

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.067687 Longitude: -80.254615

Parkway Plaza Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	51,206	154,468	388,706
	Population Est 23Q1	50,976	153,805	387,423
	Population Est 22Q4	50,999	153,812	387,118
	Population Est 22Q3	50,913	153,573	385,804
	Population Est 22Q2	50,893	153,455	385,114
	Population Est 22Q1	50,811	153,214	384,059
	Population Est 21Q4	50,867	153,221	383,581
	Population Est 21Q3	50,784	152,984	382,500
	Population Est 21Q2	50,713	152,573	381,172
	Population Fcst	50,671	153,052	398,754
	2010 Census Population	46,120	133,296	312,415
	2000 Census Population	42,586	116,955	268,735
	1990 Census Population	39,108	108,174	233,356
	Current Year Daytime Population	106,710	221,385	435,101
	Average Seasonal Population	513	1,471	3,167
	Historical Annual Growth, 1990 – 2000	0.86%	0.78%	1.42%
	Historical Annual Growth, 2000 – 2010	0.80%	1.32%	1.52%
	Estimated Annual Growth, 2010 – CY	0.79%	1.12%	1.66%
	Projected Annual Growth, CY to Y5	-0.21%	-0.18%	0.51%
	Group Qtrs Est	3,532	5,298	10,880
Transient Est Average Last 4 Qtrs	7,233	11,786	19,021	
Households	Current Year Estimated Households	21,798	65,510	159,810
	Households Est 23Q1	21,665	65,172	159,194
	Households Est 22Q4	21,668	65,159	159,059
	Households Est 22Q3	21,627	65,064	158,511
	Households Est 22Q2	21,619	65,014	158,224
	Households Est 22Q1	21,591	64,926	157,791
	Households Est 21Q4	21,615	64,933	157,596
	Households Est 21Q3	21,573	64,816	157,135
	Households Est 21Q2	21,543	64,639	156,575
	Households Fcst	21,661	65,026	164,167
	2010 Census Households	18,506	54,801	124,996
	2000 Census Households	17,605	49,222	108,224
	1990 Census Households	16,987	46,204	93,937
	Historical Annual Growth, 1990 – 2000	0.36%	0.63%	1.43%
	Historical Annual Growth, 2000 – 2010	0.50%	1.08%	1.45%
	Estimated Annual Growth, 2010 – CY	1.24%	1.36%	1.87%
	Projected Annual Growth, CY to Y5	-0.13%	-0.15%	0.54%
Population per Household	2.19	2.28	2.36	

