

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.067045 Longitude: -80.254436

Parkway Plaza - Winston-Salem Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	52,157	156,007	394,644
	Population Est 25Q1	52,212	156,138	394,479
	Population Est 24Q4	52,060	155,825	393,926
	Population Est 24Q3	52,056	155,782	392,997
	Population Est 24Q2	51,996	155,635	391,700
	Population Est 24Q1	51,961	155,590	390,993
	Population Est 23Q4	51,813	155,152	389,940
	Population Est 23Q3	51,466	154,542	388,543
	Population Est 23Q2	51,324	154,217	387,681
	Population Fcst	52,902	157,603	404,419
	2010 Census Population	47,926	139,058	342,980
	2000 Census Population	44,422	123,428	295,847
	1990 Census Population	40,767	113,816	255,610
	Current Year Daytime Population	104,559	216,653	432,655
	Average Seasonal Population	413	1,144	2,539
	Historical Annual Growth, 1990 – 2000	0.86%	0.81%	1.47%
	Historical Annual Growth, 2000 – 2010	0.76%	1.20%	1.49%
	Estimated Annual Growth, 2010 – CY	0.59%	0.80%	0.97%
	Projected Annual Growth, CY to Y5	0.28%	0.20%	0.49%
	Group Qtrs Est	3,527	5,298	10,880
Transient Est Average Last 4 Qtrs	6,109	9,960	15,875	
<b>Households</b>	Current Year Estimated Households	22,240	66,214	162,345
	Households Est 25Q1	22,260	66,236	162,224
	Households Est 24Q4	22,185	66,090	161,982
	Households Est 24Q3	22,179	66,069	161,604
	Households Est 24Q2	22,144	65,998	161,053
	Households Est 24Q1	22,132	65,985	160,765
	Households Est 23Q4	22,046	65,767	160,301
	Households Est 23Q3	21,890	65,499	159,700
	Households Est 23Q2	21,823	65,359	159,338
	Households Fcst	22,625	66,972	166,514
	2010 Census Households	19,374	57,099	138,235
	2000 Census Households	18,431	51,601	119,789
	1990 Census Households	17,758	48,608	103,602
	Historical Annual Growth, 1990 – 2000	0.37%	0.60%	1.46%
	Historical Annual Growth, 2000 – 2010	0.50%	1.02%	1.44%
	Estimated Annual Growth, 2010 – CY	0.96%	1.03%	1.11%
	Projected Annual Growth, CY to Y5	0.34%	0.23%	0.51%
	Population per Household	2.19	2.28	2.36

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.067045 Longitude: -80.254436

Parkway Plaza - Winston-Salem Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.2%	1.4%	1.8%
	HH Income \$250,000 to \$499,999	1.4%	1.7%	2.2%
	HH Income \$200,000 to \$249,999	3.4%	3.9%	5.1%
	HH Income \$175,000 to \$199,999	2.2%	2.4%	3.8%
	HH Income \$150,000 to \$174,999	3.2%	3.3%	5.2%
	HH Income \$100,000 to 149,999	14.2%	14.6%	16.7%
	HH Income \$75,000 to 99,999	14.0%	13.0%	13.4%
	HH Income \$50,000 to 74,999	17.8%	18.2%	17.2%
	HH Income \$35,000 to 49,999	14.0%	13.0%	11.7%
	HH Income \$25,000 to 34,999	9.3%	9.0%	7.7%
	HH Income \$15,000 to 24,999	8.9%	8.6%	6.8%
	HH Income \$0 to 14,999	10.3%	10.8%	8.3%
	Average Household Income	\$81,535	\$87,391	\$99,359
	Median Household Income	\$60,171	\$61,052	\$72,099
	Per Capita Income	\$35,878	\$37,716	\$41,327
	Average Disposable Income	\$65,231	\$67,085	\$77,041
	Median Disposable Income	\$51,744	\$52,443	\$61,743
	Discretionary HH Income Over \$150,000	3.2%	4.7%	6.8%
	Discretionary HH Income \$125,000 to \$149,999	2.8%	3.1%	4.5%
	Discretionary HH Income \$100,000 to \$124,999	3.9%	3.9%	6.8%
	Discretionary HH Income \$75,000 to \$99,999	7.8%	8.5%	11.1%
	Discretionary HH Income \$50,000 to \$74,999	17.9%	17.0%	17.8%
	Discretionary HH Income \$25,000 to \$49,999	28.9%	27.5%	25.8%
	Discretionary HH Income Under \$25,000	35.5%	35.3%	27.2%
	Average Discretionary HH Income	\$46,308	\$48,834	\$59,028
	Median Discretionary HH Income	\$36,431	\$36,890	\$46,553
	Householder White – Count	11,082	31,900	95,770
	Median HH Income	\$72,233	\$76,590	\$86,749
	Average HH Income	\$84,356	\$88,577	\$96,087
	Householder Black or African-American – Count	5,993	20,673	38,765
	Median HH Income	\$41,916	\$40,689	\$48,393
	Average HH Income	\$54,157	\$52,836	\$60,756
	Householder Hispanic – Count	2,896	7,588	14,127
Median HH Income	\$54,088	\$59,111	\$63,472	
Average HH Income	\$61,834	\$66,709	\$73,399	
Householder Asian or Pacific Islander – Count	527	1,352	3,366	
Median HH Income	\$67,920	\$94,092	\$97,930	
Average HH Income	\$88,309	\$101,911	\$104,263	
Householder Other or Pacific Islander – Count	1,741	4,701	10,318	
Median HH Income	\$64,519	\$65,593	\$73,030	
Average HH Income	\$72,396	\$74,251	\$82,269	

