
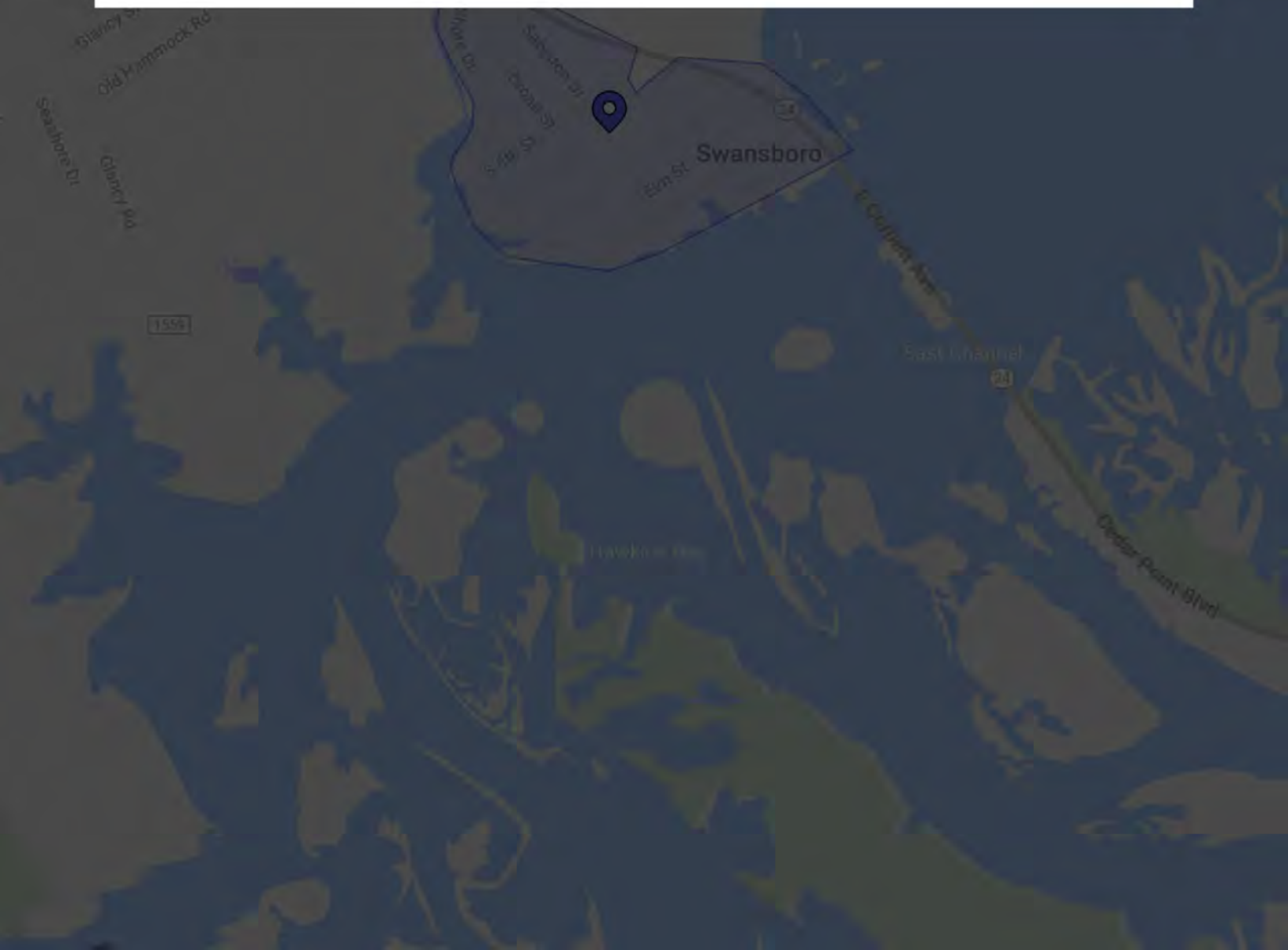




## Property Overview

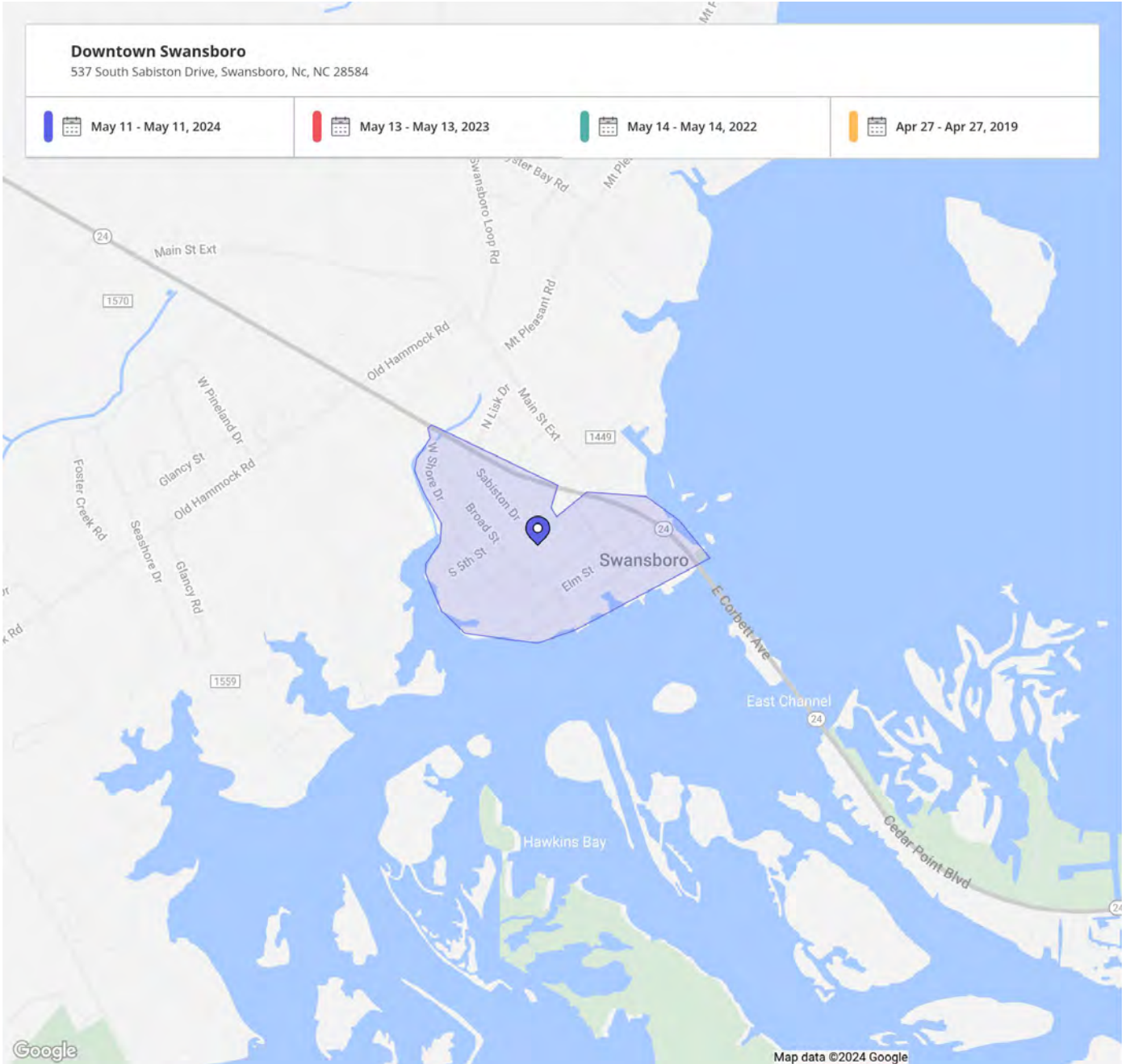
Property:

