

# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Nov 9, 2020

Latitude: 36.067687 Longitude: -80.254615

Parkway Plaza - Winston-Salem				
Winston-Salem, NC				
		1 Mile Radius	3 Mile Radius	5 Mile Radius
<b>Population</b>	Current Year Estimated Population	7,729	71,117	148,842
	Population Est 20Q1	7,753	71,368	149,060
	Population Est 19Q4	7,759	70,973	148,482
	Population Est 19Q3	7,775	70,890	148,128
	Population Est 19Q2	7,859	70,884	147,946
	Population Est 19Q1	7,877	70,906	148,007
	Population Est 18Q4	7,842	70,715	147,803
	Population Est 18Q3	7,842	70,607	147,619
	Population Est 18Q2	7,799	70,523	147,462
	Population Fcst	7,956	73,562	153,411
	2010 Census Population	7,505	66,667	139,273
	2000 Census Population	6,899	61,300	125,250
	1990 Census Population	6,132	56,596	116,099
	Current Year Daytime Population	21,490	142,776	239,911
	Average Seasonal Population	76	768	1,563
	Historical Annual Growth, 1990 – 2000	1.19%	0.80%	0.76%
	Historical Annual Growth, 2000 – 2010	0.85%	0.84%	1.07%
	Estimated Annual Growth, 2010 – CY	0.29%	0.63%	0.65%
	Projected Annual Growth, CY to Y5	0.58%	0.68%	0.61%
	Group Qtrs Est	15	4,731	7,713
Transient Est Average Last 4 Qtrs	658	7,684	11,349	
<b>Households</b>	Current Year Estimated Households	3,102	29,310	60,320
	Households Est 20Q1	3,112	29,485	60,483
	Households Est 19Q4	3,115	29,230	60,156
	Households Est 19Q3	3,121	29,183	60,009
	Households Est 19Q2	3,154	29,167	59,907
	Households Est 19Q1	3,161	29,177	59,938
	Households Est 18Q4	3,145	29,102	59,848
	Households Est 18Q3	3,145	29,068	59,787
	Households Est 18Q2	3,129	29,028	59,727
	Households Fcst	3,195	30,462	62,361
	2010 Census Households	2,990	27,123	55,970
	2000 Census Households	2,979	25,540	51,537
	1990 Census Households	2,819	24,399	48,876
	Historical Annual Growth, 1990 – 2000	0.55%	0.46%	0.53%
	Historical Annual Growth, 2000 – 2010	0.04%	0.60%	0.83%
	Estimated Annual Growth, 2010 – CY	0.36%	0.76%	0.73%
Projected Annual Growth, CY to Y5	0.59%	0.77%	0.67%	
Population per Household	2.49	2.26	2.34	

