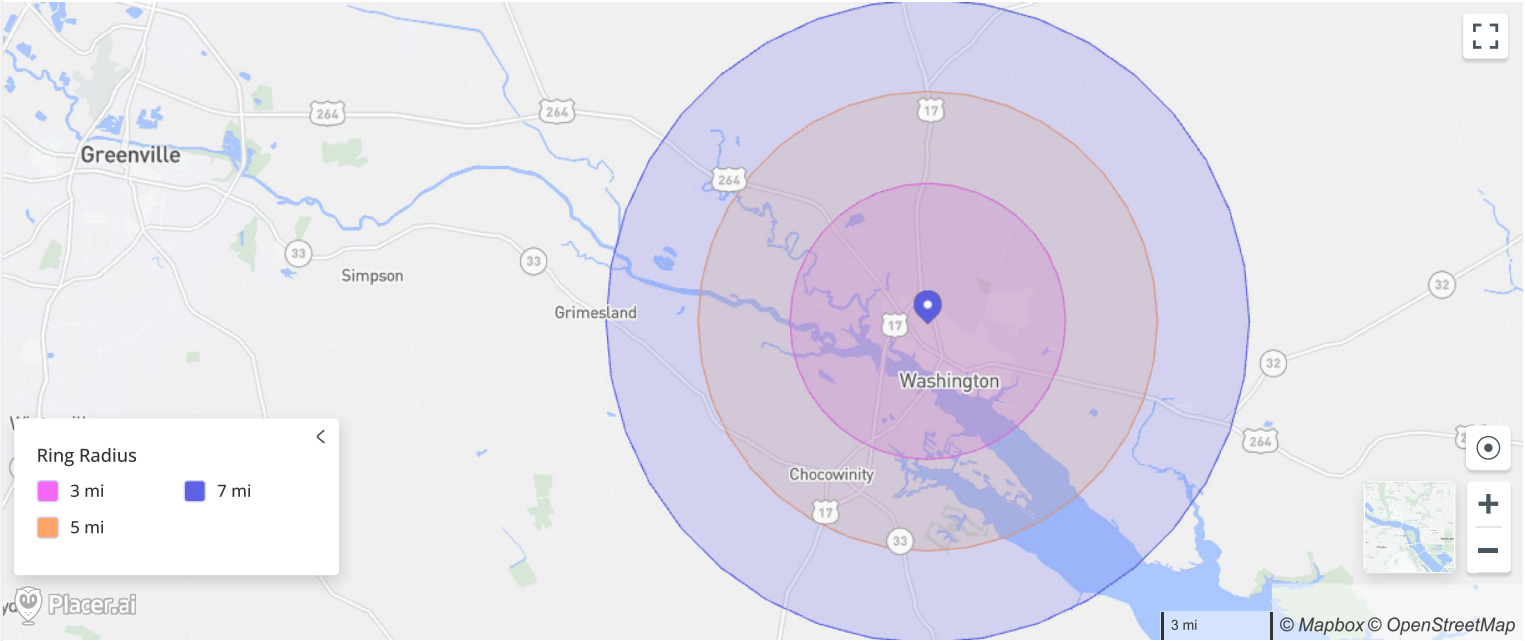
Based On: Distance in Miles

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

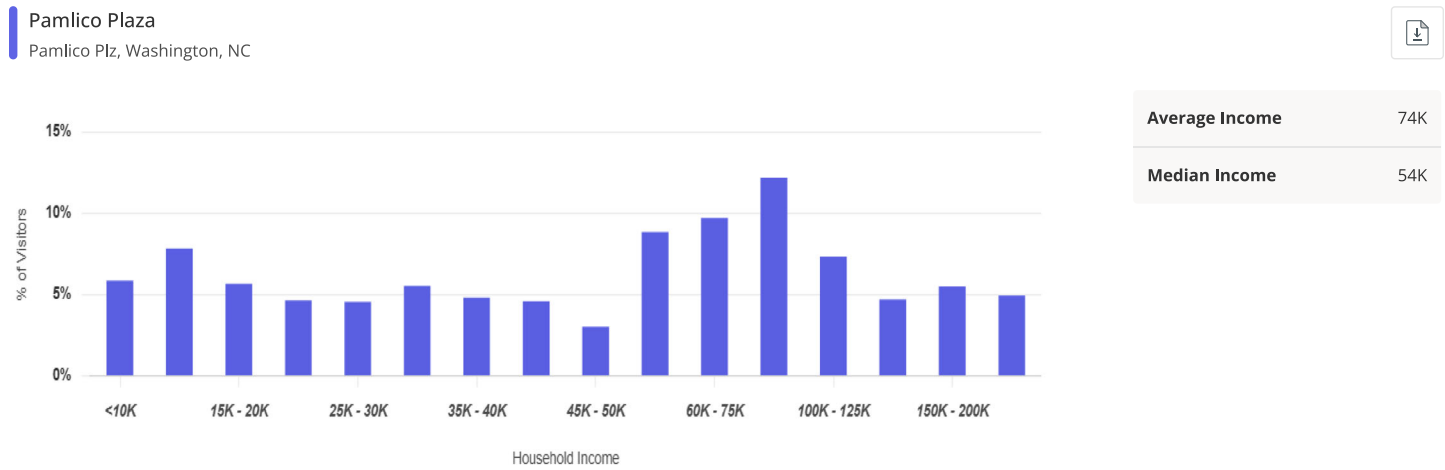
Overview						
Population	10,771	22,732	29,522			
Pop density (per sq mile)	733	323	150			
Area (sq mi) - based on Census Block Groups	14.7	70.38	196.43			
Households						
Gender						
Age						
Age - Male						
Age - Female						
Population by Generation						
Ethnicity						

White	5,088 (47.2%)	8	12,680 (55.8%)	96	17,430 (59%)	102
Black	4,032 (37.4%)	311	6,539 (28.8%)	239	7,859 (26.6%)	221
Hispanic or Latino	1,021 (9.5%)	50	2,616 (11.5%)	61	3,005 (10.2%)	54
Two or more races	514 (4.8%)	123	736 (3.2%)	84	1,058 (3.6%)	93
Asian	57 (0.5%)	9	75 (<0.5%)	6	75 (<0.5%)	4
Other	45 (<0.5%)	84	72 (<0.5%)	64	81 (<0.5%)	55

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
American Indian and Alaska Native	14 (<0.5%) 25	14 (<0.5%) 12	14 (<0.5%) 9	
Native Hawaiian and Other Pacific Islander	--	--	--	
Hispanic or Latino				
Household Income				
Household Average Income	\$65,529.26 59	\$71,567.99 65	\$72,914.91 66	
Average Income per Person	\$31,678.64 73	\$32,789.34 76	\$32,577.96 75	
Household Median Income	\$42,789.26 54	\$50,129.94 64	\$51,318.93 65	
<\$10K	330 (6.4%) 131	535 (5.2%) 106	610 (4.7%) 96	
