

# Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 36.067687 Longitude: -80.254615

Parkway Plaza - Winston-Salem Winston-Salem, NC		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	80,184	211,500	435,763
	Population Est 20Q1	80,426	211,788	435,534
	Population Est 19Q4	80,007	211,046	433,964
	Population Est 19Q3	79,900	210,545	432,688
	Population Est 19Q2	79,876	210,223	431,849
	Population Est 19Q1	79,916	209,972	430,913
	Population Est 18Q4	79,696	209,711	430,105
	Population Est 18Q3	79,633	209,320	428,985
	Population Est 18Q2	79,545	209,049	428,008
	Population Fcst	83,004	217,876	452,034
	2010 Census Population	74,969	197,369	399,928
	2000 Census Population	67,923	173,191	341,899
	1990 Census Population	62,676	155,557	294,035
	Current Year Daytime Population	157,297	306,278	508,745
	Average Seasonal Population	844	2,095	4,462
	Historical Annual Growth, 1990 – 2000	0.81%	1.08%	1.52%
	Historical Annual Growth, 2000 – 2010	0.99%	1.32%	1.58%
	Estimated Annual Growth, 2010 – CY	0.66%	0.68%	0.84%
	Projected Annual Growth, CY to Y5	0.69%	0.60%	0.74%
	Group Qtrs Est	4,768	8,895	10,044
Transient Est Average Last 4 Qtrs	9,183	12,859	19,015	
<b>Households</b>	Current Year Estimated Households	33,176	86,102	175,899
	Households Est 20Q1	33,346	86,289	175,873
	Households Est 19Q4	33,082	85,898	175,158
	Households Est 19Q3	33,022	85,685	174,642
	Households Est 19Q2	32,996	85,528	174,276
	Households Est 19Q1	33,014	85,410	173,895
	Households Est 18Q4	32,925	85,293	173,564
	Households Est 18Q3	32,916	85,144	173,115
	Households Est 18Q2	32,876	85,045	172,753
	Households Fcst	34,493	88,926	182,677
	2010 Census Households	30,659	79,740	160,886
	2000 Census Households	28,487	70,941	138,085
	1990 Census Households	27,118	64,176	118,319
	Historical Annual Growth, 1990 – 2000	0.49%	1.01%	1.56%
	Historical Annual Growth, 2000 – 2010	0.74%	1.18%	1.54%
	Estimated Annual Growth, 2010 – CY	0.77%	0.75%	0.87%
	Projected Annual Growth, CY to Y5	0.78%	0.65%	0.76%
Population per Household	2.27	2.35	2.42	

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Parkway Plaza - Winston-Salem Winston-Salem, NC		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
HH Income \$500,000 or more	0.6%	0.8%	0.8%	
HH Income \$250,000 to \$499,999	0.8%	1.0%	1.0%	
HH Income \$200,000 to \$249,999	1.8%	2.3%	2.3%	
HH Income \$175,000 to \$199,999	1.4%	2.0%	2.8%	
HH Income \$150,000 to \$174,999	1.8%	2.5%	3.2%	
HH Income \$100,000 to 149,999	7.6%	10.2%	12.6%	
HH Income \$75,000 to 99,999	9.9%	11.4%	12.7%	
HH Income \$50,000 to 74,999	16.0%	16.8%	17.3%	
HH Income \$35,000 to 49,999	14.7%	14.8%	14.5%	
HH Income \$25,000 to 34,999	12.7%	11.5%	10.5%	
HH Income \$15,000 to 24,999	13.1%	11.4%	10.3%	
HH Income \$0 to 14,999	19.7%	15.3%	12.0%	
Average Household Income	\$62,158	\$70,730	\$76,684	
Median Household Income	\$39,152	\$46,488	\$53,447	
Per Capita Income	\$26,696	\$29,401	\$31,324	
2000 Average HH Income	\$44,844	\$53,511	\$56,631	
2000 Median HH Income	\$33,818	\$38,265	\$43,555	
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	1%	1%	1%	
Disposable HH Income \$150,000 to \$174,999	1%	2%	3%	
Disposable HH Income \$100,000 to \$149,999	6%	8%	10%	
Disposable HH Income \$75,000 to \$99,999	8%	10%	12%	
Disposable HH Income \$50,000 to \$74,999	16%	17%	19%	
Disposable HH Income \$35,000 to \$49,999	15%	15%	15%	
Disposable HH Income \$25,000 to \$34,999	14%	14%	13%	
Disposable HH Income \$15,000 to \$24,999	15%	14%	12%	
Disposable HH Income \$0 to \$14,999	21%	16%	13%	
Average Disposable Income	47,652	54,717	59,572	
Median Disposable Income	34,286	40,391	46,205	
Householder White – Count	17,318	47,693	116,385	
Median HH Income	\$53,537	\$62,406	\$64,750	
Average HH Income	\$67,068	\$75,186	\$76,048	
Householder Black or African-American – Count	10,710	26,820	39,404	
Median HH Income	\$26,990	\$32,336	\$35,657	
Average HH Income	\$36,857	\$42,039	\$46,992	
Householder Hispanic – Count	3,312	7,120	12,265	
Median HH Income	\$27,868	\$33,081	\$37,057	
Average HH Income	\$35,265	\$40,864	\$45,731	
Householder Asian or Pacific Islander – Count	579	1,596	3,092	
Median HH Income	\$55,062	\$62,733	\$72,854	
Average HH Income	\$59,326	\$72,370	\$81,956	
Householder Other or Pacific Islander – Count	1,257	2,873	4,753	
Median HH Income	\$33,835	\$40,784	\$43,343	
Average HH Income	\$43,113	\$47,994	\$53,424	

