

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 18, 2019

Latitude: 36.118 Longitude: -80.3113

Whitaker Square Winston-Salem, NC				
		1 Mile Radius	3 Mile Radius	5 Mile Radius
Population	Current Year Estimated Population	6,651	58,167	152,791
	Population Est 19Q2	6,630	58,023	152,228
	Population Est 19Q1	6,646	57,917	152,153
	Population Est 18Q4	6,633	57,793	151,875
	Population Est 18Q3	6,611	57,823	151,824
	Population Est 18Q2	6,630	57,884	152,008
	Population Est 18Q1	6,617	57,871	151,821
	Population Est 17Q4	6,561	57,831	151,830
	Population Est 17Q3	6,561	57,903	151,965
	Population Fcst	6,754	59,505	157,927
	2010 Census Population	6,549	55,914	143,624
	2000 Census Population	6,598	52,674	132,233
	1990 Census Population	5,917	47,764	119,473
	Current Year Daytime Population	6,528	79,573	225,589
	Average Seasonal Population	91	713	1,738
	Historical Annual Growth, 1990 – 2000	1.09%	0.98%	1.02%
	Historical Annual Growth, 2000 – 2010	-0.07%	0.60%	0.83%
	Estimated Annual Growth, 2010 – CY	0.16%	0.42%	0.65%
	Projected Annual Growth, CY to Y5	0.31%	0.46%	0.66%
	Group Qtrs Est	0	3,948	7,727
Transient Est Average Last 4 Qtrs	0	3,811	12,365	
Households	Current Year Estimated Households	2,957	24,981	64,470
	Households Est 19Q2	2,949	24,915	64,218
	Households Est 19Q1	2,955	24,854	64,171
	Households Est 18Q4	2,950	24,802	64,051
	Households Est 18Q3	2,939	24,810	64,040
	Households Est 18Q2	2,948	24,845	64,114
	Households Est 18Q1	2,941	24,837	64,036
	Households Est 17Q4	2,916	24,824	64,038
	Households Est 17Q3	2,916	24,860	64,101
	Households Fcst	3,004	25,614	66,823
	2010 Census Households	2,909	23,877	60,212
	2000 Census Households	2,837	22,516	55,822
	1990 Census Households	2,558	20,277	50,592
	Historical Annual Growth, 1990 – 2000	1.04%	1.05%	0.99%
	Historical Annual Growth, 2000 – 2010	0.25%	0.59%	0.76%
	Estimated Annual Growth, 2010 – CY	0.17%	0.48%	0.72%
	Projected Annual Growth, CY to Y5	0.31%	0.50%	0.72%
Population per Household	2.25	2.17	2.25	

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 18, 2019

Latitude: 36.118 Longitude: -80.3113

Whitaker Square Winston-Salem, NC	1 Mile Radius	3 Mile Radius	5 Mile Radius
HH Income \$500,000 or more	1.9%	1.6%	0.9%
HH Income \$250,000 to \$499,999	2.3%	1.9%	1.1%
HH Income \$200,000 to \$249,999	5.4%	4.5%	2.6%
HH Income \$175,000 to \$199,999	5.9%	6.1%	3.6%
HH Income \$150,000 to \$174,999	5.6%	4.3%	3.3%
HH Income \$100,000 to 149,999	16.8%	12.3%	10.3%
HH Income \$75,000 to 99,999	11.8%	10.7%	10.1%
HH Income \$50,000 to 74,999	12.5%	15.3%	16.1%
HH Income \$35,000 to 49,999	13.5%	13.0%	13.7%
HH Income \$25,000 to 34,999	9.6%	9.2%	11.2%
HH Income \$15,000 to 24,999	8.2%	9.7%	11.9%
HH Income \$0 to 14,999	6.5%	11.4%	15.1%
Average Household Income	\$110,654	\$100,447	\$77,860
Median Household Income	\$74,569	\$60,024	\$47,332
Per Capita Income	\$49,199	\$43,996	\$33,669
2000 Average HH Income	\$98,452	\$78,585	\$58,910
2000 Median HH Income	\$69,247	\$50,222	\$39,847
Disposable HH Income \$500,000 or more	0%	0%	0%
Disposable HH Income \$250,000 to \$499,999	3%	3%	1%
Disposable HH Income \$200,000 to \$249,999	3%	3%	1%
Disposable HH Income \$175,000 to \$199,999	2%	2%	1%
Disposable HH Income \$150,000 to \$174,999	6%	6%	4%
Disposable HH Income \$100,000 to \$149,999	18%	12%	9%
Disposable HH Income \$75,000 to \$99,999	11%	10%	9%
Disposable HH Income \$50,000 to \$74,999	16%	16%	16%
Disposable HH Income \$35,000 to \$49,999	10%	14%	14%
Disposable HH Income \$25,000 to \$34,999	13%	11%	13%
Disposable HH Income \$15,000 to \$24,999	10%	12%	14%
Disposable HH Income \$0 to \$14,999	7%	12%	16%
Average Disposable Income	79,920	71,113	57,956
Median Disposable Income	63,923	51,816	41,073
Householder White – Count	2,431	17,802	37,752
Median HH Income	\$85,878	\$77,662	\$65,353
Average HH Income	\$95,315	\$90,726	\$79,919
Householder Black or African-American – Count	302	4,393	18,308
Median HH Income	\$37,986	\$35,094	\$29,401
Average HH Income	\$46,063	\$42,969	\$39,212
Householder Hispanic – Count	109	1,442	4,914
Median HH Income	\$44,639	\$35,709	\$32,024
Average HH Income	\$71,383	\$49,071	\$42,866
Householder Asian or Pacific Islander – Count	66	699	1,511
Median HH Income	\$25,782	\$49,877	\$63,300
Average HH Income	\$55,104	\$60,824	\$73,362
Householder Other or Pacific Islander – Count	49	645	1,985
Median HH Income	\$66,899	\$43,710	\$38,505
Average HH Income	\$62,450	\$51,366	\$48,935