\$10K - \$15K	506 (9.8%) 275	756 (7.3%) 205	1,007 (7.8%) 218	
\$15K - \$20K	329 (6.4%) 203	674 (6.5%) 208	791 (6.1%) 195	
\$20K - \$25K	421 (8.1%) 236	635 (6.1%) 178	659 (5.1%) 147	
\$25K - \$30K	382 (7.4%) 215	648 (6.2%) 182	739 (5.7%) 166	
\$30K - \$35K	318 (6.1%) 180	554 (5.3%) 156	760 (5.9%) 172	
\$35K - \$40K	237 (4.6%) 131	512 (4.9%) 141	662 (5.1%) 146	
\$40K - \$45K	121 (2.3%) 67	505 (4.9%) 139	575 (4.4%) 127	
\$45K - \$50K	147 (2.8%) 82	357 (3.4%) 100	547 (4.2%) 122	
\$50K - \$60K	438 (8.5%) 128	962 (9.3%) 140	1,088 (8.4%) 127	
\$60K - \$75K	634 (12.2%) 134	984 (9.5%) 104	1,170 (9%) 99	
\$75K - \$100K	452 (8.7%) 69	1,036 (10%) 74	1,453 (11.2%) 88	
\$100K - \$125K	227 (4.4%) 44	729 (7%) 70	979 (7.5%) 75	
\$125K - \$150K	140 (2.7%) 37	384 (3.7%) 50	660 (5.1%) 69	
\$150K - \$200K	268 (5.2%) 56	568 (5.5%) 59	671 (5.2%) 56	
>\$200K	231 (4.5%) 36	538 (5.2%) 41	616 (4.7%) 38	
Household Size				
Education				
Elementary	1,060 (13%) 123	2,226 (13.3%) 125	2,879 (13.2%) 125	
High School Graduate	2,136 (26.3%) 100	4,598 (27.4%) 105	6,468 (29.8%) 114	
College / Associate Degree	3,055 (37.6%) 133	5,848 (34.9%) 124	7,707 (35.5%) 126	
Bachelor Degree	1,262 (15.5%) 73	2,537 (15.1%) 71	2,924 (13.5%) 63	
Advanced Degree	611 (7.5%) 55	1,565 (9.3%) 68	1,753 (8.1%) 59	
Labor Force				
Marital Status				

