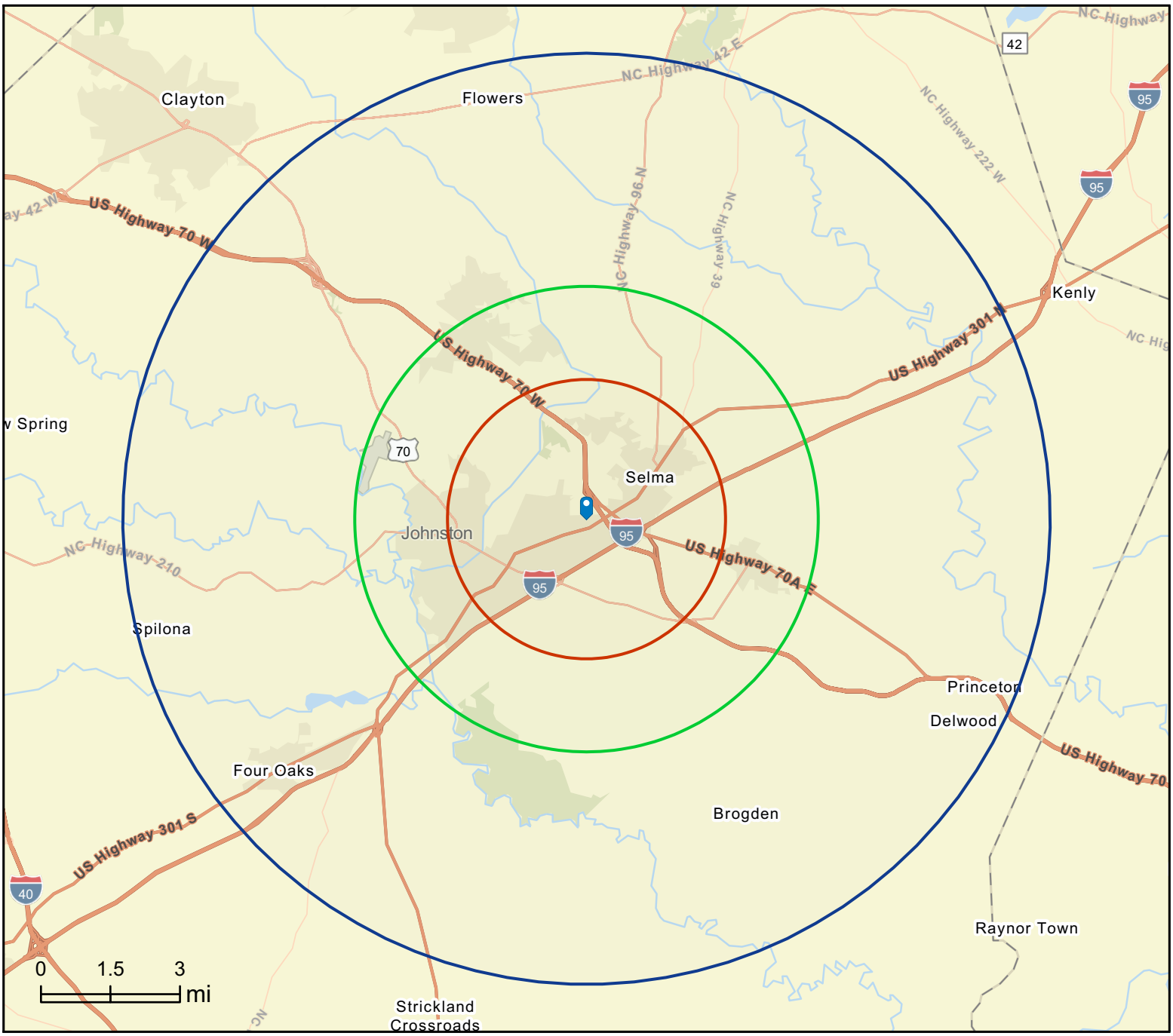
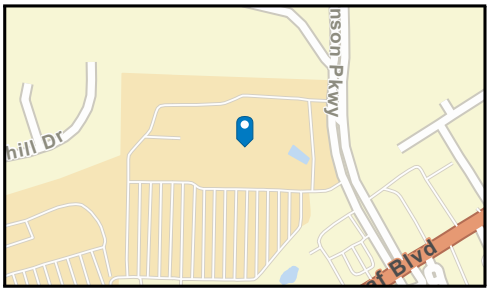
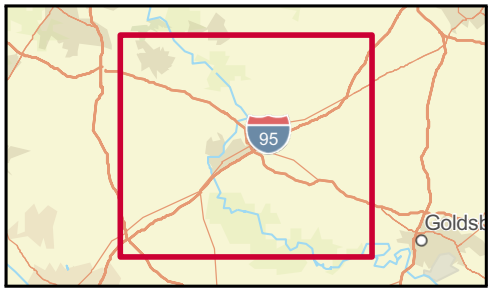
Site Map

Smithfield Plaza
1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.52320
Longitude: -78.30927







July 16, 2024

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Community Profile

Smithfield Plaza
1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.52320
Longitude: -78.30927

	3 miles	5 miles	10 miles
Population Summary			
2010 Total Population	14,761	25,974	66,160
2020 Total Population	15,293	27,833	79,990
2020 Group Quarters	756	1,244	1,388
2024 Total Population	16,106	29,224	90,124
2024 Group Quarters	844	1,381	1,540
2029 Total Population	16,977	30,897	99,400
2024-2029 Annual Rate	1.06%	1.12%	1.98%
2024 Total Daytime Population	30,846	41,293	86,888
Workers	21,395	24,695	37,812
Residents	9,451	16,598	49,076
Household Summary			
2010 Households	5,442	9,743	24,252
2010 Average Household Size	2.56	2.53	2.67
2020 Total Households	5,599	10,475	29,079
2020 Average Household Size	2.60	2.54	2.70
2024 Households	5,875	10,976	32,796
2024 Average Household Size	2.60	2.54	2.70
2029 Households	6,222	11,686	36,354
2029 Average Household Size	2.59	2.53	2.69
2024-2029 Annual Rate	1.15%	1.26%	2.08%
2010 Families	3,410	6,384	17,373
2010 Average Family Size	3.22	3.12	3.15
2024 Families	3,665	7,083	23,652
2024 Average Family Size	3.27	3.16	3.20
2029 Families	3,857	7,502	26,189
2029 Average Family Size	3.27	3.15	3.19
2024-2029 Annual Rate	1.03%	1.16%	2.06%
Housing Unit Summary			
2000 Housing Units	6,108	10,173	21,867
Owner Occupied Housing Units	46.2%	53.2%	61.9%
Renter Occupied Housing Units	45.4%	39.2%	30.6%
Vacant Housing Units	8.4%	7.6%	7.6%
2010 Housing Units	6,230	10,894	26,675
Owner Occupied Housing Units	40.9%	49.2%	61.0%
Renter Occupied Housing Units	46.4%	40.2%	30.0%
Vacant Housing Units	12.6%	10.6%	9.1%
2020 Housing Units	6,315	11,451	31,252
Owner Occupied Housing Units	40.5%	50.2%	64.8%
Renter Occupied Housing Units	48.2%	41.3%	28.2%
Vacant Housing Units	10.5%	8.4%	7.0%
2024 Housing Units	6,523	11,841	35,100
Owner Occupied Housing Units	45.0%	54.5%	68.6%
Renter Occupied Housing Units	45.0%	38.2%	24.9%
Vacant Housing Units	9.9%	7.3%	6.6%
2029 Housing Units	6,922	12,620	38,777
Owner Occupied Housing Units	48.3%	57.8%	70.7%
Renter Occupied Housing Units	41.6%	34.8%	23.0%
Vacant Housing Units	10.1%	7.4%	6.2%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	3 miles	5 miles	10 miles
