

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 36.067687 Longitude: -80.254615

Parkway Plaza - Winston-Salem Winston-Salem, NC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	7,436	72,437	156,757
	Population Est 23Q1	7,437	72,395	156,770
	Population Est 22Q4	7,433	72,125	156,296
	Population Est 22Q3	7,323	71,591	155,585
	Population Est 22Q2	7,311	71,471	155,422
	Population Est 22Q1	7,297	71,146	154,700
	Population Est 21Q4	7,307	71,167	154,740
	Population Est 21Q3	7,313	71,055	154,459
	Population Est 21Q2	7,311	71,004	154,327
	Population Fcst	7,535	73,824	158,967
	2010 Census Population	7,576	66,006	139,499
	2000 Census Population	6,950	61,325	126,627
	1990 Census Population	6,454	55,988	117,246
	Current Year Daytime Population	16,676	143,347	231,873
	Average Seasonal Population	60	778	1,595
	Historical Annual Growth, 1990 – 2000	0.74%	0.91%	0.77%
	Historical Annual Growth, 2000 – 2010	0.87%	0.74%	0.97%
	Estimated Annual Growth, 2010 – CY	-0.13%	0.65%	0.82%
	Projected Annual Growth, CY to Y5	0.26%	0.38%	0.28%
	Group Qtrs Est	48	4,770	8,281
Transient Est Average Last 4 Qtrs	451	7,262	10,831	
Households	Current Year Estimated Households	3,178	30,890	64,765
	Households Est 23Q1	3,177	30,875	64,766
	Households Est 22Q4	3,175	30,730	64,539
	Households Est 22Q3	3,129	30,477	64,214
	Households Est 22Q2	3,125	30,410	64,131
	Households Est 22Q1	3,118	30,233	63,787
	Households Est 21Q4	3,121	30,231	63,786
	Households Est 21Q3	3,125	30,185	63,673
	Households Est 21Q2	3,124	30,161	63,614
	Households Fcst	3,221	31,591	65,808
	2010 Census Households	3,016	26,803	55,973
	2000 Census Households	3,020	25,415	51,557
	1990 Census Households	2,949	24,182	48,868
	Historical Annual Growth, 1990 – 2000	0.24%	0.50%	0.54%
	Historical Annual Growth, 2000 – 2010	-0.02%	0.53%	0.83%
	Estimated Annual Growth, 2010 – CY	0.37%	1.00%	1.03%
	Projected Annual Growth, CY to Y5	0.27%	0.45%	0.32%
Population per Household	2.32	2.19	2.29	

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Parkway Plaza - Winston-Salem Winston-Salem, NC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	0.9%	1.1%	1.2%
	HH Income \$250,000 to \$499,999	1.1%	1.3%	1.5%
	HH Income \$200,000 to \$249,999	2.6%	3.1%	3.4%
	HH Income \$175,000 to \$199,999	1.5%	1.8%	2.2%
	HH Income \$150,000 to \$174,999	2.4%	2.8%	3.1%
	HH Income \$100,000 to 149,999	7.6%	12.2%	12.9%
	HH Income \$75,000 to 99,999	10.3%	12.9%	11.9%
	HH Income \$50,000 to 74,999	14.8%	17.7%	17.0%
	HH Income \$35,000 to 49,999	17.7%	12.4%	12.8%
	HH Income \$25,000 to 34,999	15.2%	11.3%	10.7%
	HH Income \$15,000 to 24,999	10.1%	9.9%	9.6%
	HH Income \$0 to 14,999	15.7%	13.4%	13.6%
	Average Household Income	\$64,569	\$77,142	\$81,442
	Median Household Income	\$42,573	\$54,282	\$54,332
	Per Capita Income	\$27,739	\$34,082	\$34,413
	Average Disposable Income	\$52,498	\$60,537	\$62,194
	Median Disposable Income	\$36,936	\$46,673	\$46,794
	Discretionary HH Income Over \$150,000	2.2%	3.6%	4.0%
	Discretionary HH Income \$125,000 to \$149,999	1.9%	2.2%	2.6%
	Discretionary HH Income \$100,000 to \$124,999	2.9%	3.4%	3.6%
	Discretionary HH Income \$75,000 to \$99,999	4.0%	6.6%	7.1%
	Discretionary HH Income \$50,000 to \$74,999	11.8%	16.4%	15.8%
	Discretionary HH Income \$25,000 to \$49,999	25.1%	27.0%	26.6%
	Discretionary HH Income Under \$25,000	52.1%	40.9%	40.4%
	Average Discretionary HH Income	\$35,866	\$43,403	\$44,591
	Median Discretionary HH Income	\$23,928	\$33,147	\$32,827
	Householder White – Count	1,426	15,316	31,045
	Median HH Income	\$58,552	\$68,946	\$72,748
	Average HH Income	\$74,013	\$80,952	\$85,509
	Householder Black or African-American – Count	856	8,865	20,682
	Median HH Income	\$31,882	\$34,100	\$34,374
	Average HH Income	\$40,388	\$47,132	\$46,759
	Householder Hispanic – Count	662	3,919	7,620
	Median HH Income	\$40,868	\$47,278	\$47,046
	Average HH Income	\$44,989	\$54,990	\$56,484
Householder Asian or Pacific Islander – Count	38	640	1,200	
Median HH Income	\$83,757	\$80,250	\$96,203	
Average HH Income	\$86,123	\$96,892	\$105,731	
Householder Other or Pacific Islander – Count	197	2,150	4,218	
Median HH Income	\$45,870	\$57,419	\$59,065	
Average HH Income	\$60,340	\$65,241	\$67,028	