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.067045 Longitude: -80.254436

Parkway Plaza - Winston-Salem Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	24,484	73,110	186,710
	Female Population	27,673	82,897	207,933
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	3,400	9,765	21,933
	Count of Pop 0 to 7 years	4,510	13,520	30,592
	Count of Pop 5 - 13	5,132	16,768	40,233
	Count of Pop 14 - 18	3,183	8,953	22,326
	Count of Pop 19 - 22	3,414	9,033	23,283
	Count of Pop 22 - 25	2,523	6,508	17,357
	Count of Pop 25 - 29	3,476	9,644	22,404
	Count of Pop 30 - 34	4,604	12,123	25,048
	Count of Pop 35 - 39	4,099	11,311	24,789
	Count of Pop 40 - 44	3,433	9,837	23,558
	Count of Pop 45 - 59	8,332	26,128	71,135
	Count of Pop 60 - 74	7,504	24,653	69,341
	Count of Pop 75 - 84	2,360	8,572	25,422
	Count of Pop 85+	697	2,713	7,815
	% of Pop 0 to 4 years	6.5%	6.3%	5.6%
	% of Pop 0 to 7 years	8.6%	8.7%	7.8%
	% of Pop 5 - 13	9.8%	10.7%	10.2%
	% of Pop 14 - 18	6.1%	5.7%	5.7%
	% of Pop 19 - 22	6.5%	5.8%	5.9%
	% of Pop 22 - 25	4.8%	4.2%	4.4%
	% of Pop 25 - 29	6.7%	6.2%	5.7%
	% of Pop 30 - 34	8.8%	7.8%	6.3%
	% of Pop 35 - 39	7.9%	7.3%	6.3%
	% of Pop 40 - 44	6.6%	6.3%	6.0%
	% of Pop 45 - 59	16.0%	16.7%	18.0%
	% of Pop 60 - 74	14.4%	15.8%	17.6%
	% of Pop 75 - 84	4.5%	5.5%	6.4%
	% of Pop 85+	1.3%	1.7%	2.0%
Median Age	35.4	37.3	40.0	
Average Age	37.7	39.1	40.9	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	7.1%	6.8%	6.0%
	% of Pop 5 - 13	10.6%	11.6%	11.0%
	% of Pop 14 - 18	5.8%	5.9%	6.0%
	% of Pop 19 - 22	6.0%	5.9%	6.1%
	% of Pop 22 - 25	4.4%	4.2%	4.6%
	% of Pop 25 - 29	7.0%	6.4%	5.9%
	% of Pop 30 - 34	8.8%	7.8%	6.4%
	% of Pop 35 - 39	8.3%	7.3%	6.3%
	% of Pop 40 - 44	6.9%	6.3%	5.9%
	% of Pop 45 - 59	16.4%	16.9%	18.0%
	% of Pop 75 - 84	3.9%	4.7%	5.7%
	% of Pop 60 - 74	14.0%	15.0%	16.8%
	% of Pop 85+	0.9%	1.1%	1.3%
	Median Age	35.1	35.9	38.2
Average Age	36.9	37.7	39.4	

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.067045 Longitude: -80.254436

