

Expanded Profile

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

ASTON

Lat/Lon: 35.8121/-78.6194

2401 Atlantic Ave Raleigh, NC 27604		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2023)	6,492		100,313		258,551		
Projected Population (2028)	6,820		107,328		276,164		
Census Population (2020)	6,489		96,241		249,554		
Census Population (2010)	5,213		84,197		221,069		
Projected Annual Growth (2023 to 2028)	328	1.0%	7,015	1.4%	17,613	1.4%	
Historical Annual Growth (2020 to 2023)	3	-	4,072	1.4%	8,997	1.2%	
Historical Annual Growth (2010 to 2020)	1,276	8.2%	12,044	4.8%	28,485	4.3%	
Estimated Population Density (2023)	2,068	psm	3,548	psm	3,293	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2023)	3,111		45,777		107,875		
Projected Households (2028)	3,431		51,347		120,659		
Census Households (2020)	3,076		43,362		102,531		
Census Households (2010)	2,398		35,565		86,417		
Estimated Households with Children (2023)	620	19.9%	10,655	23.3%	27,740	25.7%	
Estimated Average Household Size (2023)	2.04		2.12		2.24		
Average Household Income							
Estimated Average Household Income (2023)	\$134,048		\$128,967		\$113,066		
Projected Average Household Income (2028)	\$128,992		\$122,137		\$107,491		
Estimated Average Family Income (2023)	\$183,695		\$171,973		\$145,613		
Median Household Income							
Estimated Median Household Income (2023)	\$101,687		\$100,329		\$89,176		
Projected Median Household Income (2028)	\$103,312		\$101,831		\$89,619		
Estimated Median Family Income (2023)	\$144,874		\$140,140		\$123,271		
Per Capita Income							
Estimated Per Capita Income (2023)	\$64,413		\$59,142		\$47,706		
Projected Per Capita Income (2028)	\$65,046		\$58,702		\$47,462		
Estimated Per Capita Income 5 Year Growth	\$633	1.0%	-\$440	-0.7%	-\$245	-0.5%	
Estimated Average Household Net Worth (2023)	\$779,856		\$737,612		\$632,161		
Daytime Demos (2023)							
Total Businesses	1,132		10,471		19,200		
Total Employees	14,328		108,111		183,845		
Company Headquarter Businesses	44	3.8%	366	3.5%	637	3.3%	
Company Headquarter Employees	4,570	31.9%	22,063	20.4%	31,680	17.2%	
Employee Population per Business	12.7		10.3		9.6		
Residential Population per Business	5.7		9.6		13.5		

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Race & Ethnicity

White (2023)	4,650	71.6%	59,826	59.6%	132,435	51.2%
Black or African American (2023)	931	14.3%	23,626	23.6%	72,388	28.0%
American Indian or Alaska Native (2023)	15	0.2%	385	0.4%	1,148	0.4%
Asian (2023)	232	3.6%	5,138	5.1%	22,993	8.9%
Hawaiian or Pacific Islander (2023)	2	-	33	-	92	-
Other Race (2023)	365	5.6%	6,262	6.2%	16,616	6.4%
Two or More Races (2023)	295	4.5%	5,043	5.0%	12,880	5.0%
Not Hispanic or Latino Population (2023)	5,830	89.8%	88,564	88.3%	227,529	88.0%
Hispanic or Latino Population (2023)	662	10.2%	11,748	11.7%	31,022	12.0%
Not Hispanic or Latino Population (2028)	6,139	90.0%	94,892	88.4%	243,166	88.1%
Hispanic or Latino Population (2028)	682	10.0%	12,435	11.6%	32,999	11.9%
Not Hispanic or Latino Population (2020)	5,686	87.6%	82,282	85.5%	212,790	85.3%
Hispanic or Latino Population (2020)	804	12.4%	13,959	14.5%	36,764	14.7%
Not Hispanic or Latino Population (2010)	4,443	85.2%	73,208	86.9%	192,242	87.0%
Hispanic or Latino Population (2010)	771	14.8%	10,989	13.1%	28,828	13.0%
Projected Hispanic Annual Growth (2023 to 2028)	20	0.6%	687	1.2%	1,977	1.3%
Historic Hispanic Annual Growth (2010 to 2023)	-109	-1.1%	760	0.5%	2,195	0.6%

Age Distribution (2023)