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 18, 2019

Latitude: 36.118 Longitude: -80.3113

Whitaker Square Winston-Salem, NC		1 Mile Radius	3 Mile Radius	5 Mile Radius
Gender	Male Population	3,101	27,325	72,057
	Female Population	3,550	30,842	80,734
Total Population by Age	Count of Pop 0 to 4 years	329	3,349	9,948
	Count of Pop 0 to 7 years	431	4,607	14,257
	Count of Pop 5 - 13	582	5,600	17,219
	Count of Pop 14 - 18	295	2,483	7,416
	Count of Pop 19 - 22	380	6,300	12,240
	Count of Pop 22 - 25	253	2,575	6,275
	Count of Pop 25 - 29	380	3,190	8,950
	Count of Pop 30 - 34	293	3,465	10,100
	Count of Pop 35 - 39	296	3,213	9,863
	Count of Pop 40 - 44	333	2,904	9,040
	Count of Pop 45 - 59	1,304	10,337	27,830
	Count of Pop 60 - 74	1,479	10,138	23,950
	Count of Pop 75 - 84	530	3,284	7,217
	Count of Pop 85+	197	1,328	2,743
	% of Pop 0 to 4 years	4.9%	5.8%	6.5%
	% of Pop 0 to 7 years	6.5%	7.9%	9.3%
	% of Pop 5 - 13	8.7%	9.6%	11.3%
	% of Pop 14 - 18	4.4%	4.3%	4.9%
	% of Pop 19 - 22	5.7%	10.8%	8.0%
	% of Pop 22 - 25	3.8%	4.4%	4.1%
	% of Pop 25 - 29	5.7%	5.5%	5.9%
	% of Pop 30 - 34	4.4%	6.0%	6.6%
	% of Pop 35 - 39	4.5%	5.5%	6.5%
% of Pop 40 - 44	5.0%	5.0%	5.9%	
% of Pop 45 - 59	19.6%	17.8%	18.2%	
% of Pop 60 - 74	22.2%	17.4%	15.7%	
% of Pop 75 - 84	8.0%	5.6%	4.7%	
% of Pop 85+	3.0%	2.3%	1.8%	
Median Age	47.4	38.3	37.2	
Average Age	44.7	40.1	38.7	
Male Population by Age	% of Pop 0 to 4 years	5.4%	6.3%	7.1%
	% of Pop 5 - 13	9.5%	10.3%	12.2%
	% of Pop 14 - 18	5.1%	4.7%	5.2%
	% of Pop 19 - 22	6.4%	11.2%	8.0%
	% of Pop 22 - 25	3.9%	4.7%	4.3%
	% of Pop 25 - 29	6.2%	6.0%	6.3%
	% of Pop 30 - 34	4.9%	6.2%	6.6%
	% of Pop 35 - 39	4.9%	5.5%	6.5%
	% of Pop 40 - 44	5.2%	5.1%	6.1%
	% of Pop 45 - 59	18.9%	17.7%	18.3%
	% of Pop 75 - 84	6.9%	4.8%	3.9%
	% of Pop 60 - 74	20.9%	16.2%	14.6%
	% of Pop 85+	1.9%	1.3%	1.0%
	Median Age	43.6	35.6	35.3
Average Age	42.4	38.3	37.0	

