ASTON

5 mi Radius

3 mi Radius

1 mi Radius

SITE

Shallotte

South Brunswick

Grissettown

Ocean Isle Beach

Holden Beach

Varnamt

Intracoastal Waterw

Google

Expanded Profile

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

ASTON

Lat/Lon: 33.978/-78.3744

130 Shallotte Crossing Pkwy Shallotte, NC 28470	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	1,387		7,988		16,154	
Projected Population (2028)	1,634		9,597		19,287	
Census Population (2020)	1,253		8,135		15,383	
Census Population (2010)	1,155		7,534		14,745	
Projected Annual Growth (2023 to 2028)	247	3.6%	1,609	4.0%	3,133	3.9%
Historical Annual Growth (2020 to 2023)	134	3.6%	-147	-0.6%	771	1.7%
Historical Annual Growth (2010 to 2020)	97	2.8%	601	2.7%	638	1.4%
Estimated Population Density (2023)	442	psm	283	psm	206	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	632		3,563		7,012	
Projected Households (2028)	788		4,518		8,829	
Census Households (2020)	537		3,490		6,676	
Census Households (2010)	476		3,125		6,199	
Estimated Households with Children (2023)	161	25.4%	617	17.3%	964	13.7%
Estimated Average Household Size (2023)	2.12		2.21		2.28	
Average Household Income						
Estimated Average Household Income (2023)	$72,486		$76,491		$67,932	
Projected Average Household Income (2028)	$62,523		$64,856		$57,973	
Estimated Average Family Income (2023)	$100,295		$96,850		$83,225	
Median Household Income						
Estimated Median Household Income (2023)	$63,894		$60,922		$55,126	
Projected Median Household Income (2028)	$64,270		$61,268		$55,300	
Estimated Median Family Income (2023)	$82,476		$78,791		$71,544	
Per Capita Income						
Estimated Per Capita Income (2023)	$33,277		$34,206		$29,569	
Projected Per Capita Income (2028)	$30,342		$30,606		$26,607	
Estimated Per Capita Income 5 Year Growth	-$2,935	-8.8%	-$3,599	-10.5%	-$2,962	-10.0%
Estimated Average Household Net Worth (2023)	$344,470		$312,550		$292,382	
Daytime Demos (2023)						
Total Businesses	159		501		651	
Total Employees	1,209		3,441		4,142	
Company Headquarter Businesses	5	2.9%	13	2.6%	15	2.2%
Company Headquarter Employees	74	6.1%	182	5.3%	203	4.9%
Employee Population per Business	7.6		6.9		6.4	
Residential Population per Business	8.7		15.9		24.8	