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Gender	Male Population	3,618	34,055	73,570
	Female Population	3,818	38,382	83,187
Total Population by Age	Count of Pop 0 to 4 years	480	4,428	9,502
	Count of Pop 0 to 7 years	642	5,994	13,255
	Count of Pop 5 - 13	811	7,198	16,891
	Count of Pop 14 - 18	405	4,319	9,669
	Count of Pop 19 - 22	403	4,582	10,155
	Count of Pop 22 - 25	294	3,391	7,510
	Count of Pop 25 - 29	558	4,947	10,055
	Count of Pop 30 - 34	585	6,012	11,642
	Count of Pop 35 - 39	569	5,373	10,867
	Count of Pop 40 - 44	516	4,645	9,553
	Count of Pop 45 - 59	1,332	11,794	25,892
	Count of Pop 60 - 74	1,093	10,944	24,035
	Count of Pop 75 - 84	296	3,578	8,216
	Count of Pop 85+	95	1,226	2,770
	% of Pop 0 to 4 years	6.5%	6.1%	6.1%
	% of Pop 0 to 7 years	8.6%	8.3%	8.5%
	% of Pop 5 - 13	10.9%	9.9%	10.8%
	% of Pop 14 - 18	5.4%	6.0%	6.2%
	% of Pop 19 - 22	5.4%	6.3%	6.5%
	% of Pop 22 - 25	4.0%	4.7%	4.8%
	% of Pop 25 - 29	7.5%	6.8%	6.4%
	% of Pop 30 - 34	7.9%	8.3%	7.4%
	% of Pop 35 - 39	7.7%	7.4%	6.9%
	% of Pop 40 - 44	6.9%	6.4%	6.1%
	% of Pop 45 - 59	17.9%	16.3%	16.5%
	% of Pop 60 - 74	14.7%	15.1%	15.3%
	% of Pop 75 - 84	4.0%	4.9%	5.2%
	% of Pop 85+	1.3%	1.7%	1.8%
Median Age	36.6	36.2	36.4	
Average Age	38.0	38.6	38.6	
Male Population by Age	% of Pop 0 to 4 years	6.8%	6.6%	6.6%
	% of Pop 5 - 13	11.4%	10.7%	11.7%
	% of Pop 14 - 18	5.7%	5.7%	6.3%
	% of Pop 19 - 22	5.7%	5.9%	6.5%
	% of Pop 22 - 25	4.2%	4.4%	4.8%
	% of Pop 25 - 29	7.9%	7.2%	6.6%
	% of Pop 30 - 34	7.8%	8.4%	7.4%
	% of Pop 35 - 39	7.7%	7.8%	7.0%
	% of Pop 40 - 44	6.8%	6.7%	6.1%
	% of Pop 45 - 59	17.6%	16.8%	16.6%
	% of Pop 75 - 84	3.5%	4.2%	4.5%
	% of Pop 60 - 74	13.9%	14.6%	14.6%
	% of Pop 85+	0.9%	1.1%	1.2%
	Median Age	35.3	35.7	35.0
Average Age	36.8	37.6	37.3	

