

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	7,232	71,479	155,357
	Population Est 23Q1	7,222	71,165	154,673
	Population Est 22Q4	7,230	71,179	154,703
	Population Est 22Q3	7,237	71,074	154,432
	Population Est 22Q2	7,236	71,027	154,308
	Population Est 22Q1	7,227	70,933	154,075
	Population Est 21Q4	7,224	71,001	154,095
	Population Est 21Q3	7,215	70,894	153,859
	Population Est 21Q2	7,196	70,750	153,476
	Population Fcst	7,010	71,303	154,338
	2010 Census Population	7,507	63,776	135,238
	2000 Census Population	6,865	58,288	121,586
	1990 Census Population	6,121	53,919	112,971
	Current Year Daytime Population	18,914	146,395	235,525
	Average Seasonal Population	55	705	1,447
	Historical Annual Growth, 1990 – 2000	1.15%	0.78%	0.74%
	Historical Annual Growth, 2000 – 2010	0.90%	0.90%	1.07%
	Estimated Annual Growth, 2010 – CY	-0.28%	0.86%	1.05%
	Projected Annual Growth, CY to Y5	-0.62%	-0.05%	-0.13%
	Group Qtrs Est	48	4,770	8,282
Transient Est Average Last 4 Qtrs	534	8,379	12,535	
Households	Current Year Estimated Households	3,096	30,420	64,113
	Households Est 23Q1	3,088	30,242	63,768
	Households Est 22Q4	3,091	30,238	63,764
	Households Est 22Q3	3,095	30,194	63,654
	Households Est 22Q2	3,095	30,174	63,602
	Households Est 22Q1	3,092	30,145	63,518
	Households Est 21Q4	3,092	30,175	63,531
	Households Est 21Q3	3,088	30,118	63,418
	Households Est 21Q2	3,081	30,054	63,257
	Households Fcst	3,002	30,459	63,816
	2010 Census Households	2,988	25,903	54,334
	2000 Census Households	2,969	24,331	49,769
	1990 Census Households	2,816	23,354	47,160
	Historical Annual Growth, 1990 – 2000	0.53%	0.41%	0.54%
	Historical Annual Growth, 2000 – 2010	0.06%	0.63%	0.88%
	Estimated Annual Growth, 2010 – CY	0.27%	1.22%	1.26%
	Projected Annual Growth, CY to Y5	-0.61%	0.03%	-0.09%
Population per Household	2.32	2.19	2.29	

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Parkway Plaza Winston-Salem, NC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	0.4%	0.6%	0.8%
	HH Income \$250,000 to \$499,999	0.4%	0.7%	1.0%
	HH Income \$200,000 to \$249,999	1.0%	1.7%	2.3%
	HH Income \$175,000 to \$199,999	0.9%	1.9%	1.9%
	HH Income \$150,000 to \$174,999	2.1%	2.3%	2.6%
	HH Income \$100,000 to 149,999	9.5%	9.8%	10.3%
	HH Income \$75,000 to 99,999	8.6%	10.5%	11.2%
	HH Income \$50,000 to 74,999	15.0%	18.5%	16.6%
	HH Income \$35,000 to 49,999	14.7%	14.6%	15.4%
	HH Income \$25,000 to 34,999	13.9%	11.5%	11.3%
	HH Income \$15,000 to 24,999	13.1%	11.6%	11.3%
	HH Income \$0 to 14,999	20.3%	16.4%	15.4%
	Average Household Income	\$54,898	\$66,533	\$71,318
	Median Household Income	\$37,448	\$45,911	\$46,524
	Per Capita Income	\$23,644	\$29,516	\$30,204
	2000 Average HH Income	\$41,823	\$44,065	\$50,327
	2000 Median HH Income	\$34,573	\$33,207	\$35,264
	Average Disposable Income	45,399	51,904	54,733
	Median Disposable Income	32,940	39,911	40,424
	Discretionary HH Income Over \$150,000	0.6%	1.3%	2.2%