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Gender	Male Population	38,205	100,239	208,133
	Female Population	41,979	111,261	227,630
Total Population by Age	Count of Pop 0 to 4 years	5,694	14,015	26,322
	Count of Pop 0 to 7 years	8,505	20,718	38,032
	Count of Pop 5 - 13	10,204	25,649	48,763
	Count of Pop 14 - 18	4,325	11,415	22,583
	Count of Pop 19 - 22	5,896	16,148	29,847
	Count of Pop 22 - 25	3,084	8,395	17,687
	Count of Pop 25 - 29	4,455	12,245	26,494
	Count of Pop 30 - 34	5,518	12,891	23,462
	Count of Pop 35 - 39	6,194	14,322	25,232
	Count of Pop 40 - 44	5,672	13,660	25,668
	Count of Pop 45 - 59	14,012	38,403	86,932
	Count of Pop 60 - 74	10,845	31,536	73,877
	Count of Pop 75 - 84	3,225	9,619	22,092
	Count of Pop 85+	1,059	3,201	6,804
	% of Pop 0 to 4 years	7.1%	6.6%	6.0%
	% of Pop 0 to 7 years	10.6%	9.8%	8.7%
	% of Pop 5 - 13	12.7%	12.1%	11.2%
	% of Pop 14 - 18	5.4%	5.4%	5.2%
	% of Pop 19 - 22	7.4%	7.6%	6.8%
	% of Pop 22 - 25	3.8%	4.0%	4.1%
	% of Pop 25 - 29	5.6%	5.8%	6.1%
	% of Pop 30 - 34	6.9%	6.1%	5.4%
	% of Pop 35 - 39	7.7%	6.8%	5.8%
% of Pop 40 - 44	7.1%	6.5%	5.9%	
% of Pop 45 - 59	17.5%	18.2%	19.9%	
% of Pop 60 - 74	13.5%	14.9%	17.0%	
% of Pop 75 - 84	4.0%	4.5%	5.1%	
% of Pop 85+	1.3%	1.5%	1.6%	
Median Age	35.7	36.7	39.5	
Average Age	36.8	37.9	39.7	
Male Population by Age	% of Pop 0 to 4 years	7.6%	7.2%	6.5%
	% of Pop 5 - 13	13.8%	13.1%	12.0%
	% of Pop 14 - 18	5.8%	5.8%	5.5%
	% of Pop 19 - 22	6.7%	7.6%	7.0%
	% of Pop 22 - 25	3.9%	4.2%	4.3%
	% of Pop 25 - 29	6.0%	6.2%	6.5%
	% of Pop 30 - 34	6.7%	6.0%	5.4%
	% of Pop 35 - 39	7.6%	6.6%	5.7%
	% of Pop 40 - 44	7.4%	6.6%	5.9%
	% of Pop 45 - 59	17.9%	18.2%	19.8%
	% of Pop 75 - 84	3.3%	3.8%	4.4%
	% of Pop 60 - 74	12.6%	13.9%	16.0%
	% of Pop 85+	0.7%	0.8%	0.9%
	Median Age	34.6	34.9	37.4
Average Age	35.5	36.4	38.2	

