

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.066854 Longitude: -80.305473

Stratford Commons Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	40,209	147,716	356,624
	Population Est 23Q1	40,174	147,194	355,481
	Population Est 22Q4	40,141	147,161	355,250
	Population Est 22Q3	40,125	146,896	354,072
	Population Est 22Q2	40,098	146,755	353,441
	Population Est 22Q1	40,024	146,488	352,482
	Population Est 21Q4	39,989	146,455	352,029
	Population Est 21Q3	39,927	146,141	351,084
	Population Est 21Q2	39,822	145,805	349,950
	Population Fcst	38,786	147,725	366,004
	2010 Census Population	35,842	126,332	282,208
	2000 Census Population	31,040	111,724	242,115
	1990 Census Population	28,183	99,118	210,099
	Current Year Daytime Population	86,555	222,367	403,149
	Average Seasonal Population	394	1,542	2,979
	Historical Annual Growth, 1990 – 2000	0.97%	1.20%	1.43%
	Historical Annual Growth, 2000 – 2010	1.45%	1.24%	1.54%
	Estimated Annual Growth, 2010 – CY	0.87%	1.19%	1.78%
	Projected Annual Growth, CY to Y5	-0.72%	0.00%	0.52%
	Group Qtrs Est	333	6,223	10,720
Transient Est Average Last 4 Qtrs	7,072	12,060	17,436	
Households	Current Year Estimated Households	19,038	63,477	145,750
	Households Est 23Q1	19,019	63,200	145,201
	Households Est 22Q4	18,995	63,171	145,090
	Households Est 22Q3	18,991	63,059	144,603
	Households Est 22Q2	18,979	62,996	144,345
	Households Est 22Q1	18,943	62,894	143,952
	Households Est 21Q4	18,930	62,882	143,769
	Households Est 21Q3	18,897	62,728	143,362
	Households Est 21Q2	18,849	62,578	142,888
	Households Fcst	18,354	63,587	149,773
	2010 Census Households	16,749	52,897	112,300
	2000 Census Households	14,522	46,709	97,276
	1990 Census Households	13,103	41,723	84,732
	Historical Annual Growth, 1990 – 2000	1.03%	1.14%	1.39%
	Historical Annual Growth, 2000 – 2010	1.44%	1.25%	1.45%
	Estimated Annual Growth, 2010 – CY	0.97%	1.39%	1.99%
	Projected Annual Growth, CY to Y5	-0.73%	0.03%	0.55%
	Population per Household	2.09	2.23	2.37

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Income	HH Income \$500,000 or more	0.6%	1.0%	0.9%
	HH Income \$250,000 to \$499,999	0.8%	1.2%	1.1%
	HH Income \$200,000 to \$249,999	1.8%	2.8%	2.5%
	HH Income \$175,000 to \$199,999	1.9%	2.8%	3.3%
	HH Income \$150,000 to \$174,999	2.2%	3.5%	3.8%
	HH Income \$100,000 to 149,999	11.3%	12.1%	13.6%
	HH Income \$75,000 to 99,999	14.3%	12.7%	12.4%
	HH Income \$50,000 to 74,999	16.7%	17.4%	17.4%
	HH Income \$35,000 to 49,999	17.2%	14.7%	14.3%
	HH Income \$25,000 to 34,999	11.1%	10.7%	9.9%
	HH Income \$15,000 to 24,999	10.7%	9.4%	9.4%
	HH Income \$0 to 14,999	11.3%	11.6%	11.4%
	Average Household Income	\$72,658	\$80,945	\$81,115
	Median Household Income	\$49,688	\$54,736	\$56,413
	Per Capita Income	\$34,689	\$35,555	\$33,640
	2000 Average HH Income	\$53,734	\$58,645	\$55,911
	2000 Median HH Income	\$41,118	\$41,350	\$42,072
	Average Disposable Income	55,937	61,874	62,518
	Median Disposable Income	43,456	47,320	48,690
	Discretionary HH Income Over \$150,000	1.5%	2.6%	2.3%
	Discretionary HH Income \$125,000 to \$149,999	2.0%	2.8%	2.8%
	Discretionary HH Income \$100,000 to \$124,999	2.6%	4.5%	4.7%
	Discretionary HH Income \$75,000 to \$99,999	6.2%	7.5%	8.0%
	Discretionary HH Income \$50,000 to \$74,999	15.9%	15.2%	16.1%
	Discretionary HH Income \$25,000 to \$49,999	30.7%	28.5%	27.8%
	Discretionary HH Income Under \$25,000	41.1%	38.9%	38.3%
	Average Discretionary HH Income	39,512	44,017	44,537
	Median Discretionary HH Income	30,254	32,940	33,861
	Householder White – Count	12,864	40,166	88,914
	Median HH Income	\$57,371	\$66,900	\$69,582
	Average HH Income	\$68,989	\$79,552	\$80,829
	Householder Black or African-American – Count	3,631	13,378	36,442
	Median HH Income	\$35,100	\$35,202	\$37,163
	Average HH Income	\$43,840	\$45,907	\$47,864
Householder Hispanic – Count	1,318	5,479	11,406	
Median HH Income	\$42,584	\$39,822	\$42,704	
Average HH Income	\$50,805	\$47,958	\$54,430	
Householder Asian or Pacific Islander – Count	471	1,477	2,822	
Median HH Income	\$68,017	\$76,179	\$88,213	
Average HH Income	\$75,245	\$90,079	\$96,501	
Householder Other or Pacific Islander – Count	754	2,978	6,165	
Median HH Income	\$55,511	\$52,442	\$52,784	
Average HH Income	\$65,364	\$59,526	\$66,043	
Gender	Male Population	18,406	69,085	168,427
	Female Population	21,802	78,630	188,197