-  **Downtown Swansboro** May 11 - May 11, 2024  
537 South Sabiston Drive, Swansboro, NC, NC 28584
-  **Downtown Swansboro** May 13 - May 13, 2023  
537 South Sabiston Drive, Swansboro, NC, NC 28584
-  **Downtown Swansboro** May 14 - May 14, 2022  
537 South Sabiston Drive, Swansboro, NC, NC 28584
-  **Downtown Swansboro** Apr 27 - Apr 27, 2019  
537 South Sabiston Drive, Swansboro, NC, NC 28584



# Property Overview

## Time Compare





### Metrics

Metric Name	Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC	Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC	Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC	Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC
Visits	6.1K	7.1K	4K	4.8K
Visitors	6.1K	7.1K	4K	4.8K
Visit Frequency	1	1	1	1
Avg. Dwell Time	57 min	52 min	71 min	57 min
Panel Devices	484	479	216	139

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Audience Overview

#### Summary

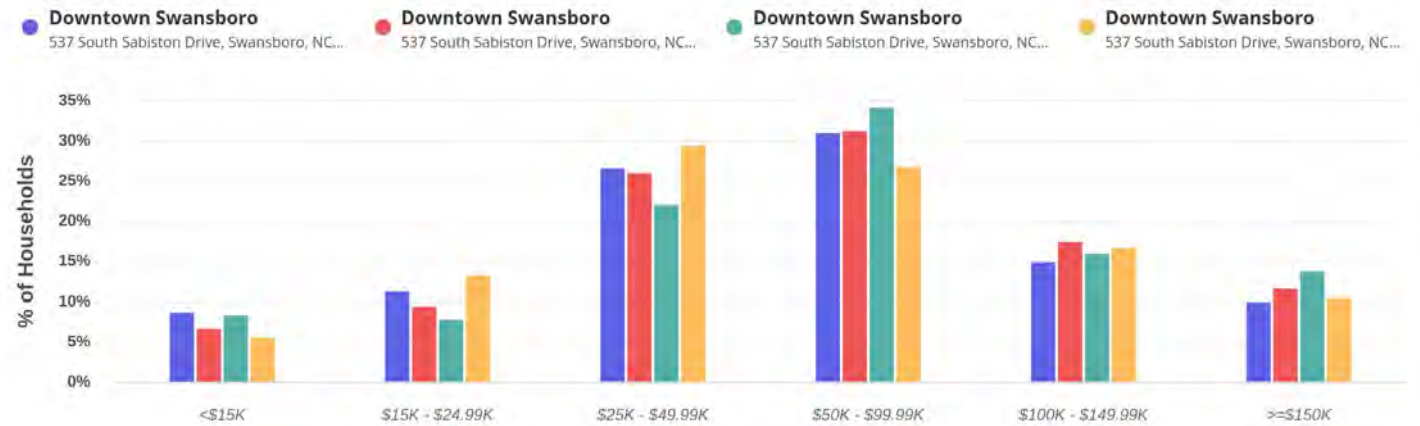
Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Downtown Swansboro South Sabiston Drive, Sw...	\$58.5K	26.6%	35.3	White (64.2%)	2.47
Downtown Swansboro South Sabiston Drive, Sw...	\$64.4K	27.6%	35.3	White (69.6%)	2.53
Downtown Swansboro South Sabiston Drive, Sw...	\$68.8K	31.5%	36.0	White (68.9%)	2.54
Downtown Swansboro South Sabiston Drive, Sw...	\$54.4K	24.9%	33.1	White (62.8%)	2.44

Downtown Swansboro - May 11th, 2024  
 Downtown Swansboro - May 13th, 2023  
 Downtown Swansboro - May 14th, 2022  
 Downtown Swansboro - Apr 27th, 2019  
Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Household Income



Downtown Swansboro - May 11th, 2024  
Downtown Swansboro - May 13th, 2023  
Downtown Swansboro - May 14th, 2022  
Downtown Swansboro - Apr 27th, 2019  
 Data Source: STI: Popstats  
 Data provided by Placer Labs Inc. (www.placer.ai)



### Education

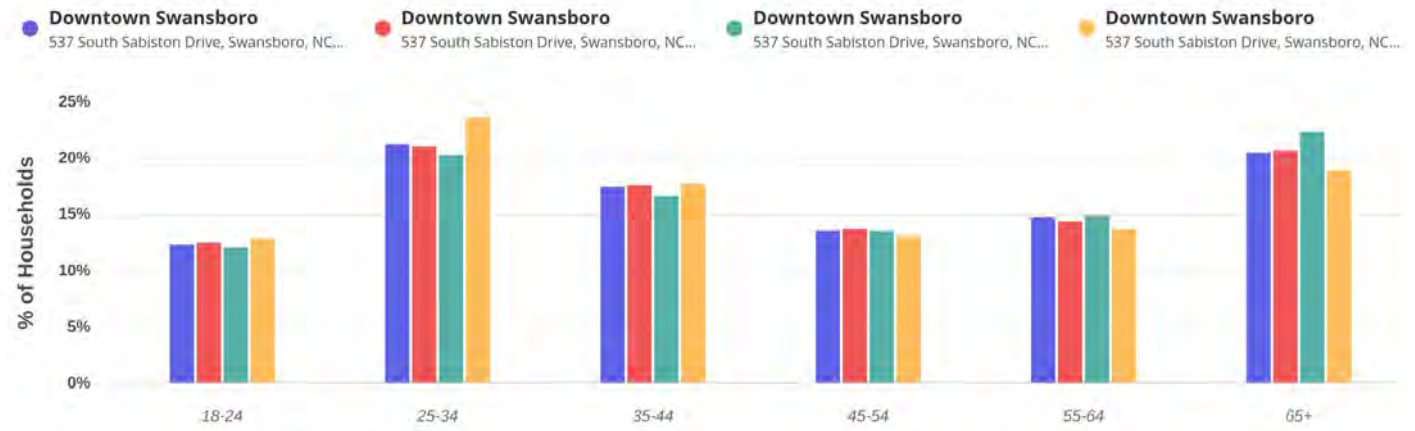


Downtown Swansboro - May 11th, 2024  
Downtown Swansboro - May 13th, 2023  
Downtown Swansboro - May 14th, 2022  
Downtown Swansboro - Apr 27th, 2019  
 Data Source: STI: Popstats  
 Data provided by Placer Labs Inc. (www.placer.ai)