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Parkway Plaza - Winston-Salem				
Winston-Salem, NC				
	1 Mile Radius	3 Mile Radius	5 Mile Radius	
HH Income \$500,000 or more	0.2%	0.7%	0.9%	
HH Income \$250,000 to \$499,999	0.1%	0.8%	1.0%	
HH Income \$200,000 to \$249,999	0.4%	1.9%	2.4%	
HH Income \$175,000 to \$199,999	1.9%	1.3%	1.8%	
HH Income \$150,000 to \$174,999	1.1%	1.8%	2.3%	
HH Income \$100,000 to 149,999	6.7%	7.8%	8.9%	
HH Income \$75,000 to 99,999	9.2%	10.1%	10.1%	
HH Income \$50,000 to 74,999	14.2%	16.0%	16.3%	
HH Income \$35,000 to 49,999	14.2%	14.5%	14.6%	
HH Income \$25,000 to 34,999	12.8%	12.2%	11.9%	
HH Income \$15,000 to 24,999	16.1%	13.0%	12.2%	
HH Income \$0 to 14,999	23.0%	19.8%	17.6%	
Average Household Income	\$55,204	\$63,306	\$68,402	
Median Household Income	\$33,341	\$39,641	\$42,724	
Per Capita Income	\$22,179	\$27,182	\$28,448	
2000 Average HH Income	\$41,625	\$45,358	\$50,906	
2000 Median HH Income	\$34,447	\$34,002	\$35,401	
Disposable HH Income \$500,000 or more	0%	0%	0%	
Disposable HH Income \$250,000 to \$499,999	0%	0%	0%	
Disposable HH Income \$200,000 to \$249,999	0%	0%	0%	
Disposable HH Income \$175,000 to \$199,999	0%	1%	1%	
Disposable HH Income \$150,000 to \$174,999	2%	1%	2%	
Disposable HH Income \$100,000 to \$149,999	5%	6%	7%	
Disposable HH Income \$75,000 to \$99,999	7%	8%	9%	
Disposable HH Income \$50,000 to \$74,999	14%	16%	16%	
Disposable HH Income \$35,000 to \$49,999	14%	15%	15%	
Disposable HH Income \$25,000 to \$34,999	14%	14%	14%	
Disposable HH Income \$15,000 to \$24,999	18%	15%	15%	
Disposable HH Income \$0 to \$14,999	25%	21%	19%	
Average Disposable Income	40,615	48,250	52,391	
Median Disposable Income	29,532	34,685	37,334	
Householder White – Count	1,599	15,698	30,720	
Median HH Income	\$46,509	\$54,584	\$60,415	
Average HH Income	\$56,431	\$68,002	\$75,121	
Householder Black or African-American – Count	885	9,192	21,039	
Median HH Income	\$24,244	\$26,054	\$29,893	
Average HH Income	\$33,675	\$36,083	\$39,299	
Householder Hispanic – Count	451	2,779	5,408	
Median HH Income	\$25,727	\$27,272	\$29,949	
Average HH Income	\$34,187	\$34,991	\$38,076	
Householder Asian or Pacific Islander – Count	36	492	998	
Median HH Income	\$73,789	\$54,505	\$58,707	
Average HH Income	\$66,162	\$57,553	\$67,429	
Householder Other or Pacific Islander – Count	130	1,150	2,154	
Median HH Income	\$24,498	\$32,839	\$38,069	
Average HH Income	\$35,713	\$42,414	\$46,461	

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Parkway Plaza - Winston-Salem Winston-Salem, NC		1 Mile Radius	3 Mile Radius	5 Mile Radius
Gender	Male Population	3,743	33,903	70,560
	Female Population	3,986	37,214	78,282
Total Population by Age	Count of Pop 0 to 4 years	581	4,965	10,120
	Count of Pop 0 to 7 years	887	7,395	15,051
	Count of Pop 5 - 13	1,075	8,887	18,440
	Count of Pop 14 - 18	487	3,761	8,169
	Count of Pop 19 - 22	373	5,441	11,443
	Count of Pop 22 - 25	243	2,793	5,912
	Count of Pop 25 - 29	459	3,955	8,624
	Count of Pop 30 - 34	575	4,816	9,311
	Count of Pop 35 - 39	605	5,421	10,591
	Count of Pop 40 - 44	608	5,038	9,819
	Count of Pop 45 - 59	1,380	12,425	26,155
	Count of Pop 60 - 74	1,015	9,736	21,418
	Count of Pop 75 - 84	247	2,927	6,643
	Count of Pop 85+	79	951	2,198
	% of Pop 0 to 4 years	7.5%	7.0%	6.8%
	% of Pop 0 to 7 years	11.5%	10.4%	10.1%
	% of Pop 5 - 13	13.9%	12.5%	12.4%
	% of Pop 14 - 18	6.3%	5.3%	5.5%
	% of Pop 19 - 22	4.8%	7.7%	7.7%
	% of Pop 22 - 25	3.1%	3.9%	4.0%
	% of Pop 25 - 29	5.9%	5.6%	5.8%
	% of Pop 30 - 34	7.4%	6.8%	6.3%
	% of Pop 35 - 39	7.8%	7.6%	7.1%
% of Pop 40 - 44	7.9%	7.1%	6.6%	
% of Pop 45 - 59	17.9%	17.5%	17.6%	
% of Pop 60 - 74	13.1%	13.7%	14.4%	
% of Pop 75 - 84	3.2%	4.1%	4.5%	
% of Pop 85+	1.0%	1.3%	1.5%	
Median Age	35.6	35.9	36.1	
Average Age	36.1	37.0	37.5	
Male Population by Age	% of Pop 0 to 4 years	8.0%	7.5%	7.3%
	% of Pop 5 - 13	14.6%	13.5%	13.4%
	% of Pop 14 - 18	6.6%	5.6%	5.9%
	% of Pop 19 - 22	5.0%	6.9%	7.6%
	% of Pop 22 - 25	3.1%	4.0%	4.2%
	% of Pop 25 - 29	6.1%	6.0%	6.2%
	% of Pop 30 - 34	7.5%	6.6%	6.1%
	% of Pop 35 - 39	7.8%	7.6%	6.9%
	% of Pop 40 - 44	8.1%	7.4%	6.8%
	% of Pop 45 - 59	17.4%	18.0%	17.7%
	% of Pop 75 - 84	2.8%	3.4%	3.7%
	% of Pop 60 - 74	12.4%	12.8%	13.4%
	% of Pop 85+	0.5%	0.7%	0.8%
Median Age	34.4	34.9	34.4	
Average Age	34.9	35.7	35.9	