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Total Population by Age	Count of Pop 0 to 4 years	2,553	8,515	19,790
	Count of Pop 0 to 7 years	3,354	11,598	27,904
	Count of Pop 5 - 13	3,873	14,971	38,388
	Count of Pop 14 - 18	1,676	8,092	20,361
	Count of Pop 19 - 22	1,711	8,650	20,910
	Count of Pop 22 - 25	1,322	6,603	15,491
	Count of Pop 25 - 29	2,977	9,837	21,399
	Count of Pop 30 - 34	3,500	10,932	22,707
	Count of Pop 35 - 39	3,049	10,069	22,169
	Count of Pop 40 - 44	2,521	9,055	21,270
	Count of Pop 45 - 59	6,789	25,454	65,560
	Count of Pop 60 - 74	6,675	23,980	60,495
	Count of Pop 75 - 84	2,543	8,468	20,874
	Count of Pop 85+	1,021	3,090	7,210
	% of Pop 0 to 4 years	6.3%	5.8%	5.5%
	% of Pop 0 to 7 years	8.3%	7.9%	7.8%
	% of Pop 5 - 13	9.6%	10.1%	10.8%
	% of Pop 14 - 18	4.2%	5.5%	5.7%
	% of Pop 19 - 22	4.3%	5.9%	5.9%
	% of Pop 22 - 25	3.3%	4.5%	4.3%
	% of Pop 25 - 29	7.4%	6.7%	6.0%
	% of Pop 30 - 34	8.7%	7.4%	6.4%
	% of Pop 35 - 39	7.6%	6.8%	6.2%
% of Pop 40 - 44	6.3%	6.1%	6.0%	
% of Pop 45 - 59	16.9%	17.2%	18.4%	
% of Pop 60 - 74	16.6%	16.2%	17.0%	
% of Pop 75 - 84	6.3%	5.7%	5.9%	
% of Pop 85+	2.5%	2.1%	2.0%	
Median Age	39.1	38.1	39.3	
Average Age	41.0	39.9	40.3	
Male Population by Age	% of Pop 0 to 4 years	7.1%	6.3%	6.0%
	% of Pop 5 - 13	10.7%	11.0%	11.6%
	% of Pop 14 - 18	4.6%	5.6%	6.0%
	% of Pop 19 - 22	4.6%	5.9%	6.1%
	% of Pop 22 - 25	3.6%	4.5%	4.5%
	% of Pop 25 - 29	7.7%	6.9%	6.2%
	% of Pop 30 - 34	8.9%	7.5%	6.4%
	% of Pop 35 - 39	7.7%	7.0%	6.2%
	% of Pop 40 - 44	6.4%	6.3%	5.9%
	% of Pop 45 - 59	16.6%	17.4%	18.4%
	% of Pop 75 - 84	5.3%	4.9%	5.2%
	% of Pop 60 - 74	15.1%	15.4%	16.2%
	% of Pop 85+	1.7%	1.4%	1.4%
Median Age	36.8	36.7	37.7	
Average Age	38.8	38.5	39.0	

