

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		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	51,920	155,866	392,792
	Population Est 23Q1	51,884	155,891	392,200
	Population Est 22Q4	51,696	155,423	391,184
	Population Est 22Q3	51,254	154,701	389,495
	Population Est 22Q2	51,154	154,530	389,052
	Population Est 22Q1	50,919	153,828	387,643
	Population Est 21Q4	50,946	153,845	387,337
	Population Est 21Q3	50,856	153,594	385,989
	Population Est 21Q2	50,833	153,468	385,265
	Population Fcst	52,812	157,926	402,870
	2010 Census Population	47,926	139,058	342,980
	2000 Census Population	44,422	123,428	295,847
	1990 Census Population	40,767	113,816	255,610
	Current Year Daytime Population	106,456	219,795	433,012
	Average Seasonal Population	568	1,600	3,525
	Historical Annual Growth, 1990 – 2000	0.86%	0.81%	1.47%
	Historical Annual Growth, 2000 – 2010	0.76%	1.20%	1.49%
	Estimated Annual Growth, 2010 – CY	0.56%	0.80%	0.96%
	Projected Annual Growth, CY to Y5	0.34%	0.26%	0.51%
	Group Qtrs Est	3,527	5,298	10,880
Transient Est Average Last 4 Qtrs	6,255	10,200	16,280	
Households	Current Year Estimated Households	22,143	66,154	161,567
	Households Est 23Q1	22,132	66,163	161,296
	Households Est 22Q4	22,032	65,935	160,846
	Households Est 22Q3	21,826	65,606	160,111
	Households Est 22Q2	21,770	65,519	159,917
	Households Est 22Q1	21,638	65,183	159,289
	Households Est 21Q4	21,641	65,173	159,158
	Households Est 21Q3	21,600	65,074	158,592
	Households Est 21Q2	21,589	65,017	158,292
	Households Fcst	22,602	67,131	165,887
	2010 Census Households	19,374	57,099	138,235
	2000 Census Households	18,431	51,601	119,789
	1990 Census Households	17,758	48,608	103,602
	Historical Annual Growth, 1990 – 2000	0.37%	0.60%	1.46%
	Historical Annual Growth, 2000 – 2010	0.50%	1.02%	1.44%
	Estimated Annual Growth, 2010 – CY	0.94%	1.04%	1.10%
	Projected Annual Growth, CY to Y5	0.41%	0.29%	0.53%
Population per Household	2.19	2.28	2.36	

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Parkway Plaza - Winston-Salem Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.0%	1.1%	1.3%
	HH Income \$250,000 to \$499,999	1.2%	1.3%	1.6%
	HH Income \$200,000 to \$249,999	2.9%	3.1%	3.7%
	HH Income \$175,000 to \$199,999	1.8%	2.0%	3.5%
	HH Income \$150,000 to \$174,999	2.7%	3.0%	4.4%
	HH Income \$100,000 to 149,999	11.6%	13.2%	16.0%
	HH Income \$75,000 to 99,999	12.6%	12.1%	12.8%
	HH Income \$50,000 to 74,999	17.9%	17.3%	17.3%
	HH Income \$35,000 to 49,999	12.7%	12.9%	12.0%
	HH Income \$25,000 to 34,999	12.0%	10.8%	9.8%
	HH Income \$15,000 to 24,999	10.0%	9.9%	7.8%
	HH Income \$0 to 14,999	13.6%	13.1%	9.8%
	Average Household Income	\$72,774	\$79,335	\$89,901
	Median Household Income	\$52,456	\$54,047	\$64,416
	Per Capita Income	\$32,151	\$34,298	\$37,434
	Average Disposable Income	\$58,867	\$61,190	\$69,775
	Median Disposable Income	\$45,154	\$46,554	\$55,330
	Discretionary HH Income Over \$150,000	3.0%	3.5%	4.0%
	Discretionary HH Income \$125,000 to \$149,999	2.0%	2.3%	3.5%
	Discretionary HH Income \$100,000 to \$124,999	3.3%	3.4%	5.4%
	Discretionary HH Income \$75,000 to \$99,999	6.4%	7.0%	10.1%