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130 Shallotte Crossing Pkwy Shallotte, NC 28470	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2023)	1,093	78.8%	6,568	82.2%	13,371	82.8%
Black or African American (2023)	163	11.7%	723	9.0%	1,438	8.9%
American Indian or Alaska Native (2023)	11	0.8%	49	0.6%	98	0.6%
Asian (2023)	8	0.6%	82	1.0%	114	0.7%
Hawaiian or Pacific Islander (2023)	1	-	5	-	8	-
Other Race (2023)	38	2.7%	239	3.0%	449	2.8%
Two or More Races (2023)	74	5.3%	322	4.0%	676	4.2%
Not Hispanic or Latino Population (2023)	1,288	92.9%	7,463	93.4%	15,091	93.4%
Hispanic or Latino Population (2023)	99	7.1%	525	6.6%	1,063	6.6%
Not Hispanic or Latino Population (2028)	1,515	92.7%	8,960	93.4%	17,990	93.3%
Hispanic or Latino Population (2028)	118	7.3%	637	6.6%	1,296	6.7%
Not Hispanic or Latino Population (2020)	1,165	93.0%	7,593	93.3%	14,348	93.3%
Hispanic or Latino Population (2020)	88	7.0%	542	6.7%	1,035	6.7%
Not Hispanic or Latino Population (2010)	1,080	93.5%	7,100	94.2%	13,862	94.0%
Hispanic or Latino Population (2010)	75	6.5%	434	5.8%	883	6.0%
Projected Hispanic Annual Growth (2023 to 2028)	20	4.0%	112	4.3%	233	4.4%
Historic Hispanic Annual Growth (2010 to 2023)	24	2.4%	91	1.6%	180	1.6%
Age Distribution (2023)						
Age Under 5	49	3.5%	241	3.0%	476	2.9%
Age 5 to 9 Years	57	4.1%	310	3.9%	606	3.8%
Age 10 to 14 Years	57	4.1%	326	4.1%	642	4.0%
Age 15 to 19 Years	70	5.0%	369	4.6%	732	4.5%
Age 20 to 24 Years	76	5.5%	396	5.0%	816	5.1%
Age 25 to 29 Years	75	5.4%	362	4.5%	730	4.5%
Age 30 to 34 Years	68	4.9%	367	4.6%	739	4.6%
Age 35 to 39 Years	75	5.4%	405	5.1%	780	4.8%
Age 40 to 44 Years	76	5.5%	428	5.4%	859	5.3%
Age 45 to 49 Years	74	5.3%	444	5.6%	914	5.7%
Age 50 to 54 Years	80	5.8%	475	5.9%	984	6.1%
Age 55 to 59 Years	99	7.1%	600	7.5%	1,246	7.7%
Age 60 to 64 Years	119	8.6%	750	9.4%	1,500	9.3%
Age 65 to 74 Years	240	17.3%	1,521	19.0%	3,216	19.9%
Age 75 to 84 Years	122	8.8%	770	9.6%	1,517	9.4%
Age 85 Years or Over	51	3.7%	225	2.8%	397	2.5%
Median Age	49.3		51.8		52.2	
Gender Age Distribution (2023)						
Female Population	755	54.4%	4,296	53.8%	8,627	53.4%
Age 0 to 19 Years	110	14.5%	611	14.2%	1,222	14.2%
Age 20 to 64 Years	392	52.0%	2,224	51.8%	4,514	52.3%
Age 65 Years or Over	253	33.5%	1,461	34.0%	2,890	33.5%
Female Median Age	52.5		53.8		53.8	
Male Population	633	45.6%	3,692	46.2%	7,527	46.6%
Age 0 to 19 Years	123	19.5%	634	17.2%	1,234	16.4%
Age 20 to 64 Years	350	55.3%	2,003	54.3%	4,052	53.8%
Age 65 Years or Over	159	25.2%	1,054	28.6%	2,241	29.8%
Male Median Age	46.1		49.6		50.4	

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Lat/Lon: 33.978/-78.3744

130 Shallotte Crossing Pkwy **Shallotte, NC 28470**	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2023)						
HH Income $200,000 or More	38	6.0%	168	4.7%	316	4.5%
HH Income $150,000 to $199,999	24	3.8%	190	5.3%	280	4.0%
HH Income $100,000 to $149,999	127	20.1%	676	19.0%	1,052	15.0%
HH Income $75,000 to $99,999	38	6.1%	297	8.3%	737	10.5%
HH Income $50,000 to $74,999	150	23.7%	798	22.4%	1,351	19.3%
HH Income $35,000 to $49,999	54	8.5%	329	9.2%	915	13.1%
HH Income $25,000 to $34,999	54	8.6%	364	10.2%	593	8.5%
HH Income $15,000 to $24,999	119	18.8%	485	13.6%	826	11.8%
HH Income Under $15,000	28	4.4%	256	7.2%	942	13.4%
HH Income $35,000 or More	431	68.1%	2,458	69.0%	4,652	66.3%
HH Income $75,000 or More	227	35.9%	1,331	37.3%	2,386	34.0%
Housing (2023)						
Total Housing Units	781		4,599		9,918	
Housing Units Occupied	632	81.0%	3,563	77.5%	7,012	70.7%
Housing Units Owner-Occupied	505	79.9%	2,876	80.7%	5,644	80.5%
Housing Units, Renter-Occupied	127	20.1%	687	19.3%	1,368	19.5%
Housing Units, Vacant	149	23.5%	1,036	29.1%	2,906	41.4%
Marital Status (2023)						
Never Married	326	26.6%	1,750	24.6%	3,665	25.4%
Currently Married	557	45.5%	3,482	49.0%	6,756	46.8%
Separated	49	4.0%	210	3.0%	521	3.6%
Widowed	96	7.8%	765	10.8%	1,614	11.2%
Divorced	196	16.0%	906	12.7%	1,873	13.0%
Household Type (2023)						
Population Family	1,030	74.2%	6,341	79.4%	12,697	78.6%
Population Non-Family	312	22.5%	1,549	19.4%	3,270	20.2%
Population Group Quarters	45	3.3%	98	1.2%	186	1.2%
Family Households	369	58.3%	2,289	64.2%	4,457	63.6%
Non-Family Households	264	41.7%	1,274	35.8%	2,556	36.4%
Married Couple with Children	104	18.7%	324	9.3%	394	5.8%
Average Family Household Size	2.8		2.8		2.8	
Household Size (2023)						
1 Person Households	239	37.9%	1,121	31.5%	2,217	31.6%
2 Person Households	275	43.5%	1,562	43.8%	2,992	42.7%
3 Person Households	53	8.4%	386	10.8%	802	11.4%
4 Person Households	40	6.3%	305	8.6%	607	8.7%
5 Person Households	18	2.8%	130	3.7%	266	3.8%
6 or More Person Households	7	1.1%	59	1.6%	129	1.8%
Household Vehicles (2023)						
Households with 0 Vehicles Available	17	2.6%	100	2.8%	164	2.3%
Households with 1 Vehicles Available	196	31.1%	1,063	29.8%	2,199	31.4%
Households with 2 or More Vehicles Available	419	66.3%	2,400	67.4%	4,649	66.3%
Total Vehicles Available	1,263		6,995		13,587	
Average Vehicles Per Household	2.0		2.0		1.9	