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		1 Mile Radius	3 Mile Radius	5 Mile Radius
Female Population by Age	% of Pop 0 to 4 years	7.1%	6.5%	6.3%
	% of Pop 5 - 13	13.3%	11.6%	11.4%
	% of Pop 14 - 18	6.0%	5.0%	5.1%
	% of Pop 19 - 22	4.7%	8.3%	7.8%
	% of Pop 22 - 25	3.1%	3.9%	3.8%
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	% of Pop 35 - 39	7.8%	7.7%	7.3%
	% of Pop 40 - 44	7.6%	6.8%	6.4%
	% of Pop 45 - 59	18.3%	17.0%	17.4%
	% of Pop 60 - 74	13.8%	14.5%	15.3%
	% of Pop 75 - 84	3.6%	4.8%	5.1%
	% of Pop 85+	1.5%	1.9%	2.1%
	Median Age	36.7	36.8	37.5
Average Age	37.2	38.2	38.9	
Race	Count of White	4,062	35,899	75,296
	Count of Black or African-American	2,035	25,221	54,566
	Count of Asian or Pacific Islander	115	1,255	2,886
	Count of Other races	1,517	8,742	16,095
	White	52.6%	50.5%	50.6%
	Black or African American	26.3%	35.5%	36.7%
	Asian	1.5%	1.8%	1.9%
	Other Races	19.6%	12.3%	10.8%
Language Spoken	Speak English at Home	74.4%	81.5%	82.6%
	Speak Spanish at Home	22.3%	15.1%	13.8%
	Speak Other Language at Home	0.2%	0.4%	0.5%
Hispanic	Hispanic Population	2,202	12,307	22,786
	Hispanic Population Percent	28.5%	17.3%	15.3%
	Mexican	70.9%	70.2%	68.4%
	Puerto Rican	11.4%	8.2%	7.8%
	Cuban	0.2%	1.5%	1.6%
	Dominican	8.9%	4.2%	2.8%
	Central American	2.8%	7.4%	10.2%
	South American	2.6%	4.6%	4.7%
	Other Hispanic	3.1%	4.0%	4.5%
2000 Hispanic Population Percent	14%	11%	9%	
1990 Hispanic Population Percent	0%	1%	1%	