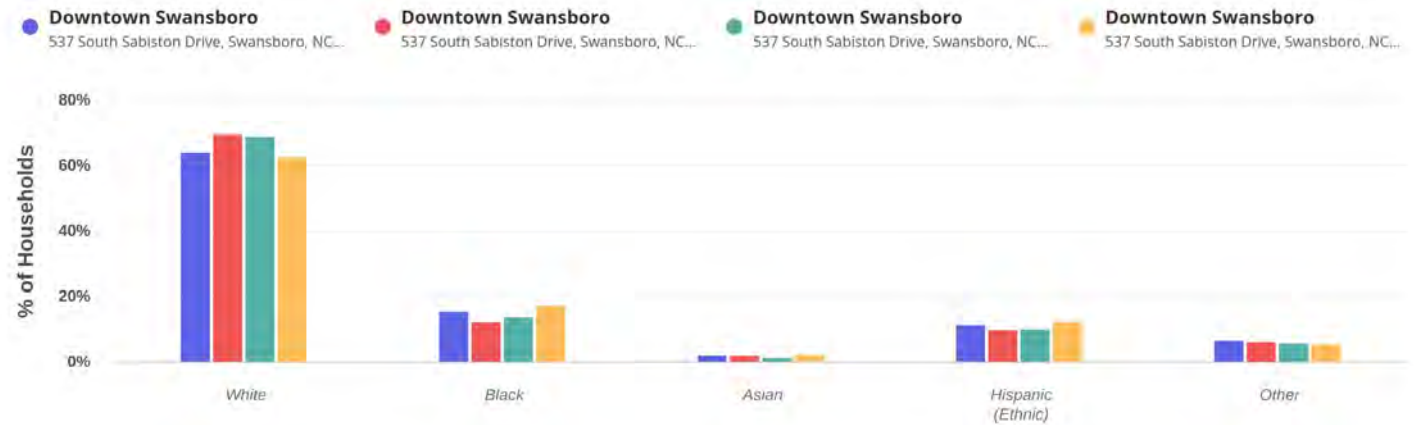
### Age



Downtown Swansboro - May 11th, 2024  
 Downtown Swansboro - May 13th, 2023  
 Downtown Swansboro - May 14th, 2022  
 Downtown Swansboro - Apr 27th, 2019  
 Data Source: STI: Popstats  
 Data provided by Placer Labs Inc. (www.placer.ai)



### Ethnicity



Downtown Swansboro - May 11th, 2024  
 Downtown Swansboro - May 13th, 2023  
 Downtown Swansboro - May 14th, 2022  
 Downtown Swansboro - Apr 27th, 2019  
 Data Source: STI: Popstats  
 Data provided by Placer Labs Inc. (www.placer.ai)





### Household Size



Downtown Swansboro - May 11th, 2024  
Downtown Swansboro - May 13th, 2023  
Downtown Swansboro - May 14th, 2022  
Downtown Swansboro - Apr 27th, 2019  
Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2024 - Dec 22nd, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))







### Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2023 - Dec 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Market Landscape



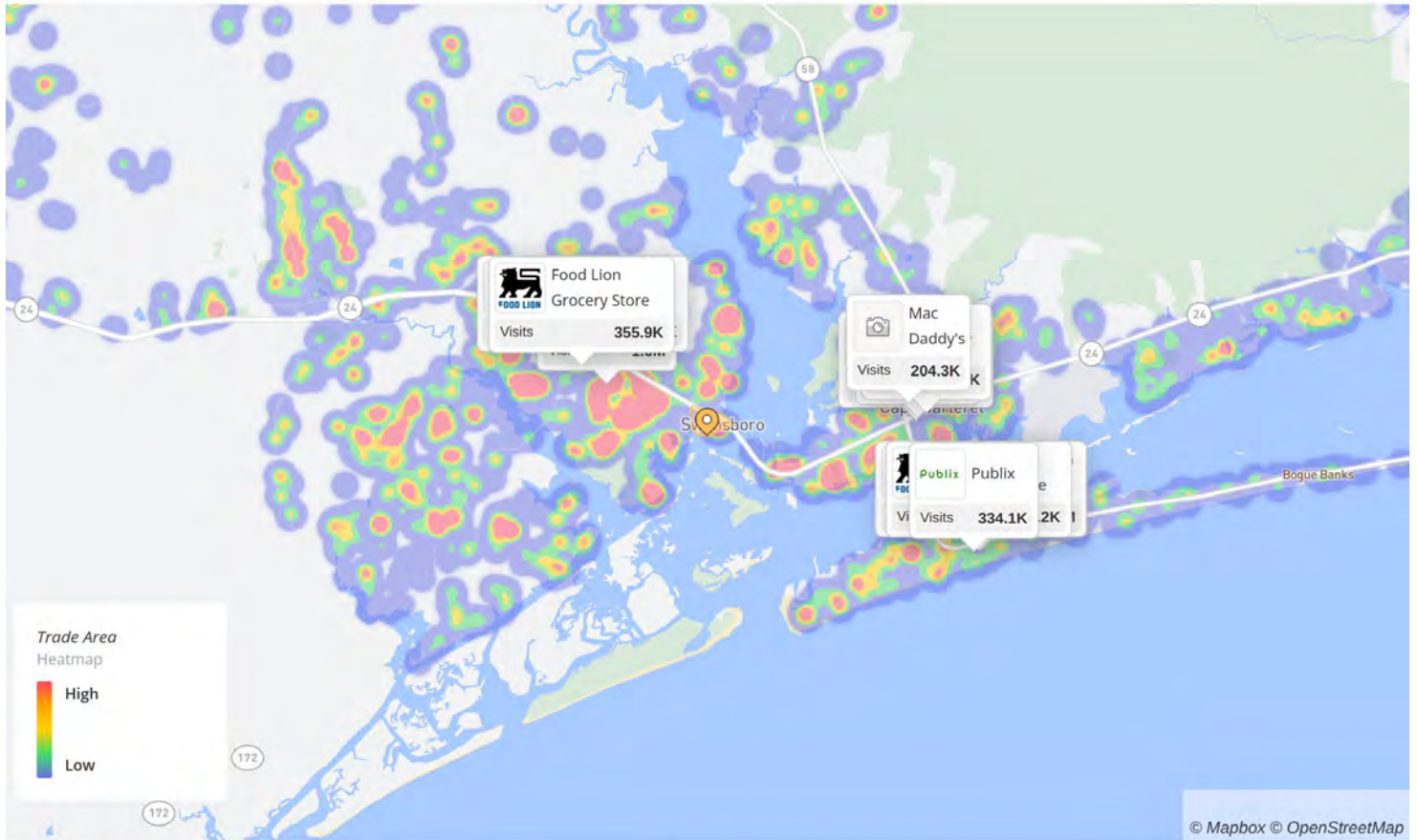
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2022 - Dec 31st, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2019 - Dec 31st, 2019  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Ranking Overview

