

Parkway Plaza - Winston-Salem

Winston-Salem, NC

Demographic Summary Report

2020 Census, 2025 Estimates & 2030 Projections

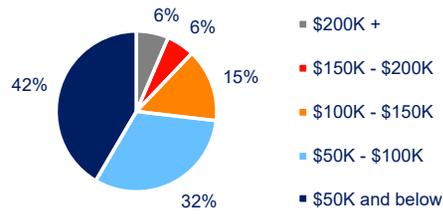
Source: Synergos Technologies, Inc

Current Year Demographics	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Min Drive
Current Population	7,368	72,600	156,005	156,151
Total Daytime Population	16,726	139,680	227,981	216,857
Workplace Population	3,391	70,488	100,695	98,034
Average Household Income	\$75,594	\$84,548	\$89,329	\$87,409
Median Household Income	\$49,964	\$61,613	\$61,304	\$61,063
Total Households	3,139	30,937	64,555	66,276
Median Home Value	\$232,708	\$251,488	\$271,305	\$269,412
College (4+)	26.0%	36.5%	36.5%	35.6%
Total Consumer Spending/Capita (Weekly)	\$381	\$387	\$390	\$389
% of Households with Children	26.7%	21.6%	24.0%	23.9%

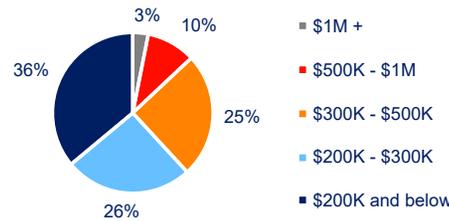
2030 Demographic Projections

Projected Population	7,439	73,696	157,627	157,748
Projected Annual Growth Rate	0.2%	0.3%	0.2%	0.2%
Projected Total Growth Rate (5-Yr)	1.0%	1.5%	1.0%	1.0%

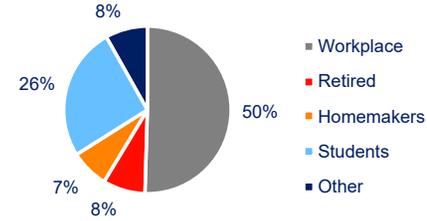
3-Mile Radius Section Detail



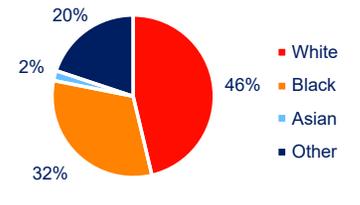
Household Income



Home Value



Daytime Population



Hispanic Origin: 19.6%

Race