	Discretionary HH Income \$50,000 to \$74,999	15.8%	16.4%	18.0%
	Discretionary HH Income \$25,000 to \$49,999	27.3%	27.1%	27.2%
	Discretionary HH Income Under \$25,000	42.2%	40.3%	31.7%
	Average Discretionary HH Income	\$41,864	\$43,786	\$51,423
	Median Discretionary HH Income	\$31,904	\$32,867	\$40,438
	Householder White – Count	10,891	32,505	96,913
	Median HH Income	\$66,268	\$69,979	\$77,815
	Average HH Income	\$78,326	\$82,216	\$88,492
	Householder Black or African-American – Count	6,180	20,457	38,871
	Median HH Income	\$33,872	\$34,572	\$42,340
	Average HH Income	\$47,067	\$47,459	\$54,281
	Householder Hispanic – Count	3,027	7,681	13,601
Median HH Income	\$43,702	\$47,597	\$52,236	
Average HH Income	\$52,108	\$57,073	\$63,547	
Householder Asian or Pacific Islander – Count	494	1,298	3,266	
Median HH Income	\$81,482	\$99,709	\$101,467	
Average HH Income	\$97,235	\$107,090	\$106,074	
Householder Other or Pacific Islander – Count	1,551	4,213	8,917	
Median HH Income	\$55,894	\$57,092	\$64,927	
Average HH Income	\$64,520	\$66,147	\$74,450	

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Gender	Male Population	24,374	73,005	185,805
	Female Population	27,546	82,861	206,986
Total Population by Age	Count of Pop 0 to 4 years	3,294	9,691	21,785
	Count of Pop 0 to 7 years	4,391	13,450	30,661
	Count of Pop 5 - 13	5,185	16,986	41,015
	Count of Pop 14 - 18	3,166	8,879	22,149
	Count of Pop 19 - 22	3,426	8,981	22,876
	Count of Pop 22 - 25	2,569	6,547	17,035
	Count of Pop 25 - 29	3,727	10,210	22,948
	Count of Pop 30 - 34	4,527	12,043	24,984
	Count of Pop 35 - 39	3,982	11,071	24,506
	Count of Pop 40 - 44	3,365	9,704	23,401
	Count of Pop 45 - 59	8,334	26,375	71,778
	Count of Pop 60 - 74	7,383	24,358	68,201
	Count of Pop 75 - 84	2,259	8,258	24,268
	Count of Pop 85+	703	2,761	7,845
	% of Pop 0 to 4 years	6.3%	6.2%	5.5%
	% of Pop 0 to 7 years	8.5%	8.6%	7.8%
	% of Pop 5 - 13	10.0%	10.9%	10.4%
	% of Pop 14 - 18	6.1%	5.7%	5.6%
	% of Pop 19 - 22	6.6%	5.8%	5.8%
	% of Pop 22 - 25	4.9%	4.2%	4.3%
	% of Pop 25 - 29	7.2%	6.6%	5.8%
	% of Pop 30 - 34	8.7%	7.7%	6.4%
	% of Pop 35 - 39	7.7%	7.1%	6.2%
	% of Pop 40 - 44	6.5%	6.2%	6.0%
	% of Pop 45 - 59	16.1%	16.9%	18.3%
	% of Pop 60 - 74	14.2%	15.6%	17.4%
	% of Pop 75 - 84	4.4%	5.3%	6.2%
	% of Pop 85+	1.4%	1.8%	2.0%
Median Age	35.1	37.1	39.8	
Average Age	37.6	39.0	40.7	
Male Population by Age	% of Pop 0 to 4 years	6.9%	6.8%	6.0%
	% of Pop 5 - 13	10.7%	11.8%	11.2%
	% of Pop 14 - 18	5.7%	5.9%	5.9%
	% of Pop 19 - 22	6.0%	5.8%	6.1%
	% of Pop 22 - 25	4.5%	4.2%	4.5%
	% of Pop 25 - 29	7.5%	6.8%	6.1%
	% of Pop 30 - 34	8.8%	7.7%	6.4%
	% of Pop 35 - 39	8.1%	7.2%	6.2%
	% of Pop 40 - 44	6.8%	6.3%	5.9%
	% of Pop 45 - 59	16.4%	17.0%	18.3%
	% of Pop 75 - 84	3.7%	4.6%	5.5%
	% of Pop 60 - 74	13.8%	14.8%	16.6%
	% of Pop 85+	0.9%	1.2%	1.4%
	Median Age	34.8	35.7	38.1
Average Age	36.8	37.6	39.3	

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	% of Pop 0 to 4 years	5.8%	5.7%	5.1%
	% of Pop 5 - 13	9.3%	10.1%	9.7%
	% of Pop 14 - 18	6.4%	5.5%	5.4%
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	% of Pop 60 - 74	14.6%	16.3%	18.1%
	% of Pop 75 - 84	4.9%	5.9%	6.8%
	% of Pop 85+	1.7%	2.3%	2.6%