Parkway Plaza - Winston-Salem Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% of Pop 0 to 4 years	6.0%	5.8%	5.2%
	% of Pop 5 - 13	9.2%	10.0%	9.5%
	% of Pop 14 - 18	6.4%	5.6%	5.4%
	% of Pop 19 - 22	7.0%	5.7%	5.7%
	% of Pop 22 - 25	5.2%	4.1%	4.3%
	% of Pop 25 - 29	6.3%	6.0%	5.4%
	% of Pop 30 - 34	8.8%	7.8%	6.3%
	% of Pop 35 - 39	7.5%	7.2%	6.3%
	% of Pop 40 - 44	6.3%	6.3%	6.0%
	% of Pop 45 - 59	15.6%	16.6%	18.0%
	% of Pop 60 - 74	14.7%	16.5%	18.3%
	% of Pop 75 - 84	5.1%	6.2%	7.1%
	% of Pop 85+	1.7%	2.3%	2.5%
	Median Age	35.7	38.6	41.7
Average Age	38.4	40.4	42.1	
Race	Count of White	24,514	71,437	230,100
	Count of Black or African-American	15,663	52,201	96,240
	Count of Asian or Pacific Islander	922	3,639	9,633
	Count of Other races	11,058	28,730	58,671
	White	47.0%	45.8%	58.3%
	Black or African American	30.0%	33.5%	24.4%
	Asian	1.8%	2.3%	2.4%
	Other Races	21.2%	18.4%	14.9%
Language Spoken	Speak English at Home	78.2%	79.3%	84.9%
	Speak Spanish at Home	18.6%	16.7%	11.4%
	Speak French or French Creole at Home	0.3%	0.5%	0.3%
	Speak German at Home	0.5%	0.3%	0.2%
	Speak Other Indo-European Languages at Home	0.8%	1.0%	0.9%
	Speak Russian and Other Slavic Languages at Home	0.1%	0.2%	0.1%
	Speak Chinese at Home	0.5%	0.5%	0.6%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.2%	0.3%	0.1%
	Speak Other Asian Languages at Home	0.4%	0.4%	0.5%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.2%	0.3%
	Speak Other Language at Home	0.3%	0.7%	0.5%
Hispanic	Hispanic Population	11,235	28,532	55,200
	Hispanic Population Percent	21.5%	18.3%	14.0%
	Mexican	66.4%	60.1%	56.5%
	Puerto Rican	6.4%	8.5%	9.9%
	Cuban	1.6%	1.5%	2.9%
	Dominican	4.3%	3.2%	3.6%
	Central American	14.9%	14.4%	15.1%
	South American	2.1%	7.3%	7.5%
	Other Hispanic	4.2%	5.0%	4.5%
	2000 Hispanic Population Percent	12%	9%	6%
	1990 Hispanic Population Percent	1%	1%	1%

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.067045 Longitude: -80.254436

Parkway Plaza - Winston-Salem Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Ancestry</b>	American (percent of total population)	2.6%	3.0%	4.9%
	American	2.3%	2.8%	4.6%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
	Asian (percent of total population)	1.5%	1.7%	1.8%
	Chinese	0.6%	0.5%	0.7%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.0%	0.1%	0.1%
	South Central Asian (ie. Indian)	0.5%	0.7%	0.7%
	South East Asian (ie. Vietnamese)	0.2%	0.1%	0.2%
	Other Asian	0.1%	0.1%	0.1%
	European (percent of total population)	15.6%	16.9%	23.3%
	British	4.5%	5.1%	7.0%
	Dutch	0.2%	0.2%	0.3%
	French	0.4%	0.5%	0.6%
	German	3.4%	3.7%	5.3%
	Italian	0.7%	0.8%	1.3%
	Polish	0.3%	0.3%	0.5%
	Scandinavian	0.5%	0.5%	0.7%
	Scotch/Irish	3.9%	4.2%	5.6%
Other European (ie. Greek/Russian)	1.5%	1.6%	2.0%	
Middle Eastern	0.2%	0.3%	0.3%	
Other Ancestry	16.8%	14.8%	14.9%	
Unclassified Ancestry	11.8%	11.2%	15.8%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	34,504	104,981	269,511
	Elementary (0 to 8)	5.1%	5.0%	4.0%
	Some High School (9 to 11)	8.8%	7.2%	5.7%
	High School Graduate (12)	24.7%	25.1%	24.0%
	Some College (13 to 16)	18.5%	19.3%	20.0%
	Associates Degree Only	7.1%	7.7%	9.2%
	Bachelors Degree Only	19.6%	21.2%	22.6%
	Graduate Degree	16.2%	14.4%	14.5%
	% College (4+)	35.8%	35.6%	37.1%
<b>Household Type</b>	Total Households – count	22,240	66,214	162,345
	One Person HHs – count	9,144	24,866	51,618
	Family HHs – count	11,042	36,604	101,042
	Married Couple – count	6,374	22,160	71,031
	w/own children – count	2,095	7,931	25,513
	w/out own children – count	4,280	14,229	45,518
	Male Householder – count	979	2,976	6,638
	Female Householder – count	3,688	11,468	23,374
	Non-Family Households – count	2,054	4,743	9,685
	1 Person Household	41.1%	37.6%	31.8%
	2 Person Household	30.3%	30.9%	33.6%
	3 Person Household	12.5%	13.6%	15.0%
	4 Person Household	8.5%	9.9%	11.4%
	5 Person Household	4.6%	4.9%	5.2%
	6 Person Household	1.9%	2.0%	1.9%
7+ Person Household	1.2%	1.2%	1.1%	
% Households With Children	21.8%	23.9%	25.6%	