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Female Population by Age	% of Pop 0 to 4 years	6.6%	6.1%	5.6%
	% of Pop 5 - 13	11.8%	11.2%	10.4%
	% of Pop 14 - 18	5.1%	5.1%	4.9%
	% of Pop 19 - 22	7.9%	7.7%	6.7%
	% of Pop 22 - 25	3.8%	3.8%	3.8%
	% of Pop 25 - 29	5.2%	5.4%	5.7%
	% of Pop 30 - 34	7.1%	6.2%	5.4%
	% of Pop 35 - 39	7.8%	6.9%	5.9%
	% of Pop 40 - 44	6.8%	6.3%	5.8%
	% of Pop 45 - 59	17.1%	18.1%	20.1%
	% of Pop 60 - 74	14.4%	15.9%	17.8%
	% of Pop 75 - 84	4.7%	5.2%	5.7%
	% of Pop 85+	1.9%	2.1%	2.1%
	Median Age	36.7	38.3	41.3
Average Age	38.1	39.4	41.1	
Race	Count of White	39,994	117,433	292,939
	Count of Black or African-American	28,663	68,732	100,708
	Count of Asian or Pacific Islander	1,480	4,690	9,310
	Count of Other races	10,047	20,644	32,806
	White	49.9%	55.5%	67.2%
	Black or African American	35.7%	32.5%	23.1%
	Asian	1.8%	2.2%	2.1%
	Other Races	12.5%	9.8%	7.5%
Language Spoken	Speak English at Home	80.9%	83.8%	86.2%
	Speak Spanish at Home	15.5%	12.5%	10.1%
	Speak Other Language at Home	0.5%	0.5%	0.5%
Hispanic	Hispanic Population	14,236	29,375	47,666
	Hispanic Population Percent	17.8%	13.9%	10.9%
	Mexican	69.9%	64.8%	63.8%
	Puerto Rican	8.1%	8.7%	8.7%
	Cuban	1.4%	1.8%	2.2%
	Dominican	3.7%	2.4%	2.0%
	Central American	8.8%	12.1%	13.5%
	South American	4.3%	5.2%	5.5%
	Other Hispanic	3.8%	5.0%	4.3%
2000 Hispanic Population Percent	11%	8%	6%	
1990 Hispanic Population Percent	1%	1%	1%	