2024 Households by Income			
Household Income Base	5,875	10,976	32,796
<$15,000	18.7%	13.4%	7.1%
$15,000 - $24,999	18.3%	14.5%	8.8%
$25,000 - $34,999	8.0%	7.4%	6.8%
$35,000 - $49,999	13.3%	12.5%	10.4%
$50,000 - $74,999	15.6%	16.8%	15.7%
$75,000 - $99,999	8.8%	11.1%	12.4%
$100,000 - $149,999	10.7%	15.4%	19.8%
$150,000 - $199,999	4.0%	4.9%	10.4%
$200,000+	2.8%	4.0%	8.5%
Average Household Income	$60,799	$73,215	$99,951
2029 Households by Income			
Household Income Base	6,222	11,686	36,354
<$15,000	15.7%	11.0%	5.5%
$15,000 - $24,999	14.6%	11.0%	6.3%
$25,000 - $34,999	7.3%	6.4%	5.4%
$35,000 - $49,999	12.7%	11.4%	8.8%
$50,000 - $74,999	16.3%	16.8%	14.6%
$75,000 - $99,999	9.9%	12.2%	12.6%
$100,000 - $149,999	14.1%	19.3%	23.1%
$150,000 - $199,999	5.8%	6.9%	13.4%
$200,000+	3.6%	5.0%	10.3%
Average Household Income	$73,609	$87,140	$117,032
2024 Owner Occupied Housing Units by Value			
Total	2,938	6,449	24,069
<$50,000	5.7%	7.4%	4.5%
$50,000 - $99,999	14.1%	10.3%	5.3%
$100,000 - $149,999	13.4%	11.4%	6.9%
$150,000 - $199,999	10.2%	10.7%	7.7%
$200,000 - $249,999	12.4%	10.0%	8.3%
$250,000 - $299,999	11.3%	14.4%	16.4%
$300,000 - $399,999	15.0%	17.2%	24.4%
$400,000 - $499,999	5.9%	7.3%	13.0%
$500,000 - $749,999	9.7%	9.9%	12.5%
$750,000 - $999,999	2.0%	1.2%	0.7%
$1,000,000 - $1,499,999	0.3%	0.3%	0.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$266,862	$273,190	$324,119
2029 Owner Occupied Housing Units by Value			
Total	3,340	7,290	27,426
<$50,000	3.2%	4.0%	2.3%
$50,000 - $99,999	5.7%	4.0%	1.9%
$100,000 - $149,999	4.8%	4.0%	2.3%
$150,000 - $199,999	6.3%	5.6%	3.6%
$200,000 - $249,999	13.1%	9.8%	5.7%
$250,000 - $299,999	12.5%	15.6%	14.4%
$300,000 - $399,999	20.7%	23.3%	27.7%
$400,000 - $499,999	9.8%	12.5%	18.6%
$500,000 - $749,999	18.1%	17.9%	21.2%
$750,000 - $999,999	4.9%	2.7%	1.5%
$1,000,000 - $1,499,999	1.0%	0.8%	0.7%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$370,066	$366,651	$399,482

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	3 miles	5 miles	10 miles
Median Household Income			
2024	$39,656	$52,326	$76,636
2029	$49,584	$62,963	$92,292
Median Home Value			
2024	$226,791	$250,701	$303,934
2029	$321,087	$330,649	$371,148
Per Capita Income			
2024	$23,019	$27,537	$36,448
2029	$27,965	$32,988	$42,878
Median Age			
2010	37.0	37.1	36.6
2020	38.5	38.8	38.4
2024	39.1	39.3	38.6
2029	39.8	39.9	39.1
2020 Population by Age			