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 18, 2019

Latitude: 36.118 Longitude: -80.3113

Whitaker Square Winston-Salem, NC		1 Mile Radius	3 Mile Radius	5 Mile Radius
Female Population by Age	% of Pop 0 to 4 years	4.5%	5.3%	6.0%
	% of Pop 5 - 13	8.1%	9.0%	10.5%
	% of Pop 14 - 18	3.9%	3.9%	4.6%
	% of Pop 19 - 22	5.1%	10.5%	8.1%
	% of Pop 22 - 25	3.7%	4.1%	3.9%
	% of Pop 25 - 29	5.3%	5.0%	5.5%
	% of Pop 30 - 34	4.0%	5.8%	6.6%
	% of Pop 35 - 39	4.1%	5.5%	6.4%
	% of Pop 40 - 44	4.9%	4.9%	5.8%
	% of Pop 45 - 59	20.2%	17.8%	18.1%
	% of Pop 60 - 74	23.4%	18.5%	16.6%
	% of Pop 75 - 84	8.9%	6.4%	5.4%
	% of Pop 85+	3.9%	3.1%	2.5%
Median Age	50.6	40.8	38.8	
Average Age	46.7	41.8	40.1	
Race	Count of White	5,690	44,213	92,369
	Count of Black or African-American	641	9,286	43,897
	Count of Asian or Pacific Islander	124	1,826	4,100
	Count of Other races	196	2,842	12,425
	White	85.5%	76.0%	60.5%
	Black or African American	9.6%	16.0%	28.7%
	Asian	1.9%	3.1%	2.7%
	Other Races	3.0%	4.9%	8.1%
Language Spoken	Speak English at Home	90.9%	87.4%	84.8%
	Speak Spanish at Home	5.3%	7.9%	10.8%
	Speak Other Language at Home	0.0%	0.4%	0.5%
Hispanic	Hispanic Population	281	3,849	17,628
	Hispanic Population Percent	4.2%	6.6%	11.5%
	Mexican	16.7%	43.3%	56.3%
	Puerto Rican	2.9%	15.5%	13.4%
	Cuban	6.3%	3.8%	1.9%
	Dominican	0.0%	0.7%	1.3%
	Central American	42.0%	19.5%	15.0%
	South American	28.6%	11.8%	7.5%
	Other Hispanic	3.6%	5.4%	4.7%
2000 Hispanic Population Percent	2%	3%	7%	
1990 Hispanic Population Percent	1%	1%	1%	

ate and government sources deemed to be reliable and is herein provided without representation or warranty.