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	% of Pop 0 to 4 years	6.1%	5.6%	5.6%
	% of Pop 5 - 13	10.4%	9.3%	10.0%
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	% of Pop 25 - 29	7.2%	6.5%	6.2%
	% of Pop 30 - 34	8.0%	8.2%	7.4%
	% of Pop 35 - 39	7.6%	7.1%	6.9%
	% of Pop 40 - 44	7.0%	6.1%	6.0%
	% of Pop 45 - 59	18.2%	15.9%	16.4%
	% of Pop 60 - 74	15.5%	15.6%	16.0%
	% of Pop 75 - 84	4.4%	5.6%	5.9%
	% of Pop 85+	1.7%	2.2%	2.3%
	Median Age	37.8	36.8	37.6
Average Age	39.0	39.4	39.8	
Race	Count of White	3,378	34,032	73,687
	Count of Black or African-American	1,863	23,094	53,008
	Count of Asian or Pacific Islander	100	1,460	3,801
	Count of Other races	2,095	13,852	26,262
	White	45.4%	47.0%	47.0%
	Black or African American	25.1%	31.9%	33.8%
	Asian	1.4%	2.0%	2.4%
	Other Races	28.2%	19.1%	16.8%
Language Spoken	Speak English at Home	70.8%	78.2%	79.9%
	Speak Spanish at Home	27.0%	18.4%	16.0%
	Speak French or French Creole at Home	0.1%	0.2%	0.3%
	Speak German at Home	0.6%	0.4%	0.2%
	Speak Other Indo-European Languages at Home	0.6%	1.0%	1.2%
	Speak Russian and Other Slavic Languages at Home	0.1%	0.2%	0.1%
	Speak Chinese at Home	0.4%	0.6%	0.7%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.1%	0.2%	0.2%
	Speak Other Asian Languages at Home	0.0%	0.4%	0.6%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.2%
	Speak Other Language at Home	0.3%	0.3%	0.6%
Hispanic	Hispanic Population	2,217	14,544	27,818
	Hispanic Population Percent	29.8%	20.1%	17.7%
	Mexican	71.4%	63.8%	61.5%
	Puerto Rican	6.9%	5.7%	8.1%
	Cuban	0.8%	1.6%	1.9%
	Dominican	8.0%	4.1%	3.0%
	Central American	6.1%	14.1%	12.3%
	South American	2.4%	4.4%	6.3%
	Other Hispanic	4.5%	6.3%	7.0%
	2000 Hispanic Population Percent	15%	11%	9%
	1990 Hispanic Population Percent	1%	1%	1%

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Ancestry	American (percent of total population)	3.1%	3.8%	4.1%
	American	2.9%	3.6%	3.9%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	1.3%	2.0%	2.4%
	Chinese	0.2%	0.4%	0.5%
	Japanese	0.0%	0.1%	0.1%
	Korean	0.0%	0.1%	0.2%
	South Central Asian (ie. Indian)	0.7%	0.8%	0.6%
	South East Asian (ie. Vietnamese)	0.2%	0.5%	0.7%
	Other Asian	0.1%	0.1%	0.3%
	European (percent of total population)	17.2%	21.8%	22.2%
	British	4.6%	5.6%	6.0%
	Dutch	0.3%	0.4%	0.4%
	French	0.5%	0.7%	0.7%
	German	4.4%	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	4.5%	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	30.9%	35.3%	36.4%	
Unclassified Ancestry	17.4%	16.6%	16.7%	
Education (Age 25+)	Adult Population (25 Years or Older)	5,044	48,519	103,030
	Elementary (0 to 8)	11.0%	5.8%	5.6%
	Some High School (9 to 11)	11.2%	8.7%	7.8%
	High School Graduate (12)	25.8%	24.8%	25.2%
	Some College (13 to 16)	20.8%	18.7%	18.9%
	Associates Degree Only	8.5%	7.4%	7.3%
	Bachelors Degree Only	11.7%	18.6%	20.3%
	Graduate Degree	11.1%	15.9%	15.0%
	% College (4+)	22.8%	34.4%	35.3%
Household Type	Total Households – count	3,178	30,890	64,765
	One Person HHs – count	1,178	12,556	24,037
	Family HHs – count	1,591	15,740	36,035
	Married Couple – count	951	9,146	21,605
	w/own children – count	453	3,251	7,622
	w/out own children – count	498	5,895	13,983
	Male Householder – count	96	1,828	3,163
	Female Householder – count	545	4,765	11,266
	Non-Family Households – count	410	2,595	4,693
	1 Person Household	37.1%	40.6%	37.1%
	2 Person Household	31.4%	30.3%	31.0%
	3 Person Household	13.5%	12.7%	13.6%
	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	1.3%	1.2%	1.2%	
% Households With Children	26.8%	22.0%	24.0%	