#### Downtown Swansboro

537 South Sabiston Drive, Swansboro, N...

#### Downtown Swansboro

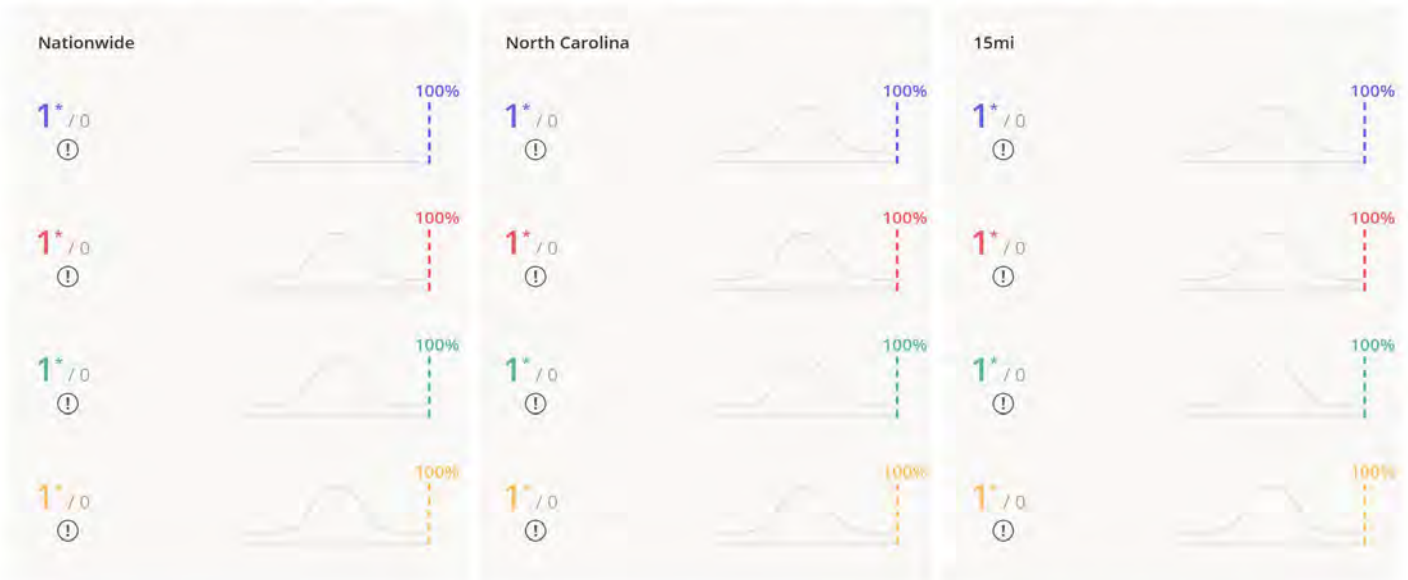
537 South Sabiston Drive, Swansboro, N...

#### Downtown Swansboro

537 South Sabiston Drive, Swansboro, N...

#### Downtown Swansboro

537 South Sabiston Drive, Swansboro, N...



\* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: **Downtown Swansboro May 1st, 2024 - May 31st, 2024**, **Downtown Swansboro May 1st, 2023 - May 31st, 2023**, **Downtown Swansboro May 1st, 2022 - May 31st, 2022**, **Downtown Swansboro Apr 1st, 2019 - Apr 30th, 2019**

Category: Address | Visits

[Downtown Swansboro - May 11th, 2024](#)

[Downtown Swansboro - May 13th, 2023](#)

[Downtown Swansboro - May 14th, 2022](#)

[Downtown Swansboro - Apr 27th, 2019](#)