	Discretionary HH Income \$125,000 to \$149,999	0.9%	2.0%	2.2%
	Discretionary HH Income \$100,000 to \$124,999	1.6%	2.6%	3.0%
	Discretionary HH Income \$75,000 to \$99,999	4.7%	5.3%	5.7%
	Discretionary HH Income \$50,000 to \$74,999	10.5%	12.0%	12.4%
	Discretionary HH Income \$25,000 to \$49,999	22.9%	28.4%	26.9%
	Discretionary HH Income Under \$25,000	58.7%	48.2%	47.6%
	Average Discretionary HH Income	28,973	35,260	37,506
	Median Discretionary HH Income	19,680	26,223	26,644
	Householder White – Count	1,473	15,880	32,258
	Median HH Income	\$49,388	\$60,212	\$63,852
	Average HH Income	\$64,428	\$72,166	\$77,119
	Householder Black or African-American – Count	856	8,749	20,891
	Median HH Income	\$28,785	\$29,839	\$31,573
	Average HH Income	\$38,395	\$39,538	\$41,006
Householder Hispanic – Count	529	3,447	6,555	
Median HH Income	\$27,325	\$36,462	\$38,290	
Average HH Income	\$34,983	\$42,761	\$45,855	
Householder Asian or Pacific Islander – Count	45	564	1,106	
Median HH Income	\$31,987	\$54,649	\$67,104	
Average HH Income	\$65,386	\$66,484	\$77,871	
Householder Other or Pacific Islander – Count	193	1,780	3,303	
Median HH Income	\$40,926	\$49,493	\$48,809	
Average HH Income	\$47,534	\$52,887	\$54,955	
Gender	Male Population	3,523	33,591	72,887
	Female Population	3,710	37,889	82,470

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Parkway Plaza Winston-Salem, NC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Total Population by Age	Count of Pop 0 to 4 years	451	4,248	9,369
	Count of Pop 0 to 7 years	609	5,736	13,000
	Count of Pop 5 - 13	811	7,209	17,000
	Count of Pop 14 - 18	392	4,259	9,547
	Count of Pop 19 - 22	397	4,561	10,060
	Count of Pop 22 - 25	298	3,403	7,472
	Count of Pop 25 - 29	554	5,207	10,450
	Count of Pop 30 - 34	576	5,855	11,479
	Count of Pop 35 - 39	550	5,182	10,542
	Count of Pop 40 - 44	501	4,507	9,342
	Count of Pop 45 - 59	1,296	11,723	25,911
	Count of Pop 60 - 74	1,044	10,708	23,573
	Count of Pop 75 - 84	269	3,376	7,802
	Count of Pop 85+	94	1,240	2,810
	% of Pop 0 to 4 years	6.2%	5.9%	6.0%
	% of Pop 0 to 7 years	8.4%	8.0%	8.4%
	% of Pop 5 - 13	11.2%	10.1%	10.9%
	% of Pop 14 - 18	5.4%	6.0%	6.1%
	% of Pop 19 - 22	5.5%	6.4%	6.5%
	% of Pop 22 - 25	4.1%	4.8%	4.8%
% of Pop 25 - 29	7.7%	7.3%	6.7%	
% of Pop 30 - 34	8.0%	8.2%	7.4%	
% of Pop 35 - 39	7.6%	7.3%	6.8%	
% of Pop 40 - 44	6.9%	6.3%	6.0%	
% of Pop 45 - 59	17.9%	16.4%	16.7%	
% of Pop 60 - 74	14.4%	15.0%	15.2%	
% of Pop 75 - 84	3.7%	4.7%	5.0%	
% of Pop 85+	1.3%	1.7%	1.8%	
Median Age	36.3	36.0	36.1	
Average Age	37.7	38.4	38.4	
Male Population by Age	% of Pop 0 to 4 years	6.6%	6.5%	6.6%
	% of Pop 5 - 13	11.7%	10.9%	11.9%
	% of Pop 14 - 18	5.7%	5.7%	6.3%
	% of Pop 19 - 22	5.9%	6.0%	6.5%
	% of Pop 22 - 25	4.4%	4.5%	4.8%
	% of Pop 25 - 29	7.9%	7.6%	6.9%
	% of Pop 30 - 34	7.9%	8.3%	7.4%
	% of Pop 35 - 39	7.6%	7.6%	6.8%
	% of Pop 40 - 44	6.8%	6.6%	6.1%
	% of Pop 45 - 59	17.5%	16.8%	16.8%
	% of Pop 75 - 84	3.3%	4.0%	4.3%
