

Parkway Plaza - Winston-Salem Winston-Salem, NC	1 Mile Radius	3 Mile Radius	5 Mile Radius
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Current Year Demographics

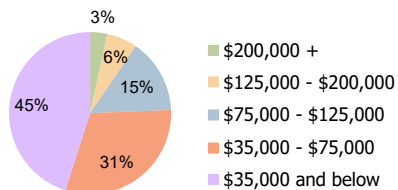
Current Population	7,729	71,117	148,842
Total Daytime Pop	21,490	142,776	239,911
Workplace Pop	6,084	75,790	121,863
Average Household Income	\$55,204	\$63,306	\$68,402
Average Disposable Income	\$40,615	\$48,250	\$52,391
Total Households	3,102	29,310	60,320
Median Home Value	\$124,980	\$147,819	\$158,477
College (4+)	27.3%	31.7%	32.5%
Total Consumer Spending/Capita (Weekly)	\$312	\$320	\$326
Population per Household	2.13	2.01	2.47
% of Households with Children	26.8%	24.8%	26.3%

2025 Demographic Projections

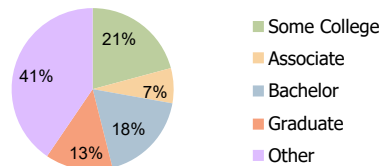
Projected Population	7,956	73,562	153,411
Projected 5 Year Annual Growth Rate (Pop)	0.6%	0.7%	0.6%

Hispanic Ethnicity

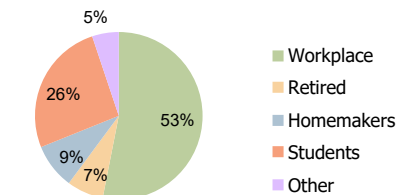
17% Hispanic | 83% Non Hispanic



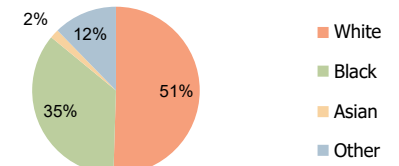
Household Income (3-Mile)



Education (3-Mile)



Daytime Population (3-Mile)



Race (3-Mile)

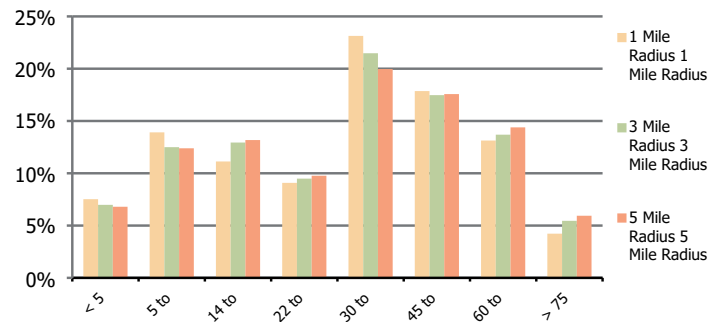
Parkway Plaza - Winston-Salem
Winston-Salem, NC

1 Mile Radius

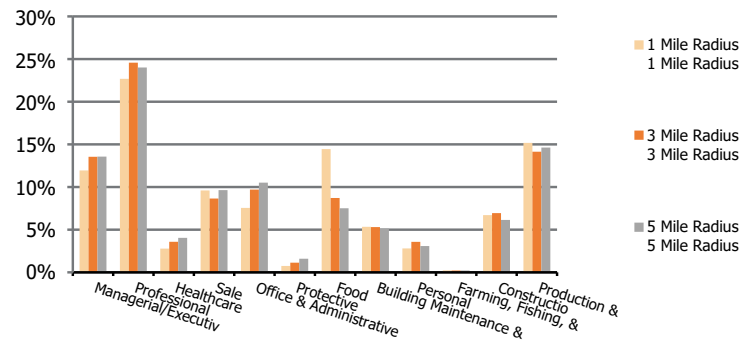
3 Mile Radius

5 Mile Radius

Population by Age Range



Occupation



Population	Current Estimated Population	7,729	71,117	148,842
	2010 Census Population	7,505	66,667	139,273
	2000 Census Population	6,899	61,300	125,250
	Historical Annual Growth 2000 to 2010	0.8%	0.8%	1.1%
	Estimated Annual Growth 2010 to 2020	0.3%	0.6%	0.7%
	Projected Annual Growth 2020 to 2025	0.6%	0.7%	0.6%
Ethnic	Hispanic or Latino Population	28%	17%	15%
	Non Hispanic or Latino Population	72%	83%	85%
Race	White	52.6%	50.5%	50.6%
	Black or African American	26.3%	35.5%	36.7%
	Asian & Pacific Islander	1.5%	1.8%	1.9%
	Other Races	19.6%	12.3%	10.8%