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Parkway Plaza - Winston-Salem				
Winston-Salem, NC		1 Mile Radius	3 Mile Radius	5 Mile Radius
	American (percent of total population)	4.0%	4.7%	5.0%
	American	3.8%	4.4%	4.6%
	Native American (ie. Indian/Eskimo)	0.2%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
	Asian (percent of total population)	1.5%	1.8%	1.9%
	Chinese	0.3%	0.5%	0.5%
	Japanese	0.0%	0.0%	0.0%
	Korean	0.0%	0.1%	0.2%
	South Central Asian (ie. Indian)	0.3%	0.4%	0.5%
	South East Asian (ie. Vietnamese)	0.2%	0.5%	0.6%
	Other Asian	0.6%	0.2%	0.2%
	European (percent of total population)	20.0%	23.5%	23.7%
	British	5.1%	6.1%	6.2%
	Dutch	0.5%	0.5%	0.5%
	French	0.8%	0.8%	0.7%
	German	4.8%	5.4%	5.4%
	Italian	0.9%	1.2%	1.2%
	Polish	0.7%	0.6%	0.6%
	Scandinavian	0.5%	0.7%	0.7%
	Scotch/Irish	5.1%	6.1%	6.4%
Other European (ie. Greek/Russian)	1.6%	2.1%	2.1%	
Middle Eastern	0.2%	0.4%	0.3%	
Other Ancestry	35.1%	38.6%	39.9%	
Unclassified Ancestry	10.7%	13.9%	13.9%	
Education (Age 25+)	Adult Population (25 Years or Older)	4,970	45,270	94,759
	Elementary (0 to 8)	9.4%	6.8%	6.2%
	Some High School (9 to 11)	10.2%	8.6%	7.8%
	High School Graduate (12)	25.3%	25.0%	25.3%
	Some College (13 to 16)	21.0%	20.8%	21.0%
	Associates Degree Only	6.9%	7.0%	7.2%
	Bachelors Degree Only	15.5%	18.3%	18.8%
	Graduate Degree	11.8%	13.4%	13.7%
% College (4+)	27.3%	31.7%	32.5%	
Household Type	Total Households – count	3,102	29,310	60,320
	One Person HHs – count	1,038	11,331	21,164
	Family HHs – count	1,682	15,651	35,073
	Married Couple – count	1,093	9,258	21,524
	w/own children – count	525	3,771	8,467
	w/out own children – count	569	5,487	13,057
	Male Householder – count	139	1,504	2,674
	Female Householder – count	450	4,889	10,875
	Non-Family Households – count	382	2,328	4,084
	1 Person Household	33.5%	38.7%	35.1%
	2 Person Household	28.8%	30.0%	31.2%
	3 Person Household	14.9%	13.4%	14.6%
	4 Person Household	11.7%	9.4%	10.2%
	5 Person Household	6.0%	4.7%	5.1%
6 Person Household	2.8%	2.0%	2.1%	
7+ Person Household	2.5%	1.8%	1.7%	
% Households With Children	26.8%	24.8%	26.3%	

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Parkway Plaza - Winston-Salem				
Winston-Salem, NC				
	1 Mile Radius	3 Mile Radius	5 Mile Radius	
	Total Housing Units	3,555	33,240	68,022
	Owner Occupied Percent	46.3%	44.9%	48.2%
	Renter Occupied Percent	40.9%	43.2%	40.5%
	Vacant Housing Percent	12.7%	11.8%	11.3%
	Total Housing Units (Census 2000)	3,254	27,760	55,968
	For Rent (Census 2000)	60%	56%	57%
	For Sale (Census 2000)	20%	18%	17%
	Rented or Sold, (Census 2000)	4%	11%	10%
	Seasonal (Census 2014)	10%	6%	6%
	Other (Census 2000)	9%	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	13%	12%	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	17%	17%	12%
Units in Structure	1 Unit	76%	68%	67%
	2 - 9 Units	13%	19%	18%
	Greater than 10 Units	11%	11%	13%
	Mobilie Trailer	0%	1%	2%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.9%	0.9%	1.3%
	Property Value \$750,000 to \$999,999	0.8%	1.6%	1.9%
	Property Value \$500,000 to \$749,999	0.5%	2.5%	3.4%
	Property Value \$400,000 to \$499,999	1.1%	3.0%	4.0%
	Property Value \$300,000, to \$399,999	3.1%	5.3%	6.9%
	Property Value \$200,000 to \$299,999	13.4%	14.3%	14.5%
	Property Value \$150,000 to \$199,999	18.6%	21.3%	21.7%
	Property Value \$100,000 to \$149,999	29.2%	25.1%	23.0%
	Property Value \$60,000 to \$99,999	24.9%	17.8%	15.0%
	Property Value \$40,000 to \$59,999	3.7%	3.1%	2.9%
	Property Value \$0 to \$39,999	3.8%	5.0%	5.4%
	Median Home Value	\$124,980	\$147,819	\$158,477
	Median Rent	\$523	\$482	\$487
Wealth per Household	\$0 and under - percent	20.0%	19.6%	19.2%
	\$1 to \$4999 - percent	10.6%	10.4%	10.0%
	\$5k to \$9999 - percent	5.3%	5.2%	5.1%
	\$10k to \$24999 - percent	6.9%	6.8%	6.7%
	\$25k to \$49999 - percent	7.0%	6.9%	6.9%
	\$50k to \$99999 - percent	10.1%	10.1%	10.1%
	\$100k to \$249999 - percent	16.8%	17.0%	17.2%
	\$250k to \$499999 - percent	11.4%	11.7%	12.0%
	\$500k+ - percent	11.8%	12.3%	12.7%
	Median HH Wealth	\$50,604	\$55,020	\$60,079
	Avg HH Wealth	\$202,102	\$208,449	\$214,370