Age Under 5	382	5.9%	5,344	5.3%	14,053	5.4%
Age 5 to 9 Years	289	4.4%	4,952	4.9%	13,278	5.1%
Age 10 to 14 Years	259	4.0%	5,119	5.1%	13,966	5.4%
Age 15 to 19 Years	252	3.9%	5,814	5.8%	20,453	7.9%
Age 20 to 24 Years	404	6.2%	7,524	7.5%	24,552	9.5%
Age 25 to 29 Years	678	10.4%	8,745	8.7%	22,323	8.6%
Age 30 to 34 Years	667	10.3%	7,914	7.9%	19,666	7.6%
Age 35 to 39 Years	495	7.6%	6,428	6.4%	16,428	6.4%
Age 40 to 44 Years	409	6.3%	6,160	6.1%	15,907	6.2%
Age 45 to 49 Years	380	5.9%	5,993	6.0%	15,033	5.8%
Age 50 to 54 Years	373	5.7%	6,390	6.4%	15,887	6.1%
Age 55 to 59 Years	414	6.4%	6,609	6.6%	15,555	6.0%
Age 60 to 64 Years	333	5.1%	6,120	6.1%	14,120	5.5%
Age 65 to 74 Years	532	8.2%	9,947	9.9%	21,441	8.3%
Age 75 to 84 Years	346	5.3%	5,281	5.3%	11,376	4.4%
Age 85 Years or Over	278	4.3%	1,972	2.0%	4,515	1.7%
Median Age	37.4		38.4		36.1	

Gender Age Distribution (2023)

Female Population	3,387	52.2%	50,948	50.8%	131,852	51.0%
Age 0 to 19 Years	577	17.0%	10,364	20.3%	30,424	23.1%
Age 20 to 64 Years	2,092	61.8%	30,810	60.5%	79,977	60.7%
Age 65 Years or Over	717	21.2%	9,774	19.2%	21,451	16.3%
Female Median Age	38.5		39.5		37.3	
Male Population	3,105	47.8%	49,365	49.2%	126,700	49.0%
Age 0 to 19 Years	604	19.5%	10,865	22.0%	31,326	24.7%
Age 20 to 64 Years	2,062	66.4%	31,073	62.9%	79,493	62.7%
Age 65 Years or Over	438	14.1%	7,426	15.0%	15,881	12.5%
Male Median Age	36.2		37.3		34.9	

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Household Income Distribution (2023)

HH Income \$200,000 or More	630	20.2%	8,617	18.8%	16,330	15.1%
HH Income \$150,000 to \$199,999	256	8.2%	4,274	9.3%	9,983	9.3%
HH Income \$100,000 to \$149,999	606	19.5%	7,473	16.3%	17,524	16.2%
HH Income \$75,000 to \$99,999	331	10.6%	5,417	11.8%	13,357	12.4%
HH Income \$50,000 to \$74,999	497	16.0%	6,515	14.2%	16,243	15.1%
HH Income \$35,000 to \$49,999	252	8.1%	3,972	8.7%	10,935	10.1%
HH Income \$25,000 to \$34,999	292	9.4%	3,502	7.6%	8,680	8.0%
HH Income \$15,000 to \$24,999	118	3.8%	2,868	6.3%	6,801	6.3%
HH Income Under \$15,000	130	4.2%	3,139	6.9%	8,022	7.4%
HH Income \$35,000 or More	2,571	82.6%	36,269	79.2%	84,372	78.2%
HH Income \$75,000 or More	1,822	58.6%	25,782	56.3%	57,195	53.0%

Housing (2023)

Total Housing Units	3,550		50,187		116,579	
Housing Units Occupied	3,111	87.6%	45,777	91.2%	107,875	92.5%
Housing Units Owner-Occupied	1,637	52.6%	23,003	50.2%	53,382	49.5%
Housing Units, Renter-Occupied	1,474	47.4%	22,775	49.8%	54,494	50.5%
Housing Units, Vacant	439	14.1%	4,410	9.6%	8,704	8.1%

Marital Status (2023)

Never Married	2,408	43.3%	36,771	43.3%	101,418	46.7%
Currently Married	2,205	39.7%	32,307	38.1%	75,479	34.7%
Separated	159	2.9%	3,420	4.0%	9,640	4.4%
Widowed	214	3.8%	3,465	4.1%	8,986	4.1%
Divorced	576	10.4%	8,935	10.5%	21,732	10.0%

Household Type (2023)

Population Family	4,040	62.2%	68,049	67.8%	174,924	67.7%
Population Non-Family	2,314	35.6%	29,101	29.0%	67,006	25.9%
Population Group Quarters	138	2.1%	3,162	3.2%	16,622	6.4%
Family Households	1,305	41.9%	22,572	49.3%	56,800	52.7%
Non-Family Households	1,807	58.1%	23,205	50.7%	51,075	47.3%
Married Couple with Children	384	17.4%	5,934	18.4%	15,277	20.2%
Average Family Household Size	3.1		3.0		3.1	

Household Size (2023)