Total	15,293	27,833	79,990
0 - 4	6.3%	6.3%	6.2%
5 - 9	7.0%	6.8%	7.1%
10 - 14	7.3%	7.2%	7.8%
15 - 24	12.5%	12.3%	12.6%
25 - 34	12.4%	12.5%	11.8%
35 - 44	12.5%	12.4%	13.3%
45 - 54	12.2%	12.3%	13.7%
55 - 64	12.2%	12.4%	12.3%
65 - 74	10.1%	10.1%	9.4%
75 - 84	5.4%	5.6%	4.5%
85 +	2.2%	2.0%	1.3%
18 +	75.3%	75.5%	74.3%
2024 Population by Age			
Total	16,106	29,226	90,124
0 - 4	6.2%	6.2%	6.2%
5 - 9	6.3%	6.3%	6.6%
10 - 14	6.7%	6.6%	7.2%
15 - 24	13.1%	12.9%	13.4%
25 - 34	12.5%	12.5%	11.7%
35 - 44	12.4%	12.4%	13.4%
45 - 54	12.3%	12.4%	13.4%
55 - 64	11.7%	11.9%	12.1%
65 - 74	10.4%	10.3%	9.3%
75 - 84	5.9%	6.1%	5.1%
85 +	2.4%	2.2%	1.5%
18 +	76.7%	76.7%	75.5%
2029 Population by Age			
Total	16,978	30,897	99,401
0 - 4	6.2%	6.2%	6.2%
5 - 9	5.8%	5.9%	6.1%
10 - 14	6.0%	6.0%	6.5%
15 - 24	12.8%	12.5%	12.8%
25 - 34	13.1%	13.0%	13.1%
35 - 44	12.3%	12.5%	12.9%
45 - 54	12.1%	12.0%	12.8%
55 - 64	11.4%	11.7%	12.1%
65 - 74	10.9%	10.7%	9.9%
75 - 84	6.9%	7.1%	5.9%
85 +	2.7%	2.5%	1.7%
18 +	78.1%	78.1%	77.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	3 miles	5 miles	10 miles
2020 Population by Sex			
Males	7,437	13,648	39,246
Females	7,856	14,185	40,744
2024 Population by Sex			
Males	8,006	14,614	44,885
Females	8,100	14,610	45,239
2029 Population by Sex			
Males	8,412	15,390	49,193
Females	8,565	15,506	50,207
2010 Population by Race/Ethnicity			
Total	14,761	25,974	66,160
White Alone	50.8%	57.4%	69.2%
Black Alone	31.4%	26.5%	17.9%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	0.5%	0.5%	0.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	14.6%	12.9%	9.8%
Two or More Races	2.1%	2.1%	2.0%
Hispanic Origin	24.5%	21.4%	16.2%
Diversity Index	76.1	72.3	62.0
2020 Population by Race/Ethnicity			
Total	15,293	27,833	79,990
White Alone	41.5%	48.7%	61.9%
Black Alone	31.0%	25.5%	17.3%
American Indian Alone	1.0%	1.0%	0.8%
Asian Alone	0.9%	0.7%	0.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	16.2%	14.7%	10.5%
Two or More Races	9.5%	9.5%	8.6%
Hispanic Origin	28.0%	26.0%	19.4%
Diversity Index	81.9	79.5	70.3
2024 Population by Race/Ethnicity			
Total	16,107	29,224	90,123
White Alone	39.1%	45.9%	59.2%
Black Alone	32.5%	27.0%	18.7%
American Indian Alone	1.0%	1.0%	0.8%
Asian Alone	1.0%	0.8%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	16.8%	15.4%	11.0%
Two or More Races	9.6%	9.8%	9.2%
Hispanic Origin	28.8%	27.3%	20.5%
Diversity Index	82.6	80.9	72.6
2029 Population by Race/Ethnicity			