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	American (percent of total population)	4.6%	5.6%	7.8%
	American	4.3%	5.3%	7.5%
	Native American (ie. Indian/Eskimo)	0.3%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.1%	0.0%
	Asian (percent of total population)	1.8%	2.2%	2.1%
	Chinese	0.5%	0.5%	0.5%
	Japanese	0.0%	0.0%	0.0%
	Korean	0.1%	0.2%	0.2%
	South Central Asian (ie. Indian)	0.4%	0.6%	0.6%
	South East Asian (ie. Vietnamese)	0.6%	0.7%	0.6%
	Other Asian	0.1%	0.2%	0.2%
	European (percent of total population)	22.8%	26.1%	30.0%
	British	5.8%	6.6%	7.5%
	Dutch	0.5%	0.6%	0.6%
	French	0.7%	0.8%	0.9%
	German	5.2%	6.2%	7.6%
	Italian	1.2%	1.4%	1.6%
	Polish	0.6%	0.6%	0.7%
	Scandinavian	0.6%	0.8%	0.9%
	Scotch/Irish	6.0%	7.0%	7.8%
Other European (ie. Greek/Russian)	2.1%	2.1%	2.4%	
Middle Eastern	0.3%	0.3%	0.3%	
Other Ancestry	38.9%	37.3%	30.6%	
Unclassified Ancestry	13.7%	14.6%	18.2%	
Education (Age 25+)	Adult Population (25 Years or Older)	50,980	135,877	290,561
	Elementary (0 to 8)	6.8%	5.2%	4.3%
	Some High School (9 to 11)	8.5%	7.2%	6.5%
	High School Graduate (12)	25.8%	24.9%	25.8%
	Some College (13 to 16)	21.0%	21.7%	21.0%
	Associates Degree Only	7.0%	7.6%	8.6%
	Bachelors Degree Only	18.0%	20.1%	21.4%
	Graduate Degree	12.9%	13.3%	12.3%
% College (4+)	30.9%	33.4%	33.7%	
Household Type	Total Households – count	33,176	86,102	175,899
	One Person HHs – count	12,727	28,970	51,376
	Family HHs – count	17,850	51,548	115,093
	Married Couple – count	10,412	33,697	83,630
	w/own children – count	4,190	13,532	32,319
	w/out own children – count	6,222	20,166	51,311
	Male Householder – count	1,677	3,751	7,454
	Female Householder – count	5,761	14,099	24,009
	Non-Family Households – count	2,599	5,585	9,430
	1 Person Household	38.4%	33.6%	29.2%
	2 Person Household	30.0%	31.9%	34.1%
	3 Person Household	13.7%	15.0%	16.0%
	4 Person Household	9.4%	10.8%	12.3%
	5 Person Household	4.8%	5.1%	5.3%
	6 Person Household	2.1%	2.0%	1.9%
7+ Person Household	1.8%	1.5%	1.2%	
% Households With Children	25.1%	27.3%	28.4%	

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Parkway Plaza - Winston-Salem Winston-Salem, NC		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Total Housing Units	37,648	96,208	193,163
	Owner Occupied Percent	43.9%	51.9%	60.2%
	Renter Occupied Percent	44.2%	37.6%	30.9%
	Vacant Housing Percent	11.9%	10.5%	8.9%
	Total Housing Units (Census 2000)	31,052	76,844	147,953
	For Rent (Census 2000)	59%	55%	49%
	For Sale (Census 2000)	17%	19%	22%
	Rented or Sold, (Census 2000)	11%	9%	9%
	Seasonal (Census 2014)	6%	5%	5%
	Other (Census 2000)	8%	10%	13%
Homes Built By Year	Homes Built 1990 to 2000	10%	15%	21%
	Homes Built 1980 to 1989	13%	17%	19%
	Homes Built 1970 to 1979	14%	17%	19%
	Homes Built 1960 to 1969	16%	17%	15%
	Homes Built 1950 to 1959	20%	17%	13%
	Homes Built 1940 to 1949	12%	9%	6%
	Homes Built Before 1939	15%	9%	7%
Units in Structure	1 Unit	65%	67%	71%
	2 - 9 Units	19%	16%	12%
	Greater than 10 Units	14%	13%	11%
	Mobilie Trailer	1%	3%	6%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.9%	1.0%	0.8%
	Property Value \$750,000 to \$999,999	1.5%	1.6%	1.6%
	Property Value \$500,000 to \$749,999	2.3%	2.9%	3.4%
	Property Value \$400,000 to \$499,999	2.8%	4.0%	5.2%
	Property Value \$300,000, to \$399,999	5.0%	7.7%	10.0%
	Property Value \$200,000 to \$299,999	14.8%	17.4%	21.7%
	Property Value \$150,000 to \$199,999	22.0%	23.0%	22.1%
	Property Value \$100,000 to \$149,999	25.0%	22.3%	20.0%
	Property Value \$60,000 to \$99,999	17.0%	12.6%	8.9%
	Property Value \$40,000 to \$59,999	3.1%	2.4%	1.8%
	Property Value \$0 to \$39,999	5.5%	5.0%	4.5%
	Median Home Value	\$148,703	\$166,638	\$183,637
	Median Rent	\$487	\$512	\$527
Wealth per Household	\$0 and under - percent	19.7%	18.8%	17.9%
	\$1 to \$4999 - percent	10.5%	9.7%	9.0%
	\$5k to \$9999 - percent	5.3%	5.0%	4.7%
	\$10k to \$24999 - percent	6.9%	6.7%	6.5%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.1%	10.2%	10.3%
	\$100k to \$249999 - percent	16.9%	17.4%	18.0%
	\$250k to \$499999 - percent	11.6%	12.2%	12.8%
	\$500k+ - percent	12.2%	13.1%	13.8%
	Median HH Wealth	\$53,648	\$64,346	\$73,730
	Avg HH Wealth	\$206,761	\$219,021	\$229,409