1 Person Households	1,435	46.1%	19,039	41.6%	40,199	37.3%
2 Person Households	934	30.0%	14,663	32.0%	35,236	32.7%
3 Person Households	344	11.1%	5,477	12.0%	14,448	13.4%
4 Person Households	247	8.0%	3,865	8.4%	10,373	9.6%
5 Person Households	97	3.1%	1,698	3.7%	4,631	4.3%
6 or More Person Households	53	1.7%	1,035	2.3%	2,988	2.8%

Household Vehicles (2023)

Households with 0 Vehicles Available	99	3.2%	3,190	7.0%	7,222	6.7%
Households with 1 Vehicles Available	1,513	48.6%	18,582	40.6%	42,728	39.6%
Households with 2 or More Vehicles Available	1,499	48.2%	24,006	52.4%	57,925	53.7%
Total Vehicles Available	4,965		75,195		181,873	
Average Vehicles Per Household	1.6		1.6		1.7	

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Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	5,510		83,878		214,412	
Estimated Civilian Employed	4,134	75.0%	58,729	70.0%	143,111	66.7%
Estimated Civilian Unemployed	48	0.9%	1,493	1.8%	5,672	2.6%
Estimated in Armed Forces	3	-	98	0.1%	277	0.1%
Estimated Not in Labor Force	1,325	24.1%	23,559	28.1%	65,352	30.5%
Unemployment Rate	0.9%		1.8%		2.6%	

Occupation (2023)

Occupation: Population Age 16 Years or Over	4,134		58,728		143,108	
Management, Business, Financial Operations	1,249	30.2%	14,905	25.4%	32,052	22.4%
Professional, Related	1,364	33.0%	17,736	30.2%	42,804	29.9%
Service	404	9.8%	7,443	12.7%	18,845	13.2%
Sales, Office	643	15.5%	10,545	18.0%	27,944	19.5%
Farming, Fishing, Forestry	-	-	16	-	131	-
Construct, Extraction, Maintenance	271	6.6%	3,347	5.7%	8,352	5.8%
Production, Transport Material Moving	204	4.9%	4,738	8.1%	12,979	9.1%
White Collar Workers	3,256	78.8%	43,185	73.5%	102,800	71.8%
Blue Collar Workers	878	21.2%	15,543	26.5%	40,308	28.2%

Consumer Expenditure (2023)

Total Household Expenditure	\$272.17 M		\$3.85 B		\$8.24 B	
Total Non-Retail Expenditure	\$144.97 M	53.3%	\$2.06 B	53.3%	\$4.39 B	53.2%
Total Retail Expenditure	\$127.2 M	46.7%	\$1.8 B	46.7%	\$3.86 B	46.8%
Apparel	\$9.76 M	3.6%	\$138.53 M	3.6%	\$295.3 M	3.6%
Contributions	\$9.58 M	3.5%	\$136.77 M	3.5%	\$285.46 M	3.5%
Education	\$9.24 M	3.4%	\$133.41 M	3.5%	\$275.71 M	3.3%
Entertainment	\$15.67 M	5.8%	\$222.62 M	5.8%	\$473.35 M	5.7%
Food and Beverages	\$39.35 M	14.5%	\$555.94 M	14.4%	\$1.2 B	14.5%
Furnishings and Equipment	\$9.71 M	3.6%	\$137.59 M	3.6%	\$293.03 M	3.6%
Gifts	\$7.53 M	2.8%	\$106.66 M	2.8%	\$220.79 M	2.7%
Health Care	\$22.13 M	8.1%	\$312.23 M	8.1%	\$674 M	8.2%
Household Operations	\$10.94 M	4.0%	\$155.2 M	4.0%	\$329.36 M	4.0%
Miscellaneous Expenses	\$5.21 M	1.9%	\$73.64 M	1.9%	\$157.01 M	1.9%
Personal Care	\$3.65 M	1.3%	\$51.65 M	1.3%	\$110.56 M	1.3%
Personal Insurance	\$2.01 M	0.7%	\$28.74 M	0.7%	\$60.42 M	0.7%
Reading	\$603.65 K	0.2%	\$8.56 M	0.2%	\$18.19 M	0.2%
Shelter	\$57.58 M	21.2%	\$816.82 M	21.2%	\$1.75 B	21.2%
Tobacco	\$1.45 M	0.5%	\$20.34 M	0.5%	\$45.33 M	0.5%
Transportation	\$48.79 M	17.9%	\$687.97 M	17.9%	\$1.48 B	18.0%
Utilities	\$18.97 M	7.0%	\$266.83 M	6.9%	\$580.39 M	7.0%

Educational Attainment (2023)