Total	16,978	30,897	99,401
White Alone	37.5%	44.2%	57.6%
Black Alone	32.4%	27.1%	19.0%
American Indian Alone	1.0%	1.1%	0.9%
Asian Alone	1.2%	0.9%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	17.8%	16.5%	11.7%
Two or More Races	10.0%	10.3%	9.8%
Hispanic Origin	30.4%	28.9%	21.7%
Diversity Index	83.4	81.9	74.2

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	3 miles	5 miles	10 miles
2020 Population by Relationship and Household Type			
Total	15,293	27,833	79,990
In Households	95.1%	95.5%	98.3%
Householder	37.7%	37.5%	36.3%
Opposite-Sex Spouse	13.2%	14.9%	18.9%
Same-Sex Spouse	0.2%	0.2%	0.1%
Opposite-Sex Unmarried Partner	2.1%	2.1%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	27.8%	27.7%	29.3%
Adopted Child	0.5%	0.5%	0.6%
Stepchild	1.5%	1.5%	1.5%
Grandchild	3.5%	3.2%	2.6%
Brother or Sister	1.5%	1.3%	1.1%
Parent	1.4%	1.3%	1.2%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.4%
Other Relatives	2.0%	1.8%	1.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.0%	2.7%	2.2%
In Group Quarters	4.9%	4.5%	1.7%
Institutionalized	4.6%	4.1%	1.4%
Noninstitutionalized	0.3%	0.4%	0.3%
2024 Population 25+ by Educational Attainment			
Total	10,901	19,844	59,945
Less than 9th Grade	7.1%	7.0%	4.9%
9th - 12th Grade, No Diploma	8.3%	8.7%	5.8%
High School Graduate	26.7%	27.1%	24.1%
GED/Alternative Credential	6.1%	6.2%	4.8%
Some College, No Degree	19.4%	18.1%	18.8%
Associate Degree	12.0%	12.6%	12.9%
Bachelor's Degree	15.6%	14.8%	20.8%
Graduate/Professional Degree	4.9%	5.4%	8.0%
2024 Population 15+ by Marital Status			
Total	13,015	23,624	72,029
Never Married	38.2%	35.4%	29.7%
Married	43.6%	47.2%	56.0%
Widowed	6.4%	6.3%	5.1%
Divorced	11.9%	11.1%	9.2%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,709	13,110	43,126
Population 16+ Employed	94.8%	94.7%	95.5%
Population 16+ Unemployment rate	5.2%	5.3%	4.5%
Population 16-24 Employed	18.3%	16.5%	15.7%
Population 16-24 Unemployment rate	13.6%	15.3%	13.0%
Population 25-54 Employed	61.1%	61.3%	63.1%
Population 25-54 Unemployment rate	2.8%	3.0%	2.6%
Population 55-64 Employed	13.4%	14.5%	15.2%
Population 55-64 Unemployment rate	5.7%	4.3%	2.6%
Population 65+ Employed	7.2%	7.7%	6.0%
Population 65+ Unemployment rate	0.6%	0.4%	3.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	3 miles	5 miles	10 miles
2024 Employed Population 16+ by Industry			
Total	6,361	12,419	41,200
Agriculture/Mining	1.1%	0.9%	1.0%
Construction	11.7%	12.9%	11.1%