	% of Pop 60 - 74	13.7%	14.5%	14.4%
	% of Pop 85+	0.9%	1.1%	1.2%
Median Age	34.9	35.4	34.8	
Average Age	36.6	37.4	37.1	

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	% of Pop 0 to 4 years	5.8%	5.5%	5.6%
	% of Pop 5 - 13	10.8%	9.4%	10.1%
	% of Pop 14 - 18	5.1%	6.2%	6.0%
	% of Pop 19 - 22	5.1%	6.8%	6.4%
	% of Pop 22 - 25	3.8%	5.0%	4.8%
	% of Pop 25 - 29	7.5%	7.0%	6.6%
	% of Pop 30 - 34	8.0%	8.1%	7.4%
	% of Pop 35 - 39	7.6%	7.0%	6.8%
	% of Pop 40 - 44	7.0%	6.0%	5.9%
	% of Pop 45 - 59	18.3%	16.0%	16.6%
	% of Pop 60 - 74	15.2%	15.4%	15.9%
	% of Pop 75 - 84	4.1%	5.4%	5.6%
	% of Pop 85+	1.7%	2.3%	2.3%
	Median Age	37.6	36.5	37.3
Average Age	38.8	39.3	39.6	
Race	Count of White	3,122	31,508	67,888
	Count of Black or African-American	1,843	22,855	53,267
	Count of Asian or Pacific Islander	101	1,369	3,574
	Count of Other races	2,166	15,748	30,629
	White	43.2%	44.1%	43.7%
	Black or African American	25.5%	32.0%	34.3%
	Asian	1.4%	1.9%	2.3%
	Other Races	29.9%	22.0%	19.7%
Language Spoken	Speak English at Home	71.1%	78.7%	80.8%
	Speak Spanish at Home	25.3%	17.8%	15.2%
	Speak French or French Creole at Home	0.2%	0.3%	0.4%
	Speak German at Home	0.7%	0.3%	0.2%
	Speak Other Indo-European Languages at Home	1.5%	1.0%	1.1%
	Speak Russian and Other Slavic Languages at H	0.1%	0.2%	0.2%
	Speak Chinese at Home	0.4%	0.6%	0.6%
	Speak Korean at Home	0.1%	0.1%	0.1%
	Speak Vietnamese at Home	0.0%	0.1%	0.1%
	Speak Other Asian Languages at Home	0.5%	0.4%	0.5%
	Speak Tagalog and Other Pacific Languages at H	0.1%	0.2%	0.2%
	Speak Other Language at Home	0.2%	0.4%	0.6%
Hispanic	Hispanic Population	2,050	14,367	27,672
	Hispanic Population Percent	28.3%	20.1%	17.8%
	Mexican	70.5%	64.5%	62.2%
	Puerto Rican	7.0%	6.1%	8.4%
	Cuban	0.7%	1.5%	2.0%
	Dominican	8.3%	3.9%	2.8%
	Central American	6.0%	13.4%	11.6%
	South American	2.2%	4.3%	6.3%
	Other Hispanic	5.2%	6.2%	6.7%
	2000 Hispanic Population Percent	15%	11%	9%
	1990 Hispanic Population Percent	0%	1%	1%

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Parkway Plaza Winston-Salem, NC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry	American (percent of total population)	3.3%	3.9%	4.2%
	American	3.0%	3.6%	3.9%
	Native American (ie. Indian/Eskimo)	0.3%	0.3%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	1.4%	1.9%	2.3%
	Chinese	0.2%	0.4%	0.5%
	Japanese	0.0%	0.1%	0.2%
	Korean	0.0%	0.1%	0.1%
	South Central Asian (ie. Indian)	0.7%	0.6%	0.5%
	South East Asian (ie. Vietnamese)	0.2%	0.5%	0.8%
	Other Asian	0.3%	0.2%	0.3%
	European (percent of total population)	17.5%	21.9%	22.3%
	British	4.7%	5.6%	6.0%
	Dutch	0.3%	0.4%	0.4%
	French	0.6%	0.7%	0.7%
	German	4.5%	5.1%	5.0%
	Italian	0.8%	1.0%	1.1%
	Polish	0.5%	0.6%	0.6%
	Scandinavian	0.5%	0.8%	0.7%
	Scotch/Irish	4.6%	5.5%	5.7%
Other European (ie. Greek/Russian)	1.2%	2.2%	2.1%	
Middle Eastern	0.2%	0.4%	0.4%	
Other Ancestry	31.7%	35.3%	36.4%	
Unclassified Ancestry	17.6%	16.6%	16.7%	