ASTON

Lat/Lon: 33.978/-78.3744

130 Shallotte Crossing Pkwy Shallotte, NC 28470	1 mi radius		3 mi radius		5 mi radius	
Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	1,208		7,028		14,266	
Estimated Civilian Employed	682	56.4%	3,848	54.8%	7,883	55.3%
Estimated Civilian Unemployed	-	-	36	0.5%	164	1.2%
Estimated in Armed Forces	3	0.2%	9	0.1%	35	0.2%
Estimated Not in Labor Force	524	43.4%	3,135	44.6%	6,184	43.4%
Unemployment Rate	-		0.5%		1.2%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	682		3,848		7,883	
Management, Business, Financial Operations	99	14.5%	431	11.2%	889	11.3%
Professional, Related	96	14.1%	647	16.8%	1,108	14.1%
Service	121	17.8%	717	18.6%	1,714	21.7%
Sales, Office	220	32.3%	1,117	29.0%	2,162	27.4%
Farming, Fishing, Forestry	3	0.4%	13	0.3%	25	0.3%
Construct, Extraction, Maintenance	45	6.7%	472	12.3%	938	11.9%
Production, Transport Material Moving	98	14.3%	451	11.7%	1,046	13.3%
White Collar Workers	415	60.8%	2,195	57.0%	4,159	52.8%
Blue Collar Workers	267	39.2%	1,653	43.0%	3,723	47.2%
Consumer Expenditure (2023)						
Total Household Expenditure	$35.54 M		$207.73 M		$375.91 M	
Total Non-Retail Expenditure	$18.74 M	52.7%	$109.46 M	52.7%	$198.15 M	52.7%
Total Retail Expenditure	$16.79 M	47.3%	$98.28 M	47.3%	$177.76 M	47.3%
Apparel	$1.22 M	3.4%	$7.15 M	3.4%	$12.91 M	3.4%
Contributions	$1.18 M	3.3%	$6.83 M	3.3%	$12.25 M	3.3%
Education	$995.82 K	2.8%	$5.83 M	2.8%	$10.47 M	2.8%
Entertainment	$2 M	5.6%	$11.72 M	5.6%	$21.07 M	5.6%
Food and Beverages	$5.22 M	14.7%	$30.57 M	14.7%	$55.47 M	14.8%
Furnishings and Equipment	$1.24 M	3.5%	$7.29 M	3.5%	$13.12 M	3.5%
Gifts	$858.29 K	2.4%	$4.99 M	2.4%	$9 M	2.4%
Health Care	$3.11 M	8.8%	$18.18 M	8.8%	$32.96 M	8.8%
Household Operations	$1.4 M	3.9%	$8.18 M	3.9%	$14.76 M	3.9%
Miscellaneous Expenses	$676.93 K	1.9%	$3.95 M	1.9%	$7.14 M	1.9%
Personal Care	$477.09 K	1.3%	$2.79 M	1.3%	$5.04 M	1.3%
Personal Insurance	$247.98 K	0.7%	$1.46 M	0.7%	$2.61 M	0.7%
Reading	$79.11 K	0.2%	$461.61 K	0.2%	$833.43 K	0.2%
Shelter	$7.45 M	21.0%	$43.46 M	20.9%	$78.82 M	21.0%
Tobacco	$221.37 K	0.6%	$1.29 M	0.6%	$2.4 M	0.6%
Transportation	$6.48 M	18.2%	$37.95 M	18.3%	$68.51 M	18.2%
Utilities	$2.67 M	7.5%	$15.63 M	7.5%	$28.55 M	7.6%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	1,078		6,347		12,881	
Elementary (Grade Level 0 to 8)	15	1.4%	185	2.9%	593	4.6%
Some High School (Grade Level 9 to 11)	153	14.2%	569	9.0%	954	7.4%
High School Graduate	231	21.4%	1,881	29.6%	4,138	32.1%
Some College	209	19.4%	1,264	19.9%	2,804	21.8%
Associate Degree Only	245	22.7%	976	15.4%	1,717	13.3%
Bachelor Degree Only	153	14.1%	929	14.6%	1,734	13.5%
Graduate Degree	73	6.8%	542	8.5%	941	7.3%

