

# Parkway Plaza - Winston-Salem

Winston-Salem, NC

## Demographic Summary Report

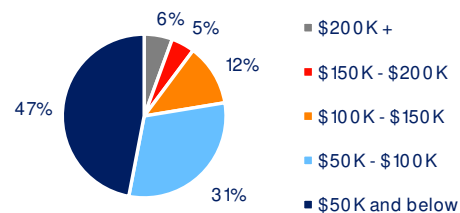
2020 Census, 2024 Estimates & 2029 Projections  
Source: Synergos Technologies, Inc

Current Year Demographics	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Min Drive
Current Population	7,436	72,437	156,757	155,866
Total Daytime Population	16,676	143,347	231,873	219,795
Workplace Population	3,623	76,976	108,608	105,612
Average Household Income	\$64,569	\$77,142	\$81,442	\$79,335
Median Household Income	\$42,573	\$54,282	\$54,332	\$54,047
Total Households	3,178	30,890	64,765	66,154
Median Home Value	\$210,076	\$233,551	\$244,989	\$245,703
College (4+)	22.8%	34.4%	35.3%	34.0%
Total Consumer Spending/Capita (Weekly)	\$383	\$392	\$395	\$388
% of Households with Children	26.8%	22.0%	24.0%	24.0%

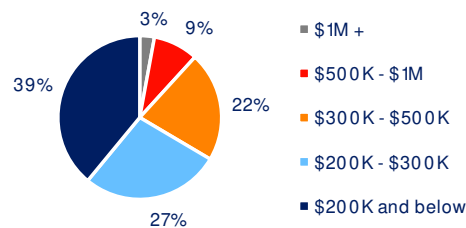
### 2029 Demographic Projections

Projected Population	7,535	73,824	158,967	157,926
Projected Annual Growth Rate	0.3%	0.4%	0.3%	0.3%
Projected Total Growth Rate (5-Yr)	1.3%	1.9%	1.4%	1.3%

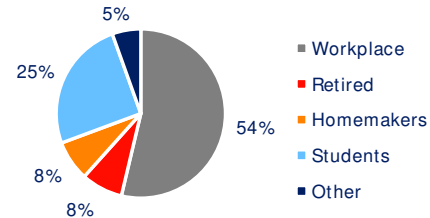
### 3-Mile Radius Section Detail



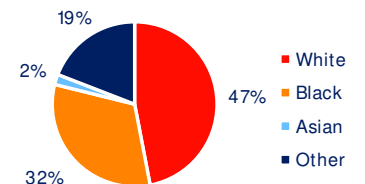
Household Income



Home Value



Daytime Population



Race  
Hispanic Origin: 20.1%