Manufacturing	11.1%	11.3%	12.7%
Wholesale Trade	1.5%	2.2%	2.3%
Retail Trade	12.8%	12.9%	10.3%
Transportation/Utilities	3.2%	4.3%	4.2%
Information	1.8%	1.8%	1.3%
Finance/Insurance/Real Estate	4.1%	4.3%	5.5%
Services	48.8%	45.3%	44.8%
Public Administration	3.8%	4.0%	6.9%
2024 Employed Population 16+ by Occupation			
Total	6,361	12,422	41,201
White Collar	55.2%	55.4%	57.9%
Management/Business/Financial	12.9%	13.1%	17.2%
Professional	20.8%	21.1%	21.6%
Sales	8.9%	8.4%	7.6%
Administrative Support	12.7%	12.7%	11.5%
Services	18.3%	15.3%	15.3%
Blue Collar	26.5%	29.4%	26.7%
Farming/Forestry/Fishing	0.9%	0.7%	0.7%
Construction/Extraction	9.4%	9.8%	8.3%
Installation/Maintenance/Repair	2.7%	3.1%	4.0%
Production	6.5%	7.5%	6.2%
Transportation/Material Moving	7.0%	8.3%	7.6%
2020 Households by Type			
Total	5,599	10,475	29,079
Married Couple Households	35.1%	40.3%	52.2%
With Own Children <18	13.4%	15.4%	21.8%
Without Own Children <18	21.7%	24.9%	30.4%
Cohabitating Couple Households	6.1%	6.1%	6.0%
With Own Children <18	2.9%	2.8%	2.6%
Without Own Children <18	3.1%	3.2%	3.4%
Male Householder, No Spouse/Partner	20.9%	19.2%	15.6%
Living Alone	13.1%	12.1%	9.9%
65 Years and over	5.1%	4.4%	3.2%
With Own Children <18	2.4%	2.2%	1.9%
Without Own Children <18, With Relatives	3.6%	3.2%	2.7%
No Relatives Present	1.8%	1.6%	1.1%
Female Householder, No Spouse/Partner	37.9%	34.5%	26.1%
Living Alone	17.9%	17.1%	12.9%
65 Years and over	10.2%	9.9%	7.3%
With Own Children <18	9.4%	8.2%	6.2%
Without Own Children <18, With Relatives	9.4%	8.1%	6.3%
No Relatives Present	1.2%	1.1%	0.7%
2020 Households by Size			
Total	5,599	10,475	29,079
1 Person Household	31.0%	29.2%	22.7%
2 Person Household	29.5%	30.2%	31.9%
3 Person Household	15.8%	16.4%	17.5%
4 Person Household	11.7%	12.2%	15.1%
5 Person Household	6.3%	6.7%	7.9%
6 Person Household	3.8%	3.6%	3.2%
7 + Person Household	1.9%	1.8%	1.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	3 miles	5 miles	10 miles
2020 Households by Tenure and Mortgage Status			
Total	5,599	10,475	29,079
Owner Occupied	45.7%	54.9%	69.6%
Owned with a Mortgage/Loan	29.2%	36.1%	50.0%
Owned Free and Clear	16.5%	18.7%	19.6%
Renter Occupied	54.3%	45.1%	30.4%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	70	84	101
Percent of Income for Mortgage	35.8%	30.0%	24.8%
Wealth Index	43	56	85
2020 Housing Units By Urban/ Rural Status			
Total	6,315	11,451	31,252
Urban Housing Units	86.9%	69.5%	46.6%