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.067045 Longitude: -80.254436

Parkway Plaza - Winston-Salem Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Housing</b>	Total Housing Units	24,941	73,219	176,502
	Owner Occupied Percent	40.8%	46.6%	57.1%
	Renter Occupied Percent	48.3%	43.8%	34.9%
	Vacant Housing Percent	10.8%	9.6%	8.0%
	Total Housing Units (Census 2000)	20,152	56,045	128,763
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.1%	3.0%	3.0%
	Property Value \$750,000 to \$999,999	2.1%	3.2%	4.8%
	Property Value \$500,000 to \$749,999	7.0%	7.9%	13.5%
	Property Value \$400,000 to \$499,999	8.3%	8.9%	12.4%
	Property Value \$300,000, to \$399,999	17.5%	17.5%	19.1%
	Property Value \$200,000 to \$299,999	26.4%	26.7%	24.7%
	Property Value \$150,000 to \$199,999	13.6%	11.8%	9.0%
	Property Value \$100,000 to \$149,999	14.6%	11.0%	6.5%
	Property Value \$60,000 to \$99,999	5.5%	4.5%	2.6%
	Property Value \$40,000 to \$59,999	1.2%	1.4%	1.0%
	Property Value \$0 to \$39,999	2.2%	2.7%	2.5%
	Median Home Value	\$246,836	\$269,354	\$319,735
<b>Wealth per Household</b>	\$0 and under - percent	19.4%	18.8%	17.7%
	\$1 to \$4999 - percent	10.1%	9.7%	8.8%
	\$5k to \$9999 - percent	5.2%	5.0%	4.7%
	\$10k to \$24999 - percent	6.8%	6.7%	6.4%
	\$25k to \$49999 - percent	6.9%	6.9%	6.8%
	\$50k to \$99999 - percent	10.0%	10.1%	10.2%
	\$100k to \$249999 - percent	16.9%	17.3%	18.0%
	\$250k to \$499999 - percent	11.9%	12.2%	13.0%
	\$500k+ - percent	12.9%	13.3%	14.4%
	Median HH Wealth	\$58,158	\$64,400	\$77,586
	Avg HH Wealth	\$214,592	\$220,873	\$236,550
<b>Economic Viability</b>	Economic Viability Local	268	267	267
	Economic Viability Indexed	97	96	96
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	26,092	75,844	192,157
	Managerial/Executive	14.3%	14.5%	16.6%
	Professional Specialty	23.2%	24.7%	25.2%
	Healthcare Support	4.8%	4.4%	3.3%
	Sales	9.5%	8.5%	9.2%
	Office & Administrative Support	9.1%	10.8%	11.1%
	Protective Service	1.9%	1.8%	1.8%
	Food Preparation	7.3%	6.1%	4.9%
	Building Maintenance & Cleaning	4.5%	4.5%	3.9%
	Personal Care	1.9%	1.7%	2.2%
	Farming, Fishing, & Forestry	0.3%	0.3%	0.2%
	Construction	8.9%	8.5%	7.9%
	Production & Transportation	14.3%	14.5%	13.8%
	Percent White Collar Workers	60.8%	62.7%	65.3%
	Percent Blue Collar Workers	39.2%	37.3%	34.7%

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.067045 Longitude: -80.254436

Parkway Plaza - Winston-Salem Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Agriculture/Mining/Construction	9.6%	8.1%	7.0%
	Manufacturing	9.3%	11.6%	12.7%
	Transportation	4.8%	4.6%	5.5%
	Information	1.3%	1.0%	1.1%
	Wholesale/Retail	12.8%	12.1%	12.7%
	Finance, Insurance, Real Estate	5.7%	5.9%	7.1%
	Professional Services	5.0%	5.6%	5.6%
	Management Services	0.3%	0.2%	0.1%
	Administrative/Waste Services	5.1%	5.3%	4.7%
	Educational Services	27.1%	28.9%	27.5%
	Entertainment Services	11.2%	9.1%	7.9%
	Other Professional Services	4.4%	4.7%	5.0%
	Public Administration	3.2%	3.0%	3.0%
<b>Vehicles per HH</b>	No Vehicles	7.5%	9.5%	6.5%
	1 Vehicle	47.4%	42.6%	34.9%
	2 Vehicles	31.9%	32.9%	36.1%
	3 or more vehicles	13.2%	15.0%	22.5%
	Average Number of Vehicles	1.55	1.59	1.85
<b>Change</b>	Births (last 12 months)	634	1,837	4,328
	Deaths (last 12 months)	386	1