Adult Population Age 25 Years or Over	4,906		71,560		172,250	
Elementary (Grade Level 0 to 8)	372	7.6%	3,683	5.1%	7,702	4.5%
Some High School (Grade Level 9 to 11)	116	2.4%	2,910	4.1%	7,498	4.4%
High School Graduate	566	11.5%	10,876	15.2%	28,585	16.6%
Some College	516	10.5%	9,434	13.2%	26,437	15.3%
Associate Degree Only	222	4.5%	3,923	5.5%	11,462	6.7%
Bachelor Degree Only	1,879	38.3%	25,004	34.9%	55,414	32.2%
Graduate Degree	1,234	25.1%	15,730	22.0%	35,152	20.4%

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Units In Structure (2023)

1 Detached Unit	1,454	60.6%	22,204	62.4%	52,087	60.3%
1 Attached Unit	365	15.2%	3,920	11.0%	11,636	13.5%
2 to 4 Units	244	10.2%	3,341	9.4%	7,880	9.1%
5 to 9 Units	269	11.2%	2,716	7.6%	7,140	8.3%
10 to 19 Units	220	9.2%	3,427	9.6%	9,609	11.1%
20 to 49 Units	197	8.2%	2,171	6.1%	5,195	6.0%
50 or More Units	320	13.4%	6,999	19.7%	11,123	12.9%
Mobile Home or Trailer	41	1.7%	992	2.8%	3,197	3.7%
Other Structure	-	-	7	-	8	-

Homes Built By Year (2023)

Homes Built 2010 or later	814	33.9%	9,749	27.4%	20,210	23.4%
Homes Built 2000 to 2009	380	15.8%	6,771	19.0%	19,261	22.3%
Homes Built 1990 to 1999	210	8.8%	4,199	11.8%	14,095	16.3%
Homes Built 1980 to 1989	366	15.3%	5,776	16.2%	17,267	20.0%
Homes Built 1970 to 1979	279	11.6%	4,920	13.8%	12,877	14.9%
Homes Built 1960 to 1969	283	11.8%	5,088	14.3%	10,178	11.8%
Homes Built 1950 to 1959	507	21.2%	4,053	11.4%	6,252	7.2%
Homes Built Before 1949	272	11.4%	5,221	14.7%	7,734	8.9%

Home Values (2023)

Home Values \$1,000,000 or More	123	7.5%	2,042	8.9%	3,013	5.6%
Home Values \$500,000 to \$999,999	406	24.8%	7,403	32.2%	14,207	26.6%
Home Values \$400,000 to \$499,999	284	17.4%	3,673	16.0%	8,002	15.0%
Home Values \$300,000 to \$399,999	411	25.1%	3,848	16.7%	9,680	18.1%
Home Values \$200,000 to \$299,999	251	15.4%	3,090	13.4%	9,460	17.7%
Home Values \$150,000 to \$199,999	96	5.9%	1,383	6.0%	4,364	8.2%
Home Values \$100,000 to \$149,999	43	2.6%	808	3.5%	2,576	4.8%
Home Values \$70,000 to \$99,999	6	0.3%	227	1.0%	497	0.9%
Home Values \$50,000 to \$69,999	1	-	50	0.2%	106	0.2%
Home Values \$25,000 to \$49,999	3	0.2%	172	0.7%	551	1.0%
Home Values Under \$25,000	12	0.8%	307	1.3%	926	1.7%
Owner-Occupied Median Home Value	\$439,910		\$485,220		\$413,758	
Renter-Occupied Median Rent	\$1,128		\$1,124		\$1,103	

Transportation To Work (2023)

Drive to Work Alone	2,132	51.6%	29,336	50.0%	74,482	52.0%
Drive to Work in Carpool	265	6.4%	3,359	5.7%	7,964	5.6%
Travel to Work by Public Transportation	40	1.0%	668	1.1%	2,154	1.5%
Drive to Work on Motorcycle	1	-	59	-	110	-
Walk or Bicycle to Work	27	0.6%	1,311	2.2%	2,465	1.7%
Other Means	31	0.7%	583	1.0%	1,588	1.1%
Work at Home	1,638	39.6%	23,413	39.9%	54,345	38.0%

Travel Time (2023)

Travel to Work in 14 Minutes or Less	814	19.7%	11,340	19.3%	25,765	18.0%
Travel to Work in 15 to 29 Minutes	1,005	24.3%	14,460	24.6%	38,761	27.1%
Travel to Work in 30 to 59 Minutes	583	14.1%	8,163	13.9%	20,615	14.4%
Travel to Work in 60 Minutes or More	94	2.3%	1,353	2.3%	3,622	2.5%
Average Minutes Travel to Work	19.9		19.2		19.7	