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Economic Viability	Economic Viability Local	153	153	154
	Economic Viability Indexed	99	99	100
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	36,477	97,187	207,965
	Managerial/Executive	13.1%	14.6%	15.8%
	Professional Specialty	23.7%	24.5%	24.5%
	Healthcare Support	4.0%	3.7%	2.9%
	Sales	9.2%	10.0%	10.2%
	Office & Administrative Support	10.0%	11.0%	11.6%
	Protective Service	1.3%	1.6%	1.8%
	Food Preperation	8.6%	6.6%	5.5%
	Building Maintenance & Cleaning	5.3%	4.4%	4.0%
	Personal Care	3.3%	3.0%	2.7%
	Farming, Fishing, & Forestry	0.2%	0.2%	0.2%
	Construction	6.8%	6.2%	7.0%
	Production & Transportation	14.4%	14.3%	13.8%
	Percent White Collar Workers	60.0%	63.7%	65.0%
Percent Blue Collar Workers	40.0%	36.3%	35.0%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	6.1%	5.2%	6.0%
	Manufacturing	10.8%	11.5%	12.9%
	Transportation	3.7%	4.0%	4.6%
	Information	1.6%	1.5%	1.5%
	Wholesale/Retail	13.1%	14.1%	14.0%
	Finance, Insurance, Real Estate	5.9%	6.7%	7.1%
	Professional Services	5.5%	5.9%	5.8%
	Management Services	0.2%	0.2%	0.3%
	Administrative/Waste Services	5.5%	5.2%	5.0%
	Educational Services	27.0%	28.1%	26.2%
	Entertainment Services	12.3%	10.1%	8.7%
	Other Professional Services	5.7%	4.7%	5.1%
	Public Administration	2.6%	2.8%	2.9%
	Transportation To Work	Drive to Work Alone	74.1%	77.2%
Drive to Work Carpool		15.9%	14.2%	12.4%
Travel to Work by Public Transportation		2.7%	2.3%	1.3%
Drive to Work on Motorcycle		0.1%	0.1%	0.1%
Drive to Work on Bicycle		0.1%	0.1%	0.1%
Walked to Work		3.8%	2.9%	1.8%
Other Means		1.4%	0.9%	0.6%
Work at Home		2.0%	2.3%	2.4%

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	Travel to Work in Less than 5 Minutes	3.6%	2.9%	2.3%
	Travel to Work in 5 to 9 Minutes	14.0%	11.5%	9.6%
	Travel to Work in 10 to 14 Minutes	23.5%	21.4%	17.6%
	Travel to Work in 15 to 19 Minutes	22.6%	24.0%	22.3%
	Travel to Work in 20 to 29 Minutes	18.9%	21.8%	26.6%
	Travel to Work in 30 to 44 Minutes	11.4%	12.0%	14.5%
	Travel to Work in 45 to 59 Minutes	2.4%	2.7%	3.4%
	Travel to Work in 60 Minutes or more	3.5%	3.8%	3.7%
	Average Travel Time to Work	18	19	21
Vehicles per HH	No Vehicles	13.9%	9.9%	6.8%
	1 Vehicle	42.4%	38.5%	33.8%
	2 Vehicles	31.4%	34.2%	36.5%
	3 or more vehicles	12.4%	17.3%	22.9%
	Average Number of Vehicles	1.47	1.65	1.84
Change	Births (last 12 months)	885	2,373	4,835
	Deaths (last 12 months)	602	1,775	4,026
	Migration (last 12 months)	25	679	3,105
Work place	Workplace Establishments	3,520	6,314	10,598
	Workplace Employees (FTE)	87,373	147,133	224,483