

Audience Profile ?

Williamston Square

East Blvd, Williamston, NC

View:

Potential Market

Based On:

Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi

⚙️

Ring Radius

3 mi

5 mi

7 mi

Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

🔍

3 Mile

5 Mile

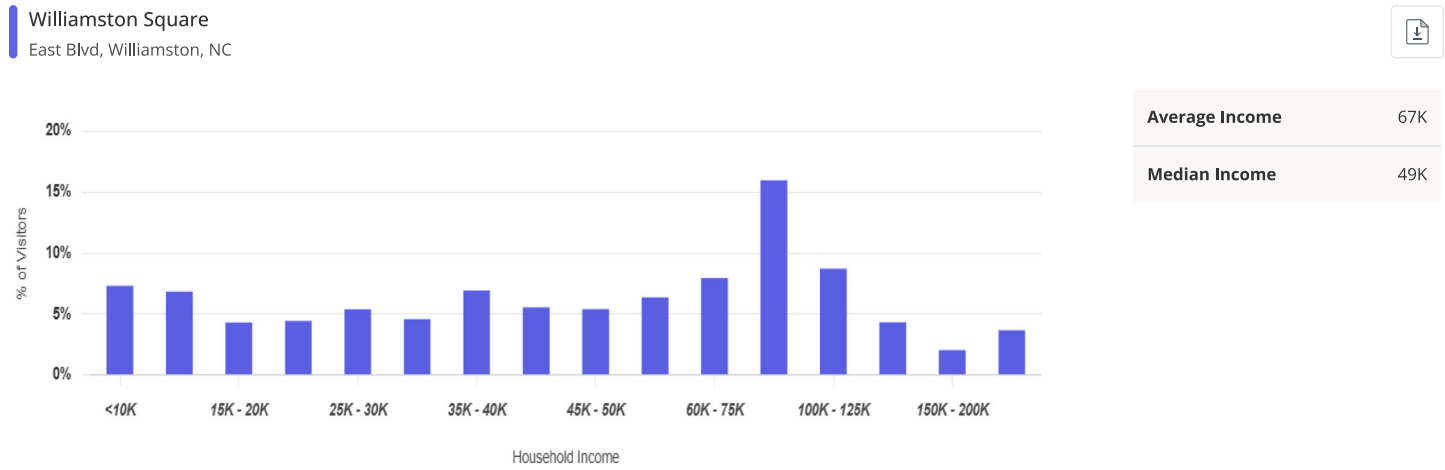
7 Mile

Overview							^
Population	7,441		8,638		11,485		
Pop density (per sq mile)	187		100		81		
Area (sq mi) - based on Census Block Groups	39.71		86.67		142.21		
Households							^
Households	3,555		4,069		5,025		
Family Households	1,912 (53.8%)	83	2,246 (55.2%)	86	3,079 (61.3%)	95	
Non-Family Households	1,643 (46.2%)	130	1,823 (44.8%)	126	1,946 (38.7%)	109	
Persons per Household	2.09	80	2.12	8	2.29	88	
Gender							^
Age							^
Age - Male							^
Age - Female							^
Population by Generation							^
Ethnicity							^
White	3,327 (44.7%)	77	4,037 (46.7%)	80	5,618 (48.9%)	84	
Black	3,104 (41.7%)	347	3,490 (40.4%)	336	4,646 (40.5%)	336	

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Hispanic or Latino	675 (9.1%) 48	675 (7.8%) 41	689 (6%) 32
Two or more races	193 (2.6%) 67	279 (3.2%) 83	373 (3.2%) 84
Asian	123 (1.7%) 29	123 (1.4%) 25	124 (1.1%) 19
Native Hawaiian and Other Pacific Islander	19 (<0.5%) 150	19 (<0.5%) 129	20 (<0.5%) 102
Other	--	--	--
American Indian and Alaska Native	--	15 (<0.5%) 33	15 (<0.5%) 25
Hispanic or Latino			
Household Income			
Household Average Income	\$51,597.47 47	\$55,027.13 50	\$58,526.85 53
Average Income per Person	\$25,791.25 60	\$27,035.47 62	\$26,610.83 61
Household Median Income	\$42,897.06 54	\$43,492.65 55	\$46,072.58 58
<\$10K	412 (11.6%) 238	418 (10.3%) 211	431 (8.6%) 176
\$10K - \$15K	227 (6.4%) 180	281 (6.9%) 194	304 (6%) 170
\$15K - \$20K	166 (4.7%) 149	212 (5.2%) 167	249 (5%) 159
\$20K - \$25K	203 (5.7%) 166	203 (5%) 145	283 (5.6%) 164
\$25K - \$30K	229 (6.4%) 188	229 (5.6%) 164	253 (5%) 147
\$30K - \$35K	146 (4.1%) 120	226 (5.6%) 163	310 (6.2%) 181
\$35K - \$40K	296 (8.3%) 238	323 (7.9%) 227	385 (7.7%) 219
\$40K - \$45K	170 (4.8%) 137	204 (5%) 143	231 (4.6%) 132
\$45K - \$50K	287 (8.1%) 234	309 (7.6%) 220	310 (6.2%) 179
\$50K - \$60K	322 (9.1%) 137	333 (8.2%) 124	356 (7.1%) 107
\$60K - \$75K	280 (7.9%) 86	349 (8.6%) 94	384 (7.6%) 84
\$75K - \$100K	545 (15.3%) 121	594 (14.6%) 115	823 (16.4%) 129
\$100K - \$125K	117 (3.3%) 33	154 (3.8%) 38	395 (7.9%) 75
\$125K - \$150K	54 (1.5%) 21	63 (1.5%) 21	126 (2.5%) 34
\$150K - \$200K	62 (1.7%) 19	77 (1.9%) 20	82 (1.6%) 18
>\$200K	39 (1.1%) 9	94 (2.3%) 18	103 (2%) 16
Household Size			
1 Person Household	1,499 (42.2%) 148	1,667 (41%) 144	1,787 (35.6%) 125
2 Persons Household	1,282 (36.1%) 107	1,497 (36.8%) 109	1,830 (36.4%) 108
3 Persons Household	221 (6.2%) 40	278 (6.8%) 44	522 (10.4%) 67
4 Persons Household	196 (5.5%) 44	215 (5.3%) 42	394 (7.8%) 62