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

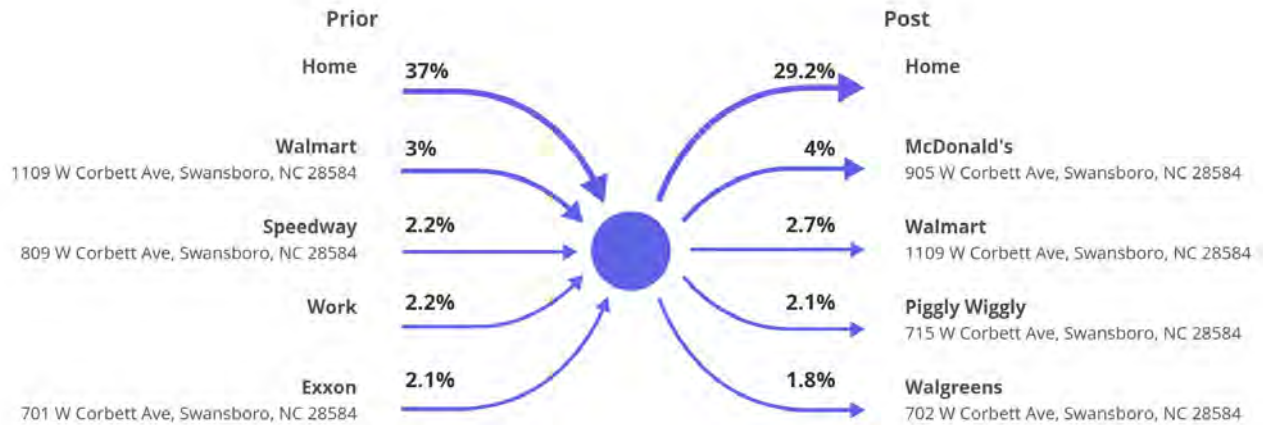




### Visitor Journey

#### Downtown Swansboro

537 South Sabiston Drive, Swansboro, NC, NC 28584



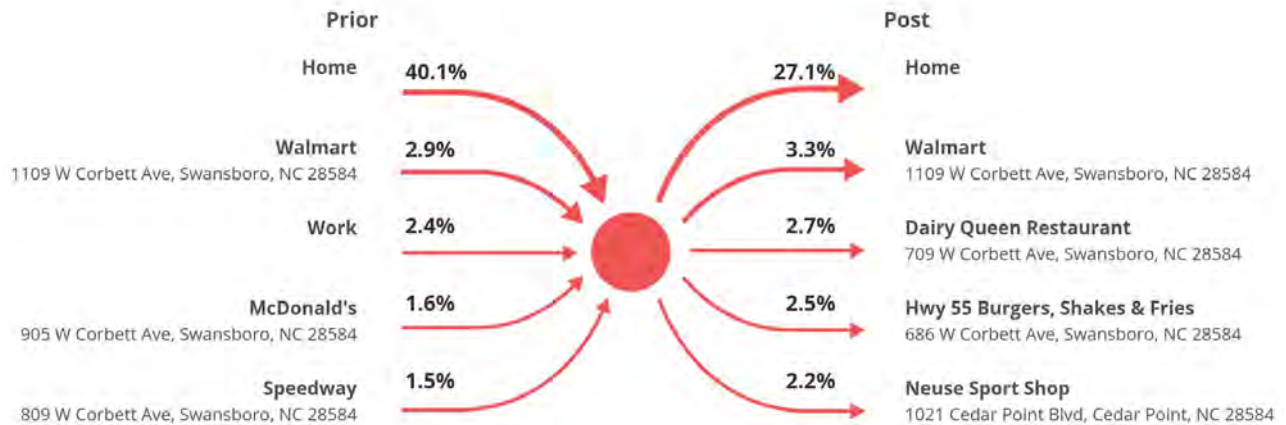
Show by: | May 11th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



### Visitor Journey

#### Downtown Swansboro

537 South Sabiston Drive, Swansboro, NC, NC 28584



Show by: | May 13th, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Visitor Journey

**Downtown Swansboro**  
537 South Sabiston Drive, Swansboro, NC, NC 28584

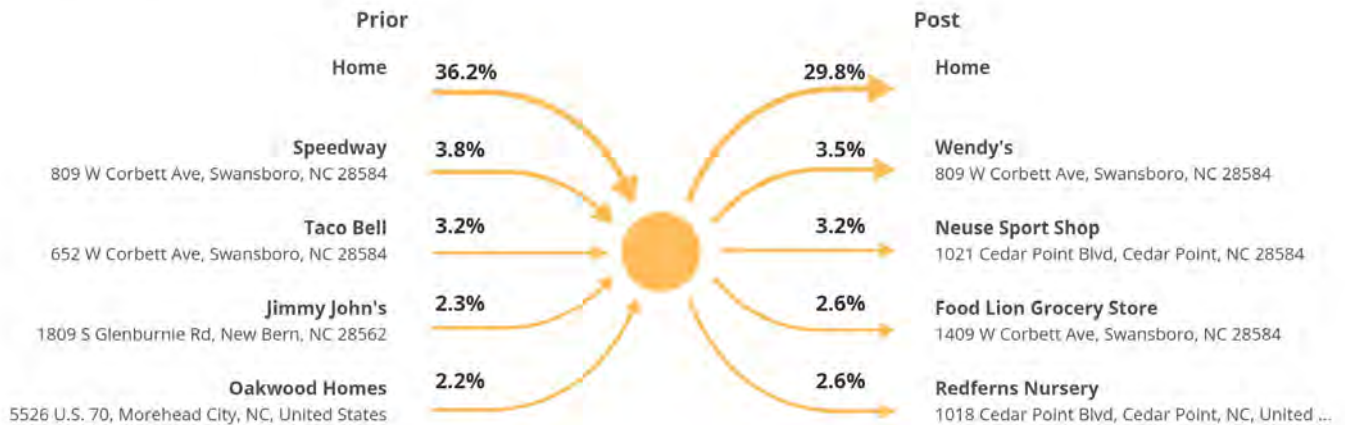


Show by: | May 14th, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



### Visitor Journey

**Downtown Swansboro**  
537 South Sabiston Drive, Swansboro, NC, NC 28584

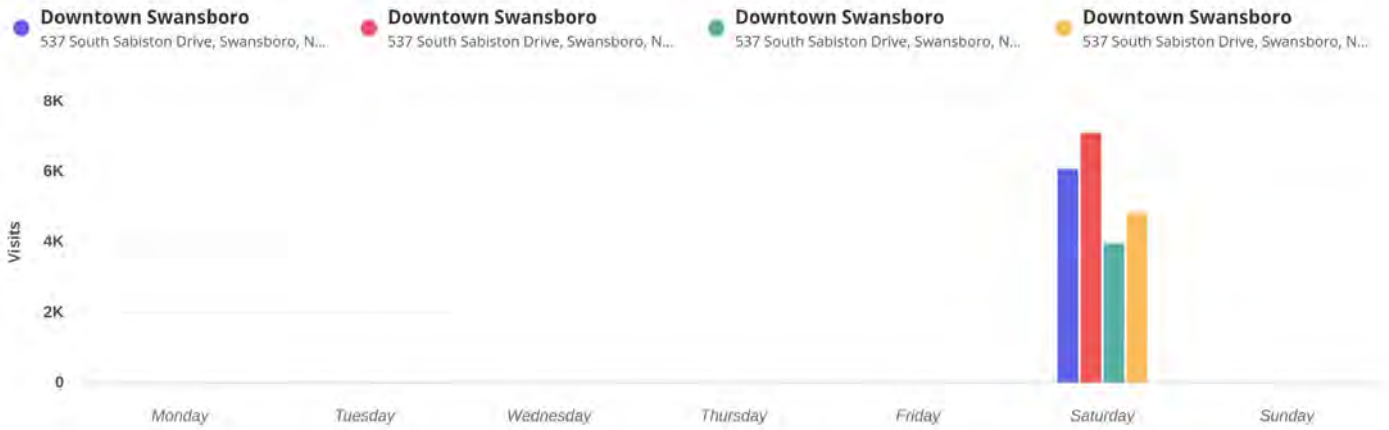


Show by: | Apr 27th, 2019  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Daily Visits