Education (Age 25+)	Adult Population (25 Years or Older)	4,885	47,799	101,909
	Elementary (0 to 8)	11.7%	5.7%	5.4%
	Some High School (9 to 11)	11.6%	9.0%	7.8%
	High School Graduate (12)	23.6%	24.5%	25.3%
	Some College (13 to 16)	21.6%	20.5%	20.6%
	Associates Degree Only	7.4%	7.4%	7.4%
	Bachelors Degree Only	13.1%	18.2%	19.2%
	Graduate Degree	11.1%	14.7%	14.3%
	% College (4+)	24.1%	32.9%	33.5%
Household Type	Total Households – count	3,096	30,420	64,113
	One Person HHs – count	1,148	12,334	23,767
	Family HHs – count	1,566	15,507	35,901
	Married Couple – count	992	9,255	21,796
	w/own children – count	514	3,742	8,229
	w/out own children – count	478	5,514	13,567
	Male Householder – count	115	1,727	3,208
	Female Householder – count	459	4,524	10,896
	Non-Family Households – count	382	2,579	4,446
	1 Person Household	37.1%	40.5%	37.1%
	2 Person Household	31.4%	30.4%	31.0%
	3 Person Household	13.5%	12.7%	13.7%
	4 Person Household	9.4%	8.6%	10.1%
	5 Person Household	5.3%	4.6%	4.9%
	6 Person Household	2.1%	1.9%	2.0%
7+ Person Household	1.2%	1.2%	1.2%	
% Households With Children	28.1%	23.9%	24.6%	

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Parkway Plaza Winston-Salem, NC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Housing	Total Housing Units	3,466	34,036	71,265
	Owner Occupied Percent	44.3%	40.8%	44.2%
	Renter Occupied Percent	45.0%	48.5%	45.7%
	Vacant Housing Percent	10.7%	10.6%	10.0%
	Total Housing Units (Census 2000)	3,248	26,544	54,074
	For Rent (Census 2000)	62%	57%	57%
	For Sale (Census 2000)	19%	17%	17%
	Rented or Sold, (Census 2000)	4%	12%	10%
	Seasonal (Census 2014)	10%	6%	6%
	Other (Census 2000)	8%	9%	11%
Homes Built By Year	Homes Built 1990 to 2000	5%	9%	11%
	Homes Built 1980 to 1989	10%	12%	14%
	Homes Built 1970 to 1979	14%	13%	15%
	Homes Built 1960 to 1969	18%	16%	19%
	Homes Built 1950 to 1959	24%	21%	19%
	Homes Built 1940 to 1949	13%	13%	11%
	Homes Built Before 1939	16%	17%	11%
Units in Structure	1 Unit	75%	66%	67%
	2 - 9 Units	13%	20%	18%
	Greater than 10 Units	12%	11%	13%
	Mobilie Trailer	0%	2%	2%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.8%	1.8%	2.6%
	Property Value \$750,000 to \$999,999	0.9%	2.7%	3.2%
	Property Value \$500,000 to \$749,999	2.0%	4.9%	6.4%
	Property Value \$400,000 to \$499,999	3.5%	5.3%	5.9%
	Property Value \$300,000, to \$399,999	8.7%	10.5%	11.7%
	Property Value \$200,000 to \$299,999	21.3%	26.1%	26.4%
	Property Value \$150,000 to \$199,999	22.8%	17.9%	16.4%
	Property Value \$100,000 to \$149,999	24.0%	16.3%	14.2%
	Property Value \$60,000 to \$99,999	13.7%	9.3%	7.3%
	Property Value \$40,000 to \$59,999	1.8%	2.1%	2.3%
	Property Value \$0 to \$39,999	0.5%	2.7%	2.9%
	Median Home Value	\$166,294	\$204,419	\$219,215
Median Rent	\$523	\$481	\$489	
Wealth per Household	\$0 and under - percent	20.4%	19.8%	19.4%
	\$1 to \$4999 - percent	10.9%	10.4%	10.2%
	\$5k to \$9999 - percent	5.4%	5.3%	5.2%
	\$10k to \$24999 - percent	7.0%	6.9%	6.8%