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 18, 2019

Latitude: 36.118 Longitude: -80.3113

Whitaker Square Winston-Salem, NC		1 Mile Radius	3 Mile Radius	5 Mile Radius
	American (percent of total population)	7.2%	6.1%	5.5%
	American	7.0%	5.8%	5.2%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
	Asian (percent of total population)	1.9%	3.1%	2.7%
	Chinese	0.7%	1.4%	0.9%
	Japanese	0.3%	0.2%	0.1%
	Korean	0.3%	0.3%	0.2%
	South Central Asian (ie. Indian)	0.2%	0.7%	0.7%
	South East Asian (ie. Vietnamese)	0.3%	0.3%	0.6%
	Other Asian	0.0%	0.3%	0.2%
	European (percent of total population)	53.4%	43.5%	31.3%
	British	15.2%	11.6%	8.2%
	Dutch	0.6%	0.6%	0.5%
	French	1.8%	1.4%	1.0%
	German	11.0%	9.4%	7.0%
	Italian	3.8%	2.8%	2.0%
	Polish	1.2%	1.1%	0.8%
	Scandinavian	2.3%	1.6%	1.0%
	Scotch/Irish	13.2%	11.0%	8.2%
Other European (ie. Greek/Russian)	4.2%	3.9%	2.8%	
Middle Eastern	0.1%	0.5%	0.4%	
Other Ancestry	17.5%	26.5%	35.2%	
Unclassified Ancestry	15.7%	13.6%	13.4%	
Education (Age 25+)	Adult Population (25 Years or Older)	4,812	37,859	99,692
	Elementary (0 to 8)	0.1%	2.3%	4.7%
	Some High School (9 to 11)	2.6%	3.1%	6.5%
	High School Graduate (12)	10.0%	15.0%	21.0%
	Some College (13 to 16)	18.4%	18.3%	20.3%
	Associates Degree Only	4.8%	6.7%	6.8%
	Bachelors Degree Only	35.6%	28.6%	23.5%
	Graduate Degree	28.5%	26.0%	17.3%
% College (4+)	64.1%	54.5%	40.8%	
Household Type	Total Households – count	2,957	24,981	64,470
	One Person HHs – count	888	9,076	23,408
	Family HHs – count	1,858	14,176	36,564
	Married Couple – count	1,558	11,614	25,646
	w/own children – count	415	4,397	10,202
	w/out own children – count	1,143	7,217	15,443
	Male Householder – count	134	556	2,294
	Female Householder – count	167	2,005	8,625
	Non-Family Households – count	211	1,729	4,497
	1 Person Household	30.0%	36.3%	36.3%
	2 Person Household	39.2%	34.5%	32.1%
	3 Person Household	14.0%	13.2%	13.9%
	4 Person Household	11.2%	10.2%	10.3%
	5 Person Household	4.2%	4.0%	4.6%
6 Person Household	1.0%	1.2%	1.7%	
7+ Person Household	0.3%	0.5%	1.1%	
% Households With Children	19.2%	24.0%	25.8%	

This report was produced using data from priv

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 18, 2019

Latitude: 36.118 Longitude: -80.3113

Whitaker Square Winston-Salem, NC		1 Mile Radius	3 Mile Radius	5 Mile Radius
	Total Housing Units	3,143	27,509	72,080
	Owner Occupied Percent	72.8%	54.1%	48.5%
	Renter Occupied Percent	21.3%	36.7%	40.9%
	Vacant Housing Percent	5.9%	9.2%	10.6%
	Total Housing Units (Census 2000)	3,011	24,416	60,634
	For Rent (Census 2000)	41%	60%	61%
	For Sale (Census 2000)	28%	14%	15%
	Rented or Sold, (Census 2000)	3%	8%	7%
	Seasonal (Census 2014)	3%	7%	6%
	Other (Census 2000)	19%	9%	10%
Homes Built By Year	Homes Built 1990 to 2000	15%	16%	15%
	Homes Built 1980 to 1989	16%	20%	19%
	Homes Built 1970 to 1979	23%	18%	18%
	Homes Built 1960 to 1969	23%	17%	16%
	Homes Built 1950 to 1959	15%	16%	15%
	Homes Built 1940 to 1949	4%	7%	8%
	Homes Built Before 1939	4%	7%	9%
Units in Structure	1 Unit	84%	65%	62%
	2 - 9 Units	13%	15%	18%
	Greater than 10 Units	3%	19%	18%
	Mobilie Trailer	0%	1%	2%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	4.0%	3.9%	1.9%
	Property Value \$750,000 to \$999,999	3.1%	5.5%	2.9%
	Property Value \$500,000 to \$749,999	5.9%	9.6%	5.4%
	Property Value \$400,000 to \$499,999	11.6%	11.4%	6.9%
	Property Value \$300,000, to \$399,999	18.4%	15.8%	10.9%
	Property Value \$200,000 to \$299,999	25.4%	21.8%	22.0%
	Property Value \$150,000 to \$199,999	13.5%	13.8%	17.5%
	Property Value \$100,000 to \$149,999	13.5%	11.0%	16.8%
	Property Value \$60,000 to \$99,999	2.4%	4.2%	9.5%
	Property Value \$40,000 to \$59,999	0.3%	0.8%	1.8%
	Property Value \$0 to \$39,999	2.1%	2.3%	4.3%
	Median Home Value	\$273,144	\$279,197	\$200,193
	Median Rent	\$635	\$595	\$529
Wealth per Household	\$0 and under - percent	15.5%	17.7%	18.9%
	\$1 to \$4999 - percent	6.9%	8.6%	9.7%
	\$5k to \$9999 - percent	3.9%	4.6%	5.0%
	\$10k to \$24999 - percent	5.9%	6.4%	6.6%
	\$25k to \$49999 - percent	6.6%	6.7%	6.8%
	\$50k to \$99999 - percent	10.2%	10.0%	10.0%
	\$100k to \$249999 - percent	19.0%	17.8%	17.3%
	\$250k to \$499999 - percent	14.5%	13.1%	12.3%
	\$500k+ - percent	17.4%	15.2%	13.5%
	Median HH Wealth	\$107,085	\$80,414	\$65,064
	Avg HH Wealth	\$273,374	\$243,879	\$222,780