#### Visits

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

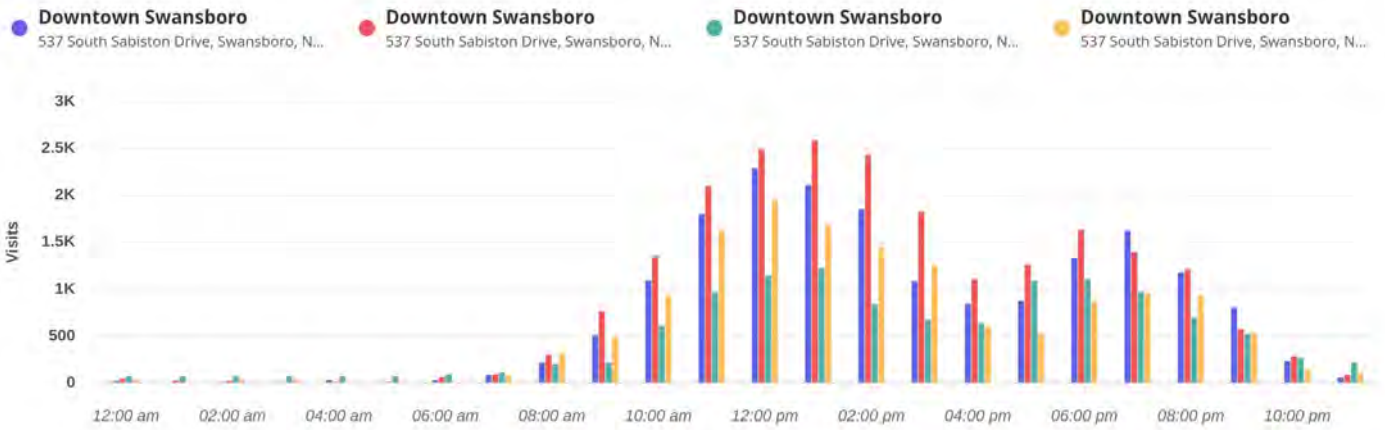
Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Hourly Visits



#### Visits

[Downtown Swansboro](#) - May 11th, 2024

[Downtown Swansboro](#) - May 13th, 2023

[Downtown Swansboro](#) - May 14th, 2022

[Downtown Swansboro](#) - Apr 27th, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))







### Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	1.2K (19.2%)
2	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	737 (12.1%)
3	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	383 (6.3%)
4	Piney Green Shopping Center / 175 Freedom Way, Jacksonville, NC 28544	11.5 mi	313 (5.1%)
5	K&V Plaza / 307 Mangrove Dr, Emerald Isle, NC 28594	4.9 mi	292 (4.8%)
6	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	292 (4.8%)
7	McDonald's / 905 W Corbett Ave, Swansboro, NC 28584	1.2 mi	291 (4.8%)
8	White Oak River Bistro / 206 W Corbett Ave, Swansboro, NC 28584	0.3 mi	266 (4.4%)
9	Cunningham Field / Marine Corps Air Station, Cherry Point, NC 28533	20.3 mi	238 (3.9%)
10	Riverview Park / Swansboro, NC, United States	0.2 mi	208 (3.4%)

Category: All Categories | Min. Visits: 1

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	<b>Bake, Bottle &amp; Brew</b> / 147 N Front St, Swansboro, NC 28584	0.2 mi	1.6K (22.1%)
2	<b>Walmart</b> / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	984 (13.8%)
3	<b>Piney Green Shopping Center</b> / 175 Freedom Way, Jacksonville, NC 28544	11.5 mi	695 (9.8%)
4	<b>Carteret Crossing</b> / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	480 (6.7%)
5	<b>Lowes Foods</b> / 321 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	382 (5.4%)
6	<b>Neuse Sport Shop</b> / 1021 Cedar Point Blvd, Cedar Point, NC 28584	2.1 mi	322 (4.5%)
7	<b>White Oak River Bistro</b> / 206 W Corbett Ave, Swansboro, NC 28584	0.3 mi	322 (4.5%)
8	<b>Emerald Plantation Shopping</b> / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	307 (4.3%)
9	<b>Ye Olde Riverwalk</b> / 108 W Corbett Ave, Swansboro, NC 28584	0.3 mi	283 (4%)
10	<b>Riverview Park</b> / Swansboro, NC, United States	0.2 mi	279 (3.9%)

Category: All Categories | Min. Visits: 1

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	537 (13.6%)
2	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	423 (10.7%)
3	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	361 (9.1%)
4	Neuse Sport Shop / 1021 Cedar Point Blvd, Cedar Point, NC 28584	2.1 mi	256 (6.5%)
5	White Oak River Bistro / 206 W Corbett Ave, Swansboro, NC 28584	0.3 mi	241 (6.1%)
6	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	228 (5.8%)
7	McDonald's / 905 W Corbett Ave, Swansboro, NC 28584	1.2 mi	226 (5.7%)
8	Lowes Foods / 321 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	197 (5%)
9	Dunkin' Donuts / 851 Cedar Point Blvd, Cedar Point, NC 28584	1.9 mi	182 (4.6%)
10	Mac Daddy's / 134 Golf In Dolphin Dr, Cape Carteret, NC 28584	3.1 mi	179 (4.5%)

Category: All Categories | Min. Visits: 1

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Favorite Places

Downtown Swansboro / South Salisbury Drw, Swansboro, NC 28584

Rank	Name	Distance	Visitors
1	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	769 (15.9%)
2	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	417 (8.6%)
3	Gateway Plaza / 1335 Western Blvd, Jacksonville, NC 28546	17.2 mi	310 (6.4%)
4	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	290 (6%)
5	Speedway / 809 W Corbett Ave, Swansboro, NC 28584	1.1 mi	290 (6%)
6	Jacksonville Mall / 375 Western Blvd, Jacksonville, NC 28546	15.6 mi	263 (5.4%)
7	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	247 (5.1%)
8	Lowe's / 401 W B Mclean Dr, Cape Carteret, NC 28584	3.4 mi	243 (5%)
9	Piney Green Shopping Center / 175 Freedom Way, Jacksonville, NC 28544	11.5 mi	221 (4.6%)
10	Queens Creek Shopping Center / 1409 W Corbett Ave, Swansboro, NC 28584	2.2 mi	203 (4.2%)