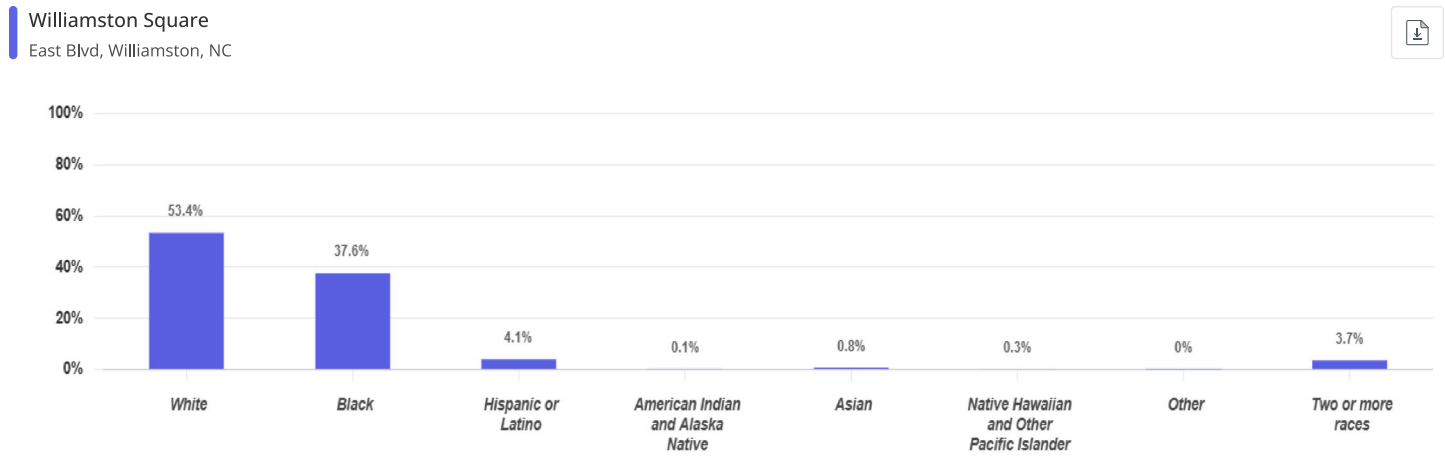
Search Group or Attribute	3 Mile	5 Mile	7 Mile	
5 Persons Household	352 (9.9%) 168	367 (9%) 153	447 (8.9%) 151	
6 Persons Household	--	6 (<0.5%) 6	6 (<0.5%) 5	
7+ Persons Household	5 (<0.5%) 10	39 (1%) 66	39 (0.8%) 54	
Education				
Elementary	1,056 (19.3%) 182	1,171 (18.6%) 176	1,397 (16.9%) 160	
High School Graduate	1,660 (30.3%) 116	1,842 (29.3%) 112	2,500 (30.3%) 116	
College / Associate Degree	1,962 (35.9%) 127	2,256 (35.9%) 127	3,004 (36.4%) 129	
Bachelor Degree	518 (9.5%) 45	717 (11.4%) 54	989 (12%) 56	
Advanced Degree	274 (5%) 36	301 (4.8%) 35	373 (4.5%) 33	
Labor Force				
Marital Status				
Married	2,635 (42%) 85	3,142 (43.7%) 88	4,423 (46.2%) 93	
Never Married	2,042 (32.5%) 95	2,190 (30.4%) 89	2,929 (30.6%) 90	
Divorced	1,181 (18.8%) 176	1,311 (18.2%) 170	1,428 (14.9%) 140	
Widowed	423 (6.7%) 121	553 (7.7%) 138	791 (8.3%) 149	
Family Households				
Married-couple Family	1,093 (57.2%) 78	1,333 (59.3%) 8	1,910 (62%) 85	
Female Householder	729 (38.1%) 201	812 (36.2%) 191	953 (31%) 163	
Male Householder	90 (4.7%) 60	101 (4.5%) 57	216 (7%) 90	
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 ?



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

Ethnicity ?



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