	Median Age	35.3	38.3	41.4
Average Age	38.2	40.2	41.9	
Race	Count of White	24,446	73,265	233,166
	Count of Black or African-American	15,836	52,184	96,371
	Count of Asian or Pacific Islander	1,060	3,827	9,870
	Count of Other races	10,578	26,589	53,384
	White	47.1%	47.0%	59.4%
	Black or African American	30.5%	33.5%	24.5%
	Asian	2.0%	2.5%	2.5%
	Other Races	20.4%	17.1%	13.6%
Language Spoken	Speak English at Home	76.8%	79.6%	85.4%
	Speak Spanish at Home	19.7%	16.0%	10.6%
	Speak French or French Creole at Home	0.2%	0.3%	0.2%
	Speak German at Home	0.4%	0.3%	0.2%
	Speak Other Indo-European Languages at Home	1.1%	1.3%	1.1%
	Speak Russian and Other Slavic Languages at Home	0.1%	0.1%	0.2%
	Speak Chinese at Home	0.7%	0.5%	0.6%
	Speak Korean at Home	0.0%	0.1%	0.1%
	Speak Vietnamese at Home	0.2%	0.2%	0.1%
	Speak Other Asian Languages at Home	0.4%	0.6%	0.5%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.2%	0.2%
	Speak Other Language at Home	0.3%	0.8%	0.7%
Hispanic	Hispanic Population	11,259	27,950	52,836
	Hispanic Population Percent	21.7%	17.9%	13.5%
	Mexican	66.6%	61.2%	58.4%
	Puerto Rican	6.1%	8.2%	9.9%
	Cuban	1.4%	1.7%	2.3%
	Dominican	4.9%	2.9%	2.8%
	Central American	11.9%	12.5%	13.0%
	South American	3.6%	6.5%	6.7%
	Other Hispanic	5.5%	7.0%	6.9%
	2000 Hispanic Population Percent	12%	9%	6%
	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%	6.1%
	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)	2.0%	2.4%	2.5%
	Chinese	0.4%	0.4%	0.6%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.1%	0.2%	0.2%
	South Central Asian (ie. Indian)	0.9%	0.7%	0.7%
	South East Asian (ie. Vietnamese)	0.5%	0.8%	0.7%
	Other Asian	0.1%	0.2%	0.2%
	European (percent of total population)	20.9%	22.3%	28.3%
	British	5.2%	5.9%	7.6%
	Dutch	0.4%	0.4%	0.4%
	French	0.6%	0.7%	0.8%
	German	5.0%	5.2%	6.8%
	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%	5.7%	7.0%
Other European (ie. Greek/Russian)	2.0%	2.0%	2.5%	
Middle Eastern	0.4%	0.5%	0.4%	
Other Ancestry	34.7%	35.9%	29.1%	
Unclassified Ancestry	16.9%	16.6%	19.9%	
Education (Age 25+)	Adult Population (25 Years or Older)	34,280	104,781	267,931
	Elementary (0 to 8)	6.0%	5.4%	4.1%
	Some High School (9 to 11)	8.7%	7.5%	6.2%
	High School Graduate (12)	25.0%	25.5%	24.6%
	Some College (13 to 16)	18.4%	19.6%	20.4%
	Associates Degree Only	7.7%	7.9%	9.0%
	Bachelors Degree Only	18.2%	19.8%	21.6%
	Graduate Degree	16.0%	14.2%	14.2%
	% College (4+)	34.2%	34.0%	35.8%
Household Type	Total Households – count	22,143	66,154	161,567
	One Person HHs – count	9,116	24,848	51,412
	Family HHs – count	10,824	36,547	100,745
	Married Couple – count	6,165	21,709	70,517
	w/own children – count	2,230	7,708	24,831
	w/out own children – count	3,935	14,000	45,686
	Male Householder – count	1,120	3,307	6,856
	Female Householder – count	3,539	11,531	23,372
	Non-Family Households – count	2,202	4,759	9,410
	1 Person Household	41.2%	37.6%	31.8%
	2 Person Household	30.2%	30.9%	33.6%
	3 Person Household	12.4%	13.6%	14.9%
	4 Person Household	8.4%	9.9%	11.4%
	5 Person Household	4.6%	4.9%	5.2%
6 Person Household	1.9%	2.0%	1.9%	
7+ Person Household	1.2%	1.2%	1.1%	
% Households With Children	22.4%	24.0%	25.5%	