Category: All Categories | Min. Visits: 1

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

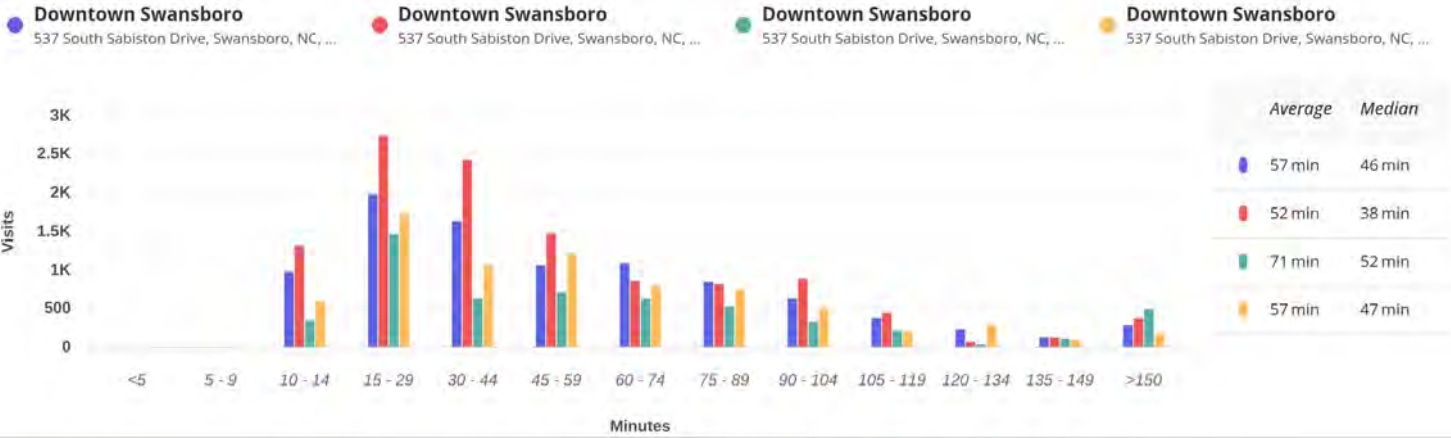
Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





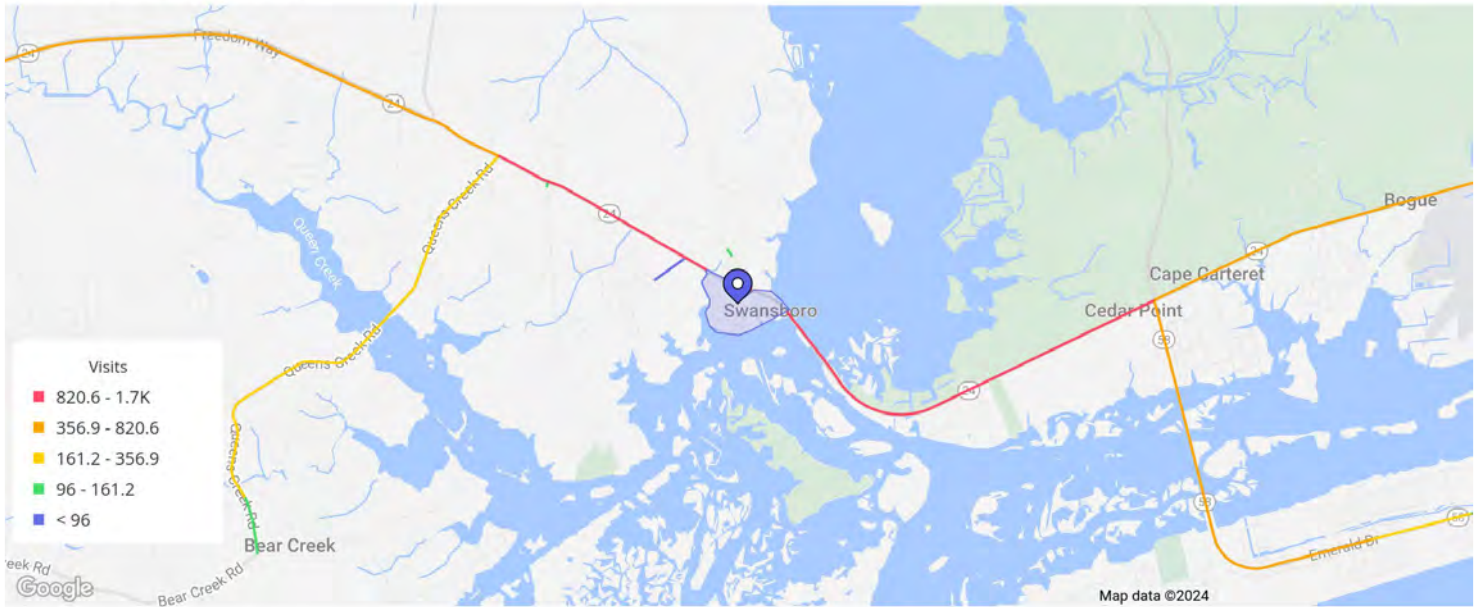
### Visit Duration



Visits  
 Downtown Swansboro - May 11th, 2024  
 Downtown Swansboro - May 13th, 2023  
 Downtown Swansboro - May 14th, 2022  
 Downtown Swansboro - Apr 27th, 2019  
 Data provided by Placer Labs Inc. (www.placer.ai)



### Visitor Journey - Routes



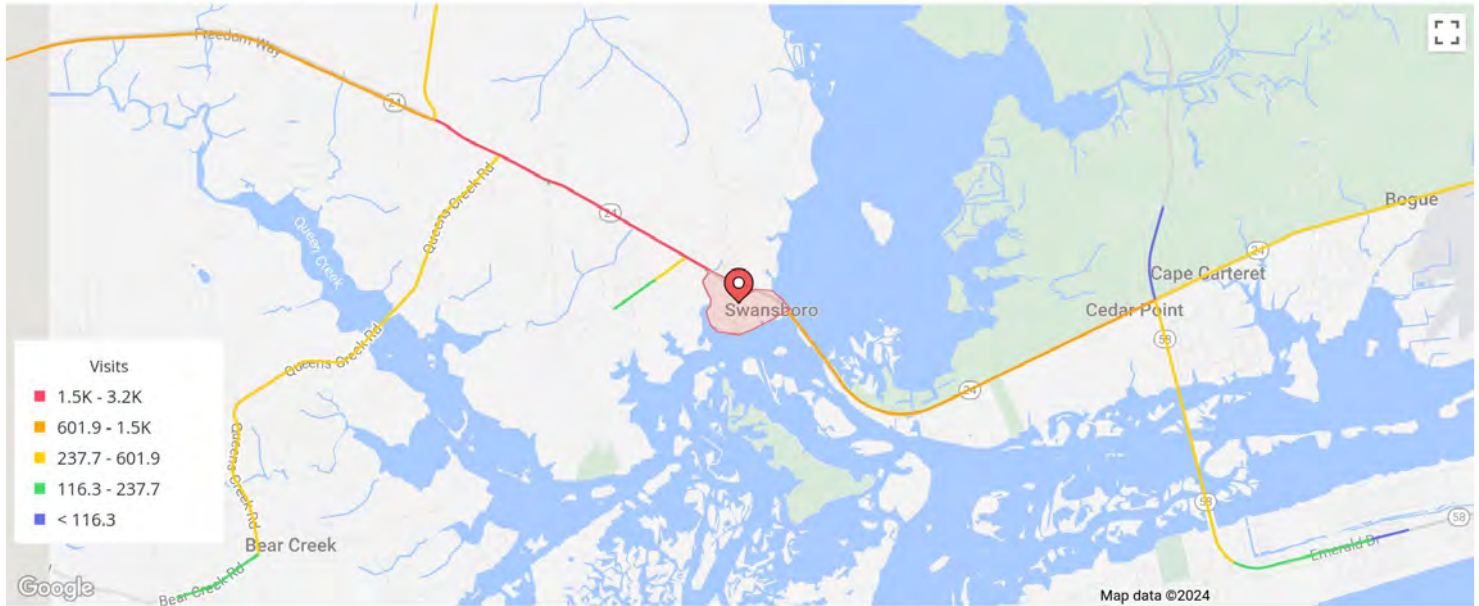
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 11th, 2024  
 Data provided by Placer Labs Inc. (www.placer.ai)