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	% of Pop 40 - 44	6.1%	6.0%	6.0%
	% of Pop 45 - 59	17.1%	17.1%	18.4%
	% of Pop 60 - 74	17.9%	17.0%	17.6%
	% of Pop 75 - 84	7.2%	6.5%	6.4%
	% of Pop 85+	3.3%	2.7%	2.6%
	Median Age	41.3	39.4	40.9
Average Age	42.9	41.2	41.5	
Race	Count of White	22,661	81,375	200,037
	Count of Black or African-American	9,576	35,445	89,617
	Count of Asian or Pacific Islander	1,672	4,775	9,176
	Count of Other races	6,300	26,122	57,794
	White	56.4%	55.1%	56.1%
	Black or African American	23.8%	24.0%	25.1%
	Asian	4.2%	3.2%	2.6%
	Other Races	15.7%	17.7%	16.2%
Language Spoken	Speak English at Home	82.7%	82.5%	85.3%
	Speak Spanish at Home	9.7%	12.3%	10.6%
	Speak French or French Creole at Home	0.6%	0.3%	0.3%
	Speak German at Home	0.2%	0.2%	0.2%
	Speak Other Indo-European Languages at Home	2.8%	1.5%	1.0%
	Speak Russian and Other Slavic Languages at H	0.3%	0.2%	0.2%
	Speak Chinese at Home	0.9%	0.7%	0.7%
	Speak Korean at Home	0.3%	0.1%	0.1%
	Speak Vietnamese at Home	0.4%	0.2%	0.1%
	Speak Other Asian Languages at Home	0.6%	0.5%	0.5%
	Speak Tagalog and Other Pacific Languages at H	0.6%	0.5%	0.3%
	Speak Other Language at Home	1.0%	0.9%	0.7%
Hispanic	Hispanic Population	5,219	22,868	49,950
	Hispanic Population Percent	13.0%	15.5%	14.0%
	Mexican	39.4%	59.2%	59.2%
	Puerto Rican	13.7%	8.2%	9.2%
	Cuban	3.7%	2.7%	2.4%
	Dominican	5.3%	3.1%	2.9%
	Central American	13.6%	12.2%	12.5%
	South American	16.2%	8.8%	7.2%
	Other Hispanic	8.1%	5.8%	6.6%
	2000 Hispanic Population Percent	6%	7%	7%
	1990 Hispanic Population Percent	1%	1%	1%