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Parkway Plaza Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	0.6%	0.7%	0.9%
	HH Income \$250,000 to \$499,999	0.7%	0.9%	1.0%
	HH Income \$200,000 to \$249,999	1.6%	2.0%	2.4%
	HH Income \$175,000 to \$199,999	1.2%	1.8%	3.1%
	HH Income \$150,000 to \$174,999	2.2%	2.4%	3.7%
	HH Income \$100,000 to 149,999	9.7%	10.3%	13.5%
	HH Income \$75,000 to 99,999	10.2%	11.3%	12.5%
	HH Income \$50,000 to 74,999	18.1%	16.9%	17.6%
	HH Income \$35,000 to 49,999	14.8%	15.7%	14.3%
	HH Income \$25,000 to 34,999	12.0%	11.5%	10.1%
	HH Income \$15,000 to 24,999	11.9%	11.4%	9.6%
	HH Income \$0 to 14,999	17.1%	15.1%	11.4%
	Average Household Income	\$60,980	\$69,008	\$79,353
	Median Household Income	\$43,987	\$46,251	\$55,885
	Per Capita Income	\$27,093	\$29,898	\$33,085
	2000 Average HH Income	\$41,464	\$48,930	\$55,445
	2000 Median HH Income	\$32,515	\$34,985	\$42,040
	Average Disposable Income	50,091	53,639	61,759
	Median Disposable Income	38,293	40,200	48,258
	Discretionary HH Income Over \$150,000	1.0%	1.7%	2.1%
	Discretionary HH Income \$125,000 to \$149,999	1.4%	2.1%	2.6%
	Discretionary HH Income \$100,000 to \$124,999	2.4%	2.7%	4.5%
	Discretionary HH Income \$75,000 to \$99,999	5.1%	5.6%	7.9%
	Discretionary HH Income \$50,000 to \$74,999	12.0%	12.6%	16.2%
	Discretionary HH Income \$25,000 to \$49,999	27.7%	27.6%	28.3%
	Discretionary HH Income Under \$25,000	50.4%	47.7%	38.4%
	Average Discretionary HH Income	33,340	36,600	43,908
	Median Discretionary HH Income	24,741	26,548	33,539
	Householder White – Count	11,318	33,707	99,149
	Median HH Income	\$57,495	\$61,733	\$67,722
	Average HH Income	\$69,227	\$74,430	\$79,065
	Householder Black or African-American – Count	6,098	20,620	38,478
	Median HH Income	\$29,005	\$31,856	\$37,478
	Average HH Income	\$39,192	\$41,062	\$47,989
Householder Hispanic – Count	2,649	6,610	12,356	
Median HH Income	\$32,416	\$37,978	\$42,905	
Average HH Income	\$40,163	\$45,201	\$54,819	
Householder Asian or Pacific Islander – Count	422	1,195	3,097	
Median HH Income	\$54,530	\$70,457	\$85,791	
Average HH Income	\$67,124	\$81,984	\$93,677	
Householder Other or Pacific Islander – Count	1,310	3,378	6,729	
Median HH Income	\$49,554	\$47,058	\$52,224	
Average HH Income	\$52,490	\$53,047	\$65,527	
Gender	Male Population	24,033	72,313	183,845
	Female Population	27,173	82,155	204,861

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Total Population by Age	Count of Pop 0 to 4 years	3,144	9,533	21,501
	Count of Pop 0 to 7 years	4,191	13,166	30,213
	Count of Pop 5 - 13	5,187	17,093	41,530
	Count of Pop 14 - 18	3,131	8,753	21,854
	Count of Pop 19 - 22	3,427	8,893	22,411
	Count of Pop 22 - 25	2,596	6,527	16,615
	Count of Pop 25 - 29	3,931	10,675	23,335
	Count of Pop 30 - 34	4,406	11,839	24,753
	Count of Pop 35 - 39	3,825	10,738	24,089
	Count of Pop 40 - 44	3,260	9,492	23,117
	Count of Pop 45 - 59	8,264	26,391	71,947
	Count of Pop 60 - 74	7,207	23,895	66,706
	Count of Pop 75 - 84	2,123	7,847	22,986
	Count of Pop 85+	706	2,791	7,862
	% of Pop 0 to 4 years	6.1%	6.2%	5.5%
	% of Pop 0 to 7 years	8.2%	8.5%	7.8%
	% of Pop 5 - 13	10.1%	11.1%	10.7%
	% of Pop 14 - 18	6.1%	5.7%	5.6%
	% of Pop 19 - 22	6.7%	5.8%	5.8%
	% of Pop 22 - 25	5.1%	4.2%	4.3%
% of Pop 25 - 29	7.7%	6.9%	6.0%	
% of Pop 30 - 34	8.6%	7.7%	6.4%	
% of Pop 35 - 39	7.5%	7.0%	6.2%	
% of Pop 40 - 44	6.4%	6.1%	5.9%	
% of Pop 45 - 59	16.1%	17.1%	18.5%	
% of Pop 60 - 74	14.1%	15.5%	17.2%	
% of Pop 75 - 84	4.1%	5.1%	5.9%	
% of Pop 85+	1.4%	1.8%	2.0%	
Median Age	34.8	36.8	39.6	
Average Age	37.4	38.8	40.5	
Male Population by Age	% of Pop 0 to 4 years	6.7%	6.7%	6.0%
	% of Pop 5 - 13	10.9%	12.0%	11.5%
	% of Pop 14 - 18	5.7%	5.8%	5.9%
	% of Pop 19 - 22	6.1%	5.8%	6.0%
	% of Pop 22 - 25	4.7%	4.2%	4.4%
	% of Pop 25 - 29	8.0%	7.1%	6.2%
	% of Pop 30 - 34	8.8%	7.7%	6.4%
	% of Pop 35 - 39	7.8%	7.0%	6.2%
	% of Pop 40 - 44	6.7%	6.2%	5.9%
	% of Pop 45 - 59	16.5%	17.1%	18.5%
	% of Pop 75 - 84	3.6%	4.4%	5.2%
	% of Pop 60 - 74	13.7%	14.7%	16.4%
	% of Pop 85+	0.9%	1.2%	1.4%
	Median Age	34.5	35.5	38.0
Average Age	36.6	37.4	39.1	