### Visitor Journey - Routes

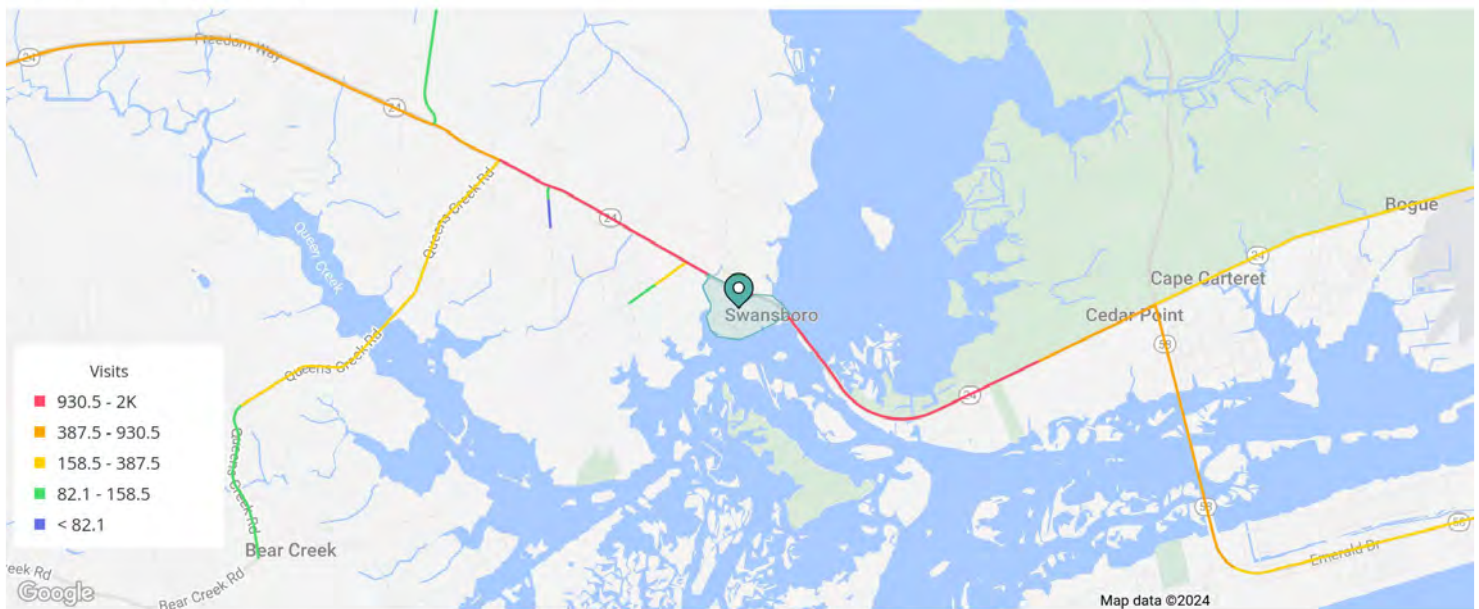


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 13th, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



### Visitor Journey - Routes



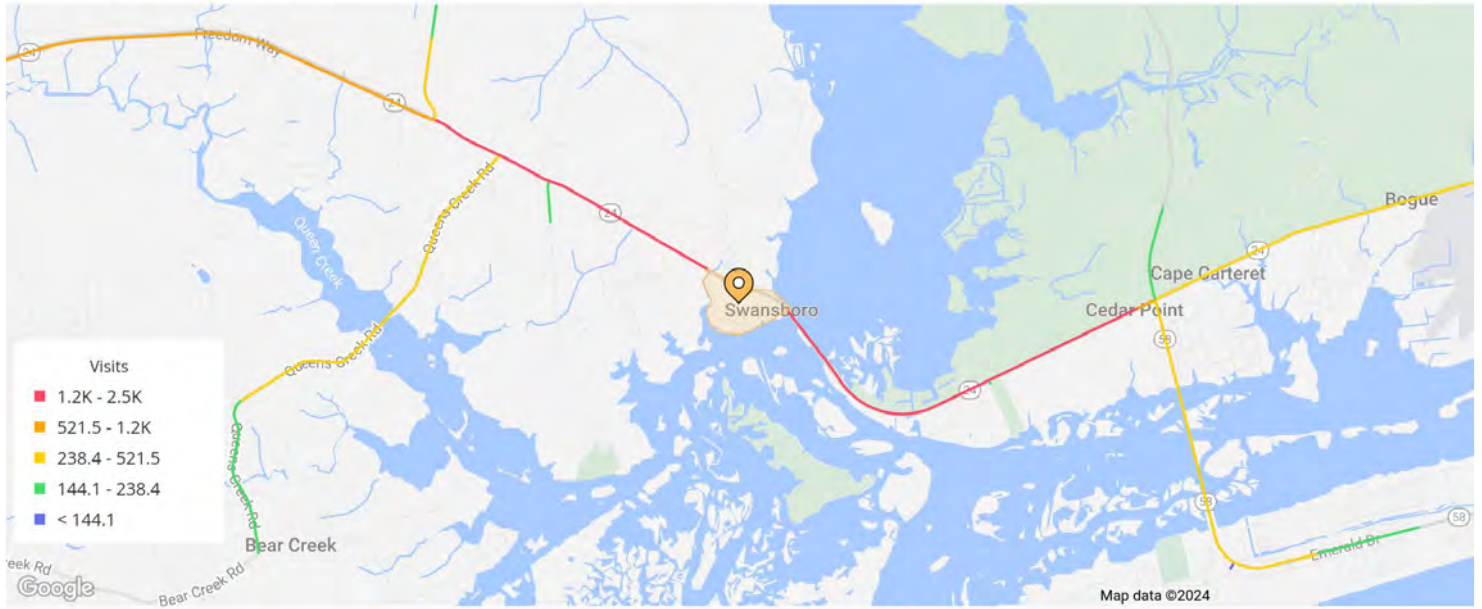
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 14th, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





### Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Apr 27th, 2019  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