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Ancestry	American (percent of total population)	5.0%	5.3%	6.1%
	American	4.7%	5.0%	5.8%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
	Asian (percent of total population)	4.1%	3.2%	2.5%
	Chinese	0.8%	0.7%	0.7%
	Japanese	0.0%	0.1%	0.1%
	Korean	0.2%	0.1%	0.1%
	South Central Asian (ie. Indian)	0.9%	0.8%	0.7%
	South East Asian (ie. Vietnamese)	1.8%	1.1%	0.7%
	Other Asian	0.5%	0.3%	0.3%
	European (percent of total population)	33.1%	30.2%	28.3%
	British	8.8%	8.3%	7.5%
	Dutch	0.6%	0.5%	0.4%
	French	1.0%	0.9%	0.8%
	German	7.6%	6.7%	6.7%
	Italian	1.3%	1.6%	1.6%
	Polish	0.7%	0.8%	0.7%
	Scandinavian	1.0%	1.0%	1.0%
	Scotch/Irish	9.0%	7.5%	7.0%
Other European (ie. Greek/Russian)	3.2%	2.9%	2.6%	
Middle Eastern	0.6%	0.7%	0.4%	
Other Ancestry	26.8%	27.8%	29.5%	
Unclassified Ancestry	17.3%	17.3%	19.1%	
Education (Age 25+)	Adult Population (25 Years or Older)	29,074	100,885	241,684
	Elementary (0 to 8)	3.7%	4.0%	4.0%
	Some High School (9 to 11)	5.7%	6.2%	6.0%
	High School Graduate (12)	22.2%	21.4%	24.0%
	Some College (13 to 16)	20.7%	19.9%	21.0%
	Associates Degree Only	8.9%	7.9%	8.8%
	Bachelors Degree Only	23.0%	23.4%	21.9%
	Graduate Degree	15.8%	17.1%	14.2%
	% College (4+)	38.8%	40.5%	36.1%
Household Type	Total Households – count	19,038	63,477	145,750
	One Person HHs – count	7,751	23,629	46,148
	Family HHs – count	9,800	35,417	91,679
	Married Couple – count	6,428	24,429	65,211
	w/own children – count	2,063	9,157	24,551
	w/out own children – count	4,365	15,272	40,660
	Male Householder – count	723	2,704	6,105
	Female Householder – count	2,648	8,284	20,363
	Non-Family Households – count	1,487	4,432	7,922
	1 Person Household	40.7%	37.2%	31.7%
	2 Person Household	32.8%	32.3%	33.5%
	3 Person Household	12.5%	13.2%	14.9%
	4 Person Household	8.0%	9.8%	11.6%
	5 Person Household	3.8%	4.8%	5.3%
	6 Person Household	1.4%	1.8%	2.0%
7+ Person Household	0.8%	1.0%	1.1%	
% Households With Children	20.3%	24.2%	26.8%	

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Housing	Total Housing Units	20,832	69,699	159,204
	Owner Occupied Percent	44.6%	48.6%	55.3%
	Renter Occupied Percent	46.8%	42.5%	36.3%
	Vacant Housing Percent	8.6%	8.9%	8.5%
	Total Housing Units (Census 2000)	15,872	50,502	104,511
	For Rent (Census 2000)	59%	54%	50%
	For Sale (Census 2000)	19%	21%	22%
	Rented or Sold, (Census 2000)	9%	11%	9%
	Seasonal (Census 2014)	7%	5%	4%
	Other (Census 2000)	5%	8%	12%
Homes Built By Year	Homes Built 1990 to 2000	15%	16%	19%
	Homes Built 1980 to 1989	20%	17%	18%
	Homes Built 1970 to 1979	16%	15%	18%
	Homes Built 1960 to 1969	17%	16%	16%
	Homes Built 1950 to 1959	17%	16%	14%
	Homes Built 1940 to 1949	7%	8%	7%
	Homes Built Before 1939	7%	10%	8%
Units in Structure	1 Unit	62%	68%	72%
	2 - 9 Units	14%	16%	13%
	Greater than 10 Units	22%	13%	11%
	Mobilie Trailer	2%	3%	5%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	2.9%	2.6%	2.2%
	Property Value \$750,000 to \$999,999	1.8%	3.4%	3.4%
	Property Value \$500,000 to \$749,999	6.0%	9.3%	9.6%
	Property Value \$400,000 to \$499,999	6.1%	9.0%	9.2%
	Property Value \$300,000, to \$399,999	12.7%	14.3%	15.3%
	Property Value \$200,000 to \$299,999	32.6%	26.8%	28.4%
	Property Value \$150,000 to \$199,999	17.8%	14.4%	13.5%
	Property Value \$100,000 to \$149,999	13.1%	11.4%	10.1%
	Property Value \$60,000 to \$99,999	4.3%	4.9%	4.1%
	Property Value \$40,000 to \$59,999	0.7%	1.1%	1.2%
	Property Value \$0 to \$39,999	1.4%	2.0%	2.4%
Median Home Value	\$230,937	\$247,531	\$255,097	
Median Rent	\$568	\$525	\$514	
Wealth per Household	\$0 and under - percent	19.0%	18.6%	18.1%
	\$1 to \$4999 - percent	9.8%	9.4%	9.1%
	\$5k to \$9999 - percent	5.1%	4.9%	4.8%
	\$10k to \$24999 - percent	6.7%	6.6%	6.5%
	\$25k to \$49999 - percent	6.9%	6.8%	6.8%
	\$50k to \$99999 - percent	10.0%	10.0%	10.2%
	\$100k to \$249999 - percent	17.2%	17.4%	17.7%
	\$250k to \$499999 - percent	12.1%	12.4%	12.7%
	\$500k+ - percent	13.1%	13.7%	14.0%
	Median HH Wealth	\$62,124	\$67,953	\$72,618
	Avg HH Wealth	\$218,793	\$226,406	\$230,315