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
Married	4,171 (46%) 93	9,515 (49.5%) 100	12,789 (50.9%) 103	
Never Married	2,876 (31.7%) 93	5,999 (31.2%) 91	7,590 (30.2%) 89	
Divorced	1,128 (12.4%) 116	2,055 (10.7%) 100	2,800 (11.2%) 104	
Widowed	886 (9.8%) 176	1,657 (8.6%) 155	1,926 (7.7%) 138	
Family Households ^				
Married-couple Family	1,976 (66.1%) 90	4,424 (65%) 89	5,820 (67.7%) 93	
Female Householder	705 (23.6%) 124	1,839 (27%) 142	2,186 (25.4%) 134	
Male Householder	307 (10.3%) 131	546 (8%) 102	587 (6.8%) 87	
Transport to Work v				
Travel Time to Work v				
Housing Units v				
Occupied Housing Units v				
Vacant Housing Units v				
Value of Owner-Occupied Housing Units v				
Types of Housing Units Structure v				
Health Insurance v				
SNAP Households v				

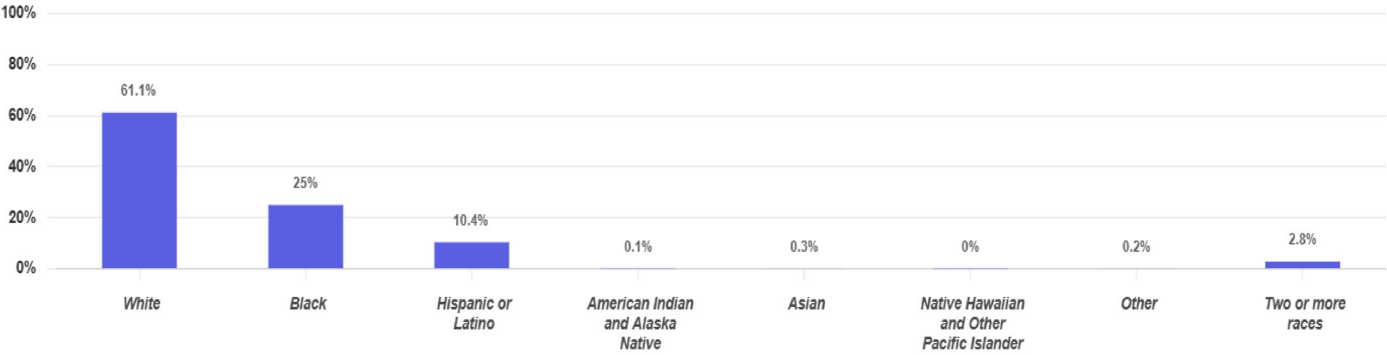
Household Income ?



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

Ethnicity ?

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Pamlico Plz, Washington, NC



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