	\$25k to \$49999 - percent	7.0%	6.9%	6.8%
	\$50k to \$99999 - percent	10.0%	9.9%	10.0%
	\$100k to \$249999 - percent	16.6%	16.8%	17.0%
	\$250k to \$499999 - percent	11.2%	11.6%	11.9%
	\$500k+ - percent	11.6%	12.4%	12.8%
	Median HH Wealth	\$47,942	\$53,639	\$58,383
	Avg HH Wealth	\$199,220	\$208,937	\$214,070

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Economic Viability	Economic Viability Local	211	212	212
	Economic Viability Indexed	211	212	212
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	3,673	34,462	72,459
	Managerial/Executive	13.1%	14.3%	14.2%
	Professional Specialty	23.1%	24.1%	24.3%
	Healthcare Support	2.2%	3.6%	3.7%
	Sales	10.4%	8.3%	9.1%
	Office & Administrative Support	8.0%	9.7%	10.9%
	Protective Service	1.1%	1.6%	1.8%
	Food Preparation	9.5%	7.3%	7.2%
	Building Maintenance & Cleaning	6.7%	5.6%	4.9%
	Personal Care	2.6%	3.3%	2.8%
	Farming, Fishing, & Forestry	0.1%	0.0%	0.1%
	Construction	9.6%	8.2%	6.9%
	Production & Transportation	13.6%	14.0%	14.2%
	Percent White Collar Workers	56.8%	60.0%	62.2%
	Percent Blue Collar Workers	43.2%	40.0%	37.8%
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	8.6%	6.7%	5.8%
	Manufacturing	7.6%	10.9%	11.0%
	Transportation	6.1%	4.3%	4.5%
	Information	0.4%	1.3%	1.0%
	Wholesale/Retail	13.1%	13.2%	14.4%
	Finance, Insurance, Real Estate	5.3%	5.7%	6.1%
	Professional Services	4.8%	6.1%	5.7%
	Management Services	0.3%	0.3%	0.2%
	Administrative/Waste Services	6.4%	5.0%	5.1%
	Educational Services	27.5%	27.6%	28.3%
	Entertainment Services	13.0%	11.4%	10.1%
	Other Professional Services	3.3%	4.8%	4.9%
	Public Administration	3.5%	2.8%	2.8%
Transportation To Work	Drive to Work Alone	72.1%	73.0%	74.5%
	Drive to Work Carpool	19.7%	16.4%	15.6%
	Travel to Work by Public Transportation	1.9%	2.8%	2.9%
	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	2.0%	4.2%	3.5%
	Other Means	1.2%	1.3%	1.0%
	Work at Home	3.0%	2.0%	2.2%

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Parkway Plaza Winston-Salem, NC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Travel to Work in Less than 5 Minutes	3.0%	3.7%	3.2%
	Travel to Work in 5 to 9 Minutes	14.3%	14.0%	12.8%
	Travel to Work in 10 to 14 Minutes	23.5%	23.6%	22.6%
	Travel to Work in 15 to 19 Minutes	23.3%	22.3%	23.4%
	Travel to Work in 20 to 29 Minutes	20.0%	18.7%	19.7%
	Travel to Work in 30 to 44 Minutes	11.4%	10.8%	11.4%
	Travel to Work in 45 to 59 Minutes	0.9%	2.4%	2.7%
	Travel to Work in 60 Minutes or more	3.6%	3.8%	3.9%
	Average Travel Time to Work	18	18	19
Vehicles per HH	No Vehicles	11.2%	12.0%	11.2%
	1 Vehicle	38.9%	43.2%	40.9%
	2 Vehicles	33.5%	31.4%	32.4%
	3 or more vehicles	16.4%	13.4%	15.5%
		Average Number of Vehicles	1.59	1.50
Change	Births (last 12 months)	103	949	2,007
	Deaths (last 12 months)	59	644	1,485
	Migration (last 12 months)	-44	153	555
Work place	Workplace Establishments	258	4,135	6,061
	Workplace Employees (FTE)	3,964	79,288	112,162