Rural Housing Units	13.1%	30.5%	53.4%
2020 Population By Urban/ Rural Status			
Total	15,293	27,833	79,990
Urban Population	83.9%	66.6%	45.8%
Rural Population	16.1%	33.4%	54.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 16, 2024

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	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Small Town Sincerity (12C)	Small Town Sincerity (12C)	Middleburg (4C)
2.	Modest Income Homes (12D)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Forging Opportunity (7D)	Modest Income Homes	Small Town Sincerity (12C)
2024 Consumer Spending			
Apparel & Services: Total $	$7,868,031	$17,336,771	$69,774,395
Average Spent	$1,339.24	$1,579.52	$2,127.53
Spending Potential Index	56	66	89
Education: Total $	$4,969,748	$10,978,591	$44,521,470
Average Spent	$845.91	$1,000.24	$1,357.53
Spending Potential Index	49	58	79
Entertainment/Recreation: Total $	$13,220,211	$29,726,245	$120,407,212
Average Spent	$2,250.25	$2,708.29	$3,671.40
Spending Potential Index	55	66	90
Food at Home: Total $	$24,774,283	$54,809,850	$214,217,524
Average Spent	$4,216.90	$4,993.61	$6,531.82
Spending Potential Index	58	68	89
Food Away from Home: Total $	$12,571,739	$28,374,616	$117,181,125
Average Spent	$2,139.87	$2,585.15	$3,573.03
Spending Potential Index	55	66	92
Health Care: Total $	$27,117,864	$60,587,614	$235,473,338
Average Spent	$4,615.81	$5,520.01	$7,179.94
Spending Potential Index	60	72	93
HH Furnishings & Equipment: Total $	$10,383,341	$23,377,238	$95,102,527
Average Spent	$1,767.38	$2,129.85	$2,899.82
Spending Potential Index	56	67	92
Personal Care Products & Services: Total $	$3,117,443	$6,960,356	$28,227,540
Average Spent	$530.63	$634.14	$860.70
Spending Potential Index	53	64	86
Shelter: Total $	$81,966,685	$183,114,436	$746,328,084
Average Spent	$13,951.78	$16,683.17	$22,756.68
Spending Potential Index	52	63	85
Support Payments/Cash Contributions/Gifts in Kind: Total $	$11,354,011	$26,494,418	$111,499,925
Average Spent	$1,932.60	$2,413.85	$3,399.80
Spending Potential Index	55	69	97
Travel: Total $	$9,100,371	$20,619,876	$85,893,296
Average Spent	$1,549.00	$1,878.63	$2,619.02
Spending Potential Index	51	62	86
Vehicle Maintenance & Repairs: Total $	$5,111,505	$11,388,908	$45,048,240
Average Spent	$870.04	$1,037.62	$1,373.59
Spending Potential Index	59	70	93

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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