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 18, 2019

Latitude: 36.118 Longitude: -80.3113

Whitaker Square Winston-Salem, NC				
		1 Mile Radius	3 Mile Radius	5 Mile Radius
Economic Viability	Economic Viability Local	197	193	194
	Economic Viability Indexed	101	99	99
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	3,191	26,961	68,977
	Managerial/Executive	20.1%	20.1%	16.4%
	Professional Specialty	40.4%	34.9%	28.4%
	Healthcare Support	0.4%	1.5%	2.5%
	Sales	11.3%	9.1%	9.7%
	Office & Administrative Support	11.9%	11.3%	11.4%
	Protective Service	1.4%	1.4%	1.3%
	Food Preperation	6.2%	5.0%	6.5%
	Building Maintenance & Cleaning	2.5%	2.8%	4.2%
	Personal Care	1.6%	3.7%	3.1%
	Farming, Fishing, & Forestry	0.0%	0.3%	0.3%
	Construction	1.8%	3.2%	5.8%
	Production & Transportation	2.4%	6.7%	10.4%
	Percent White Collar Workers	84.0%	76.8%	68.3%
Percent Blue Collar Workers	16.0%	23.2%	31.7%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	2.5%	3.6%	5.4%
	Manufacturing	6.4%	8.1%	10.1%
	Transportation	1.0%	2.3%	3.1%
	Information	1.0%	1.6%	1.6%
	Wholesale/Retail	14.3%	11.6%	13.1%
	Finance, Insurance, Real Estate	8.3%	9.2%	7.6%
	Professional Services	9.6%	8.8%	6.5%
	Management Services	0.5%	0.3%	0.2%
	Administrative/Waste Services	5.6%	4.5%	4.7%
	Educational Services	35.1%	33.9%	30.2%
	Entertainment Services	9.8%	9.0%	9.9%
	Other Professional Services	3.8%	4.6%	5.0%
	Public Administration	2.2%	2.5%	2.4%
	Transportation To Work	Drive to Work Alone	87.8%	82.6%
Drive to Work Carpool		7.7%	8.6%	12.5%
Travel to Work by Public Transportation		0.3%	1.1%	2.6%
Drive to Work on Motorcycle		0.1%	0.0%	0.1%
Drive to Work on Bicycle		0.2%	0.1%	0.1%
Walked to Work		0.3%	3.7%	3.1%
Other Means		0.0%	0.2%	0.5%
Work at Home		3.6%	3.5%	2.7%

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 18, 2019

Latitude: 36.118 Longitude: -80.3113

Whitaker Square Winston-Salem, NC		1 Mile Radius	3 Mile Radius	5 Mile Radius
	Travel to Work in Less than 5 Minutes	2.5%	3.3%	3.2%
	Travel to Work in 5 to 9 Minutes	11.1%	14.6%	12.9%
	Travel to Work in 10 to 14 Minutes	24.4%	24.0%	21.6%
	Travel to Work in 15 to 19 Minutes	32.8%	26.2%	24.1%
	Travel to Work in 20 to 29 Minutes	16.6%	17.5%	20.5%
	Travel to Work in 30 to 44 Minutes	7.3%	8.9%	10.9%
	Travel to Work in 45 to 59 Minutes	2.8%	3.0%	3.2%
	Travel to Work in 60 Minutes or more	2.3%	2.6%	3.5%
	Average Travel Time to Work	16	17	19
Vehicles per HH	No Vehicles	3.1%	6.9%	10.8%
	1 Vehicle	34.3%	37.3%	39.7%
	2 Vehicles	44.5%	38.1%	34.2%
	3 or more vehicles	18.2%	17.6%	15.3%
		Average Number of Vehicles	1.84	1.72
Change	Births (last 12 months)	67	628	1,703
	Deaths (last 12 months)	96	609	1,384
	Migration (last 12 months)	68	324	648
Work place	Workplace Establishments	163	1,849	5,349
	Workplace Employees (FTE)	2,858	40,431	121,363