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ASTON

Lat/Lon: 33.978/-78.3744

130 Shallotte Crossing Pkwy Shallotte, NC 28470	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2023)						
1 Detached Unit	389	81.7%	2,362	75.6%	4,208	67.9%
1 Attached Unit	27	5.7%	105	3.4%	222	3.6%
2 to 4 Units	9	1.8%	39	1.2%	65	1.1%
5 to 9 Units	25	5.2%	134	4.3%	205	3.3%
10 to 19 Units	18	3.9%	78	2.5%	126	2.0%
20 to 49 Units	18	3.7%	65	2.1%	114	1.8%
50 or More Units	9	1.9%	41	1.3%	67	1.1%
Mobile Home or Trailer	138	28.9%	739	23.6%	2,006	32.3%
Other Structure	-	-	-	-	-	-
Homes Built By Year (2023)						
Homes Built 2010 or later	172	36.0%	798	25.5%	1,644	26.5%
Homes Built 2000 to 2009	161	33.8%	898	28.7%	1,690	27.3%
Homes Built 1990 to 1999	87	18.2%	565	18.1%	1,175	19.0%
Homes Built 1980 to 1989	141	29.6%	637	20.4%	1,033	16.7%
Homes Built 1970 to 1979	31	6.5%	328	10.5%	667	10.8%
Homes Built 1960 to 1969	16	3.3%	132	4.2%	293	4.7%
Homes Built 1950 to 1959	7	1.4%	56	1.8%	228	3.7%
Homes Built Before 1949	19	3.9%	149	4.8%	282	4.6%
Home Values (2023)						
Home Values $1,000,000 or More	1	0.2%	15	0.5%	41	0.7%
Home Values $500,000 to $999,999	33	6.6%	245	8.5%	515	9.1%
Home Values $400,000 to $499,999	26	5.1%	198	6.9%	356	6.3%
Home Values $300,000 to $399,999	58	11.5%	417	14.5%	837	14.8%
Home Values $200,000 to $299,999	180	35.7%	889	30.9%	1,464	25.9%
Home Values $150,000 to $199,999	65	12.9%	415	14.4%	767	13.6%
Home Values $100,000 to $149,999	57	11.3%	296	10.3%	709	12.6%
Home Values $70,000 to $99,999	49	9.8%	190	6.6%	334	5.9%
Home Values $50,000 to $69,999	8	1.6%	48	1.7%	147	2.6%
Home Values $25,000 to $49,999	7	1.4%	50	1.8%	185	3.3%
Home Values Under $25,000	20	3.9%	111	3.9%	288	5.1%
Owner-Occupied Median Home Value	$226,348		$237,579		$224,908	
Renter-Occupied Median Rent	$835		$818		$745	
Transportation To Work (2023)						
Drive to Work Alone	576	84.5%	3,216	83.6%	6,431	81.6%
Drive to Work in Carpool	52	7.7%	346	9.0%	818	10.4%
Travel to Work by Public Transportation	3	0.4%	17	0.4%	40	0.5%
Drive to Work on Motorcycle	-	-	-	-	-	-
Walk or Bicycle to Work	5	0.8%	33	0.9%	84	1.1%
Other Means	3	0.5%	32	0.8%	160	2.0%
Work at Home	42	6.1%	204	5.3%	349	4.4%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	175	25.7%	1,040	27.0%	1,948	24.7%
Travel to Work in 15 to 29 Minutes	267	39.1%	1,407	36.6%	3,171	40.2%
Travel to Work in 30 to 59 Minutes	128	18.8%	801	20.8%	1,764	22.4%
Travel to Work in 60 Minutes or More	70	10.3%	396	10.3%	652	8.3%
Average Minutes Travel to Work	20.3		20.9		20.2	