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	% of Pop 60 - 74	14.4%	16.2%	17.9%
	% of Pop 75 - 84	4.7%	5.7%	6.5%
	% of Pop 85+	1.8%	2.3%	2.6%
	Median Age	35.0	38.0	41.2
Average Age	38.1	40.0	41.7	
Race	Count of White	22,572	67,327	222,530
	Count of Black or African-American	15,206	52,612	94,137
	Count of Asian or Pacific Islander	949	3,670	9,722
	Count of Other races	12,479	30,859	62,317
	White	44.1%	43.6%	57.2%
	Black or African American	29.7%	34.1%	24.2%
	Asian	1.9%	2.4%	2.5%
	Other Races	24.4%	20.0%	16.0%
Language Spoken	Speak English at Home	77.1%	80.5%	85.5%
	Speak Spanish at Home	19.2%	15.2%	10.4%
	Speak French or French Creole at Home	0.3%	0.4%	0.3%
	Speak German at Home	0.3%	0.2%	0.2%
	Speak Other Indo-European Languages at Home	1.1%	1.2%	1.1%
	Speak Russian and Other Slavic Languages at H	0.2%	0.2%	0.2%
	Speak Chinese at Home	0.6%	0.5%	0.7%
	Speak Korean at Home	0.1%	0.1%	0.2%
	Speak Vietnamese at Home	0.1%	0.2%	0.1%
	Speak Other Asian Languages at Home	0.5%	0.5%	0.5%
	Speak Tagalog and Other Pacific Languages at H	0.2%	0.2%	0.3%
	Speak Other Language at Home	0.3%	0.8%	0.6%
Hispanic	Hispanic Population	11,484	27,930	53,596
	Hispanic Population Percent	22.4%	18.1%	13.8%
	Mexican	67.0%	61.9%	59.1%
	Puerto Rican	6.3%	8.7%	9.9%
	Cuban	1.4%	1.8%	2.4%
	Dominican	4.6%	2.7%	2.7%
	Central American	11.7%	11.7%	12.4%
	South American	3.6%	6.5%	6.9%
	Other Hispanic	5.4%	6.7%	6.7%
	2000 Hispanic Population Percent	12%	9%	7%
	1990 Hispanic Population Percent	1%	1%	1%