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		1 Mile Radius	3 Mile Radius	5 Mile Radius
<b>Economic Viability</b>	Economic Viability Local	153	153	153
	Economic Viability Indexed	99	99	99
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	3,520	32,110	67,043
	Managerial/Executive	11.9%	13.5%	13.6%
	Professional Specialty	22.7%	24.6%	24.0%
	Healthcare Support	2.8%	3.6%	4.0%
	Sales	9.6%	8.7%	9.6%
	Office & Administrative Support	7.6%	9.7%	10.5%
	Protective Service	0.7%	1.1%	1.6%
	Food Preparation	14.4%	8.7%	7.5%
	Building Maintenance & Cleaning	5.3%	5.3%	5.1%
	Personal Care	2.8%	3.6%	3.1%
	Farming, Fishing, & Forestry	0.2%	0.1%	0.2%
	Construction	6.7%	6.9%	6.1%
	Production & Transportation	15.2%	14.1%	14.6%
	Percent White Collar Workers	54.6%	60.1%	61.8%
Percent Blue Collar Workers	45.4%	39.9%	38.2%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	5.9%	6.0%	5.4%
	Manufacturing	7.5%	10.7%	10.9%
	Transportation	4.0%	3.6%	3.9%
	Information	0.9%	1.8%	1.4%
	Wholesale/Retail	13.2%	12.1%	13.7%
	Finance, Insurance, Real Estate	5.8%	5.7%	6.4%
	Professional Services	5.4%	6.0%	5.8%
	Management Services	0.0%	0.2%	0.2%
	Administrative/Waste Services	6.0%	5.6%	5.6%
	Educational Services	24.7%	27.1%	28.2%
	Entertainment Services	17.3%	12.5%	10.7%
	Other Professional Services	7.1%	6.2%	4.9%
	Public Administration	2.2%	2.3%	2.9%
<b>Transportation To Work</b>	Drive to Work Alone	72.2%	73.5%	74.6%
	Drive to Work Carpool	19.5%	16.0%	15.6%
	Travel to Work by Public Transportation	1.9%	2.7%	2.9%
	Drive to Work on Motorcycle	0.2%	0.1%	0.1%
	Drive to Work on Bicycle	0.1%	0.1%	0.1%
	Walked to Work	2.1%	4.0%	3.4%
	Other Means	1.1%	1.5%	1.0%
	Work at Home	3.0%	2.0%	2.2%

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<b>Parkway Plaza - Winston-Salem</b>				
<b>Winston-Salem, NC</b>		<b>1 Mile Radius</b>	<b>3 Mile Radius</b>	<b>5 Mile Radius</b>
	Travel to Work in Less than 5 Minutes	3.1%	3.7%	3.1%
	Travel to Work in 5 to 9 Minutes	14.1%	14.4%	12.7%
	Travel to Work in 10 to 14 Minutes	23.6%	23.7%	22.3%
	Travel to Work in 15 to 19 Minutes	23.4%	22.4%	23.5%
	Travel to Work in 20 to 29 Minutes	19.8%	18.5%	19.7%
	Travel to Work in 30 to 44 Minutes	11.4%	11.2%	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%	3.6%	3.9%
	Average Travel Time to Work	18	18	19
<b>Vehicles per HH</b>	No Vehicles	11.3%	13.7%	12.3%
	1 Vehicle	40.3%	41.9%	39.7%
	2 Vehicles	36.8%	32.0%	32.7%
	3 or more vehicles	11.6%	12.4%	15.3%
	Average Number of Vehicles	1.51	1.48	1.56
<b>Change</b>	Births (last 12 months)	90	772	1,650
	Deaths (last 12 months)	54	538	1,220
	Migration (last 12 months)	-166	-1	466
<b>Work place</b>	Workplace Establishments	272	3,075	4,981
	Workplace Employees (FTE)	6,084	75,790	121,863