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Economic Viability	Economic Viability Local	214	210	211
	Economic Viability Indexed	214	210	211
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	20,799	72,979	172,417
	Managerial/Executive	14.0%	16.5%	16.6%
	Professional Specialty	29.9%	27.5%	25.6%
	Healthcare Support	2.7%	3.3%	3.0%
	Sales	10.6%	9.4%	9.7%
	Office & Administrative Support	11.4%	10.7%	11.2%
	Protective Service	1.8%	1.8%	1.7%
	Food Preparation	5.5%	5.5%	5.5%
	Building Maintenance & Cleaning	3.5%	3.6%	3.6%
	Personal Care	2.6%	3.0%	2.7%
	Farming, Fishing, & Forestry	0.2%	0.1%	0.2%
	Construction	7.1%	6.6%	7.0%
	Production & Transportation	10.7%	11.8%	13.3%
	Percent White Collar Workers	68.6%	67.4%	66.2%
Percent Blue Collar Workers	31.4%	32.6%	33.8%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	6.4%	5.5%	5.9%
	Manufacturing	7.7%	10.4%	12.3%
	Transportation	4.3%	4.1%	4.4%
	Information	0.6%	0.9%	1.0%
	Wholesale/Retail	17.1%	14.2%	14.2%
	Finance, Insurance, Real Estate	7.4%	7.5%	7.7%
	Professional Services	5.7%	6.8%	5.8%
	Management Services	0.2%	0.3%	0.2%
	Administrative/Waste Services	3.7%	4.1%	4.4%
	Educational Services	30.4%	29.3%	27.7%
	Entertainment Services	8.1%	9.0%	8.7%
	Other Professional Services	5.2%	5.0%	4.9%
	Public Administration	3.2%	2.9%	2.8%
Transportation To Work	Drive to Work Alone	81.5%	79.3%	79.7%
	Drive to Work Carpool	12.5%	12.5%	13.1%
	Travel to Work by Public Transportation	1.2%	1.7%	1.8%
	Drive to Work on Motorcycle	0.1%	0.1%	0.1%
	Drive to Work on Bicycle	0.1%	0.1%	0.1%
	Walked to Work	1.5%	2.9%	2.1%
	Other Means	0.4%	0.9%	0.7%
	Work at Home	2.7%	2.6%	2.4%

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	Travel to Work in Less than 5 Minutes	2.8%	3.3%	2.5%
	Travel to Work in 5 to 9 Minutes	13.8%	13.0%	9.9%
	Travel to Work in 10 to 14 Minutes	25.1%	23.4%	18.6%
	Travel to Work in 15 to 19 Minutes	23.7%	24.1%	23.3%
	Travel to Work in 20 to 29 Minutes	18.2%	20.3%	25.5%
	Travel to Work in 30 to 44 Minutes	9.8%	10.6%	13.3%
	Travel to Work in 45 to 59 Minutes	3.1%	2.7%	3.1%
	Travel to Work in 60 Minutes or more	3.5%	3.5%	3.8%
	Average Travel Time to Work	18	18	20
Vehicles per HH	No Vehicles	8.4%	7.6%	7.3%
	1 Vehicle	42.5%	40.6%	34.9%
	2 Vehicles	36.1%	35.3%	36.0%
	3 or more vehicles	13.0%	16.6%	21.8%
	Average Number of Vehicles	1.58	1.67	1.82
Change	Births (last 12 months)	549	1,867	4,277
	Deaths (last 12 months)	461	1,556	3,851
	Migration (last 12 months)	33	681	2,831
Work place	Workplace Establishments	2,847	6,184	9,607
	Workplace Employees (FTE)	53,918	109,050	159,785