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Housing	Total Housing Units	24,846	73,178	175,704
	Owner Occupied Percent	40.8%	46.6%	57.1%
	Renter Occupied Percent	48.3%	43.8%	34.9%
	Vacant Housing Percent	10.9%	9.6%	8.0%
	Total Housing Units (Census 2000)	20,152	56,045	128,763
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.9%	3.1%	2.8%
	Property Value \$750,000 to \$999,999	1.6%	2.8%	3.7%
	Property Value \$500,000 to \$749,999	5.9%	7.5%	12.6%
	Property Value \$400,000 to \$499,999	7.4%	7.6%	10.9%
	Property Value \$300,000, to \$399,999	15.1%	15.3%	17.8%
	Property Value \$200,000 to \$299,999	28.7%	27.1%	26.5%
	Property Value \$150,000 to \$199,999	15.8%	14.4%	10.9%
	Property Value \$100,000 to \$149,999	14.3%	11.2%	6.9%
	Property Value \$60,000 to \$99,999	6.5%	5.9%	3.3%
	Property Value \$40,000 to \$59,999	1.7%	1.9%	1.2%
	Property Value \$0 to \$39,999	2.0%	2.5%	2.5%
	Median Home Value	\$229,817	\$245,703	\$293,130
Wealth per Household	\$0 and under - percent	19.6%	19.1%	17.8%
	\$1 to \$4999 - percent	10.3%	9.9%	8.9%
	\$5k to \$9999 - percent	5.3%	5.1%	4.7%
	\$10k to \$24999 - percent	6.9%	6.7%	6.5%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	9.9%	10.0%	10.2%
	\$100k to \$249999 - percent	16.8%	17.2%	17.9%
	\$250k to \$499999 - percent	11.7%	12.1%	12.9%
	\$500k+ - percent	12.7%	13.1%	14.3%
	Median HH Wealth	\$55,501	\$62,103	\$76,018
	Avg HH Wealth	\$211,922	\$218,646	\$234,869
Economic Viability	Economic Viability Local	261	263	262
	Economic Viability Indexed	96	97	97
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	25,711	74,717	190,372
	Managerial/Executive	13.3%	14.0%	16.4%
	Professional Specialty	26.1%	25.2%	25.8%
	Healthcare Support	4.4%	4.3%	3.2%
	Sales	8.0%	9.1%	9.5%
	Office & Administrative Support	8.9%	10.9%	11.1%
	Protective Service	1.8%	1.9%	1.8%
	Food Preparation	7.1%	6.1%	5.1%
	Building Maintenance & Cleaning	4.7%	4.8%	3.7%
	Personal Care	1.9%	1.7%	2.1%
	Farming, Fishing, & Forestry	0.4%	0.3%	0.2%
	Construction	9.8%	8.1%	7.6%
	Production & Transportation	13.7%	13.6%	13.4%
	Percent White Collar Workers	60.7%	63.5%	66.1%
	Percent Blue Collar Workers	39.3%	36.5%	33.9%

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	Agriculture/Mining/Construction	9.6%	7.5%	6.7%
	Manufacturing	10.0%	10.9%	12.4%
	Transportation	4.7%	4.7%	5.0%
	Information	1.5%	1.0%	1.2%
	Wholesale/Retail	11.2%	12.8%	13.2%
	Finance, Insurance, Real Estate	5.0%	5.9%	7.3%
	Professional Services	5.7%	5.8%	6.0%
	Management Services	0.5%	0.2%	0.2%
	Administrative/Waste Services	4.7%	5.5%	4.6%
	Educational Services	27.7%	28.4%	27.4%
	Entertainment Services	11.6%	9.6%	8.4%
	Other Professional Services	4.1%	4.4%	4.7%
	Public Administration	3.5%	3.2%	2.9%
Vehicles per HH	No Vehicles	9.3%	10.2%	6.7%
	1 Vehicle	46.6%	42.2%	35.1%
	2 Vehicles	31.7%	33.0%	36.0%
	3 or more vehicles	12.4%	14.6%	22.1%
	Average Number of Vehicles	1.52	1.58	1.83
Change	Births (last 12 months)	648	1,880	4,339
	Deaths (last 12 months)	370	1,307	3,700
	Migration (last 12 months)	490	791	3,182
Work place	Workplace Establishments	3,095	5,999	10,782
	Workplace Employees (FTE)	56,838	105,612	169,813