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Housing	Total Housing Units	3,555	34,654	71,962
	Owner Occupied Percent	44.0%	42.5%	46.9%
	Renter Occupied Percent	45.4%	46.6%	43.1%
	Vacant Housing Percent	10.6%	10.9%	10.0%
	Total Housing Units (Census 2000)	3,314	27,614	55,955
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.4%	2.3%	3.3%
	Property Value \$750,000 to \$999,999	1.1%	2.6%	3.1%
	Property Value \$500,000 to \$749,999	5.9%	6.3%	8.3%
	Property Value \$400,000 to \$499,999	5.1%	7.3%	7.6%
	Property Value \$300,000, to \$399,999	11.8%	14.4%	14.2%
	Property Value \$200,000 to \$299,999	28.5%	27.5%	26.7%
	Property Value \$150,000 to \$199,999	20.9%	15.3%	14.2%
	Property Value \$100,000 to \$149,999	16.9%	12.9%	11.3%
	Property Value \$60,000 to \$99,999	6.9%	7.3%	6.1%
	Property Value \$40,000 to \$59,999	0.6%	1.6%	1.9%
	Property Value \$0 to \$39,999	0.9%	1.9%	2.5%
	Median Home Value	\$210,076	\$233,551	\$244,989
Wealth per Household	\$0 and under - percent	20.1%	19.4%	19.0%
	\$1 to \$4999 - percent	10.8%	10.1%	9.8%
	\$5k to \$9999 - percent	5.4%	5.2%	5.1%
	\$10k to \$24999 - percent	7.0%	6.8%	6.7%
	\$25k to \$49999 - percent	6.9%	6.8%	6.8%
	\$50k to \$99999 - percent	10.1%	10.0%	10.0%
	\$100k to \$249999 - percent	16.7%	16.9%	17.2%
	\$250k to \$499999 - percent	11.3%	11.9%	12.1%
	\$500k+ - percent	11.8%	12.9%	13.3%
	Median HH Wealth	\$49,635	\$58,410	\$63,148
	Avg HH Wealth	\$201,540	\$215,147	\$220,167
Economic Viability	Economic Viability Local	258	263	261
	Economic Viability Indexed	96	97	97
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	4,020	35,288	73,540
	Managerial/Executive	11.5%	13.7%	14.4%
	Professional Specialty	21.9%	25.3%	25.6%
	Healthcare Support	2.7%	4.3%	4.1%
	Sales	9.5%	8.4%	8.5%
	Office & Administrative Support	7.9%	9.6%	10.4%
	Protective Service	1.1%	2.1%	2.0%
	Food Preparation	11.8%	6.3%	6.2%
	Building Maintenance & Cleaning	5.8%	5.2%	4.8%
	Personal Care	1.7%	1.8%	1.9%
	Farming, Fishing, & Forestry	0.4%	0.3%	0.3%
	Construction	11.1%	9.5%	8.2%
	Production & Transportation	14.6%	13.5%	13.7%
	Percent White Collar Workers	53.6%	61.2%	63.1%
	Percent Blue Collar Workers	46.4%	38.8%	36.9%

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	Agriculture/Mining/Construction	10.7%	9.4%	7.7%
	Manufacturing	11.1%	10.4%	10.8%
	Transportation	5.1%	4.5%	4.9%
	Information	0.3%	1.5%	1.1%
	Wholesale/Retail	10.7%	11.4%	12.1%
	Finance, Insurance, Real Estate	3.8%	5.3%	5.7%
	Professional Services	4.0%	5.7%	6.0%
	Management Services	0.4%	0.3%	0.2%
	Administrative/Waste Services	5.8%	5.6%	5.5%
	Educational Services	22.9%	27.5%	28.7%
	Entertainment Services	15.6%	10.5%	9.7%
	Other Professional Services	5.6%	4.3%	4.4%
	Public Administration	4.0%	3.6%	3.1%
Vehicles per HH	No Vehicles	9.1%	10.3%	10.5%
	1 Vehicle	42.6%	44.6%	41.5%
	2 Vehicles	30.2%	31.9%	33.3%
	3 or more vehicles	18.1%	13.2%	14.7%
	Average Number of Vehicles	1.65	1.52	1.58
Change	Births (last 12 months)	96	864	1,848
	Deaths (last 12 months)	53	569	1,299
	Migration (last 12 months)	85	677	816
Work place	Workplace Establishments	255	4,161	6,081
	Workplace Employees (FTE)	3,623	76,976	108,608