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Ancestry	American (percent of total population)	3.5%	4.3%	6.3%
	American	3.2%	4.1%	6.0%
	Native American (ie. Indian/Eskimo)	0.3%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
	Asian (percent of total population)	1.8%	2.3%	2.5%
	Chinese	0.4%	0.4%	0.6%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.1%	0.1%	0.2%
	South Central Asian (ie. Indian)	0.6%	0.6%	0.6%
	South East Asian (ie. Vietnamese)	0.5%	0.8%	0.7%
	Other Asian	0.2%	0.3%	0.3%
	European (percent of total population)	20.9%	22.3%	28.2%
	British	5.2%	5.9%	7.5%
	Dutch	0.4%	0.4%	0.4%
	French	0.6%	0.7%	0.8%
	German	5.0%	5.1%	6.7%
	Italian	1.0%	1.1%	1.6%
	Polish	0.6%	0.5%	0.7%
	Scandinavian	0.7%	0.7%	1.0%
	Scotch/Irish	5.3%	5.8%	7.0%
Other European (ie. Greek/Russian)	2.0%	2.0%	2.5%	
Middle Eastern	0.4%	0.5%	0.4%	
Other Ancestry	34.2%	35.8%	29.0%	
Unclassified Ancestry	16.8%	16.6%	19.8%	
Education (Age 25+)	Adult Population (25 Years or Older)	33,722	103,669	264,795
	Elementary (0 to 8)	6.2%	5.3%	4.0%
	Some High School (9 to 11)	9.3%	7.5%	6.3%
	High School Graduate (12)	23.9%	25.3%	24.8%
	Some College (13 to 16)	19.8%	21.4%	21.3%
	Associates Degree Only	7.5%	7.7%	8.9%
	Bachelors Degree Only	18.4%	19.4%	21.4%
	Graduate Degree	14.9%	13.3%	13.3%
	% College (4+)	33.3%	32.7%	34.7%
Household Type	Total Households – count	21,798	65,510	159,810
	One Person HHs – count	8,952	24,585	50,851
	Family HHs – count	10,705	36,378	100,452
	Married Couple – count	6,352	21,852	71,589
	w/own children – count	2,596	8,421	26,427
	w/out own children – count	3,756	13,431	45,162
	Male Householder – count	1,111	3,294	6,625
	Female Householder – count	3,242	11,232	22,237
	Non-Family Households – count	2,140	4,547	8,507
	1 Person Household	41.1%	37.5%	31.8%
	2 Person Household	30.3%	30.9%	33.6%
	3 Person Household	12.4%	13.6%	15.0%
	4 Person Household	8.4%	9.9%	11.4%
	5 Person Household	4.6%	4.9%	5.2%
	6 Person Household	2.0%	2.0%	1.9%
7+ Person Household	1.2%	1.2%	1.1%	
% Households With Children	23.9%	24.8%	26.5%	

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Parkway Plaza Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	24,361	72,579	174,256
	Owner Occupied Percent	38.7%	43.7%	55.3%
	Renter Occupied Percent	50.8%	46.6%	36.4%
	Vacant Housing Percent	10.5%	9.7%	8.3%
	Total Housing Units (Census 2000)	19,374	53,523	116,094
	For Rent (Census 2000)	58%	56%	50%
	For Sale (Census 2000)	16%	17%	22%
	Rented or Sold, (Census 2000)	13%	10%	10%
	Seasonal (Census 2014)	7%	6%	5%
	Other (Census 2000)	9%	11%	13%
Homes Built By Year	Homes Built 1990 to 2000	9%	12%	19%
	Homes Built 1980 to 1989	12%	15%	18%
	Homes Built 1970 to 1979	13%	15%	18%
	Homes Built 1960 to 1969	15%	18%	16%
	Homes Built 1950 to 1959	20%	19%	14%
	Homes Built 1940 to 1949	13%	10%	7%
	Homes Built Before 1939	18%	11%	7%
Units in Structure	1 Unit	66%	66%	71%
	2 - 9 Units	20%	18%	13%
	Greater than 10 Units	12%	14%	11%
	Mobilie Trailer	2%	3%	5%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.5%	2.4%	2.0%
	Property Value \$750,000 to \$999,999	1.5%	2.9%	3.1%
	Property Value \$500,000 to \$749,999	4.3%	5.7%	9.1%
	Property Value \$400,000 to \$499,999	5.8%	5.6%	9.1%
	Property Value \$300,000, to \$399,999	11.2%	12.1%	15.1%
	Property Value \$200,000 to \$299,999	26.3%	27.1%	28.8%
	Property Value \$150,000 to \$199,999	18.7%	16.7%	14.2%
	Property Value \$100,000 to \$149,999	17.3%	14.6%	10.2%
	Property Value \$60,000 to \$99,999	9.3%	7.3%	4.1%
	Property Value \$40,000 to \$59,999	2.1%	2.3%	1.3%
	Property Value \$0 to \$39,999	2.8%	2.8%	2.6%
	Median Home Value	\$199,020	\$217,480	\$249,821
Median Rent	\$487	\$491	\$514	
Wealth per Household	\$0 and under - percent	20.1%	19.5%	18.1%
	\$1 to \$4999 - percent	10.7%	10.2%	9.2%
	\$5k to \$9999 - percent	5.4%	5.2%	4.8%
	\$10k to \$24999 - percent	7.0%	6.8%	6.5%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	9.9%	10.0%	10.2%
	\$100k to \$249999 - percent	16.6%	17.0%	17.8%
	\$250k to \$499999 - percent	11.4%	11.8%	12.7%
	\$500k+ - percent	12.2%	12.6%	13.9%
	Median HH Wealth	\$49,966	\$57,233	\$71,986
	Avg HH Wealth	\$205,201	\$212,438	\$229,148

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Economic Viability	Economic Viability Local	213	213	212
	Economic Viability Indexed	213	213	212
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	24,851	73,704	188,488
	Managerial/Executive	14.1%	14.2%	16.4%
	Professional Specialty	24.6%	24.0%	24.8%
	Healthcare Support	3.7%	3.9%	3.0%
	Sales	8.8%	9.5%	9.7%
	Office & Administrative Support	9.6%	11.4%	11.3%
	Protective Service	1.5%	1.6%	1.8%
	Food Preparation	7.5%	7.0%	5.5%
	Building Maintenance & Cleaning	5.2%	4.8%	3.6%
	Personal Care	3.0%	2.6%	2.6%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.2%
	Construction	8.6%	7.0%	7.4%
	Production & Transportation	13.4%	14.0%	13.7%
	Percent White Collar Workers	60.8%	63.0%	65.2%
Percent Blue Collar Workers	39.2%	37.0%	34.8%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	7.3%	5.8%	6.1%
	Manufacturing	9.8%	11.1%	12.7%
	Transportation	4.4%	4.6%	4.6%
	Information	1.2%	1.0%	1.0%
	Wholesale/Retail	13.7%	15.0%	14.3%
	Finance, Insurance, Real Estate	5.7%	6.4%	7.4%
	Professional Services	6.2%	5.4%	5.7%
	Management Services	0.4%	0.2%	0.2%
	Administrative/Waste Services	4.7%	4.8%	4.5%
	Educational Services	27.5%	28.1%	26.9%
	Entertainment Services	12.0%	9.9%	8.7%
	Other Professional Services	4.0%	5.0%	4.8%
	Public Administration	3.0%	2.9%	2.9%
Transportation To Work	Drive to Work Alone	72.1%	75.1%	80.2%
	Drive to Work Carpool	17.1%	15.9%	13.0%
	Travel to Work by Public Transportation	2.4%	2.9%	1.6%
	Drive to Work on Motorcycle	0.1%	0.1%	0.1%
	Drive to Work on Bicycle	0.2%	0.1%	0.1%
	Walked to Work	4.8%	2.8%	2.0%
	Other Means	1.4%	1.0%	0.7%
	Work at Home	2.0%	2.1%	2.3%

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	Travel to Work in Less than 5 Minutes	3.9%	3.0%	2.4%
	Travel to Work in 5 to 9 Minutes	14.6%	12.3%	10.0%
	Travel to Work in 10 to 14 Minutes	22.6%	22.5%	18.5%
	Travel to Work in 15 to 19 Minutes	22.4%	23.4%	22.5%
	Travel to Work in 20 to 29 Minutes	18.8%	20.0%	25.8%
	Travel to Work in 30 to 44 Minutes	10.7%	11.5%	13.9%
	Travel to Work in 45 to 59 Minutes	2.4%	2.8%	3.1%
	Travel to Work in 60 Minutes or more	3.9%	4.1%	3.7%
	Average Travel Time to Work	18	19	20
Vehicles per HH	No Vehicles	11.1%	10.9%	7.0%
	1 Vehicle	44.4%	41.8%	35.1%
	2 Vehicles	32.2%	32.0%	35.7%
	3 or more vehicles	12.4%	15.3%	22.3%
	Average Number of Vehicles	1.50	1.57	1.83
Change	Births (last 12 months)	708	2,041	4,646
	Deaths (last 12 months)	416	1,493	4,231
	Migration (last 12 months)	22	494	3,259
Work place	Workplace Establishments	2,971	5,986	10,748
	Workplace Employees (FTE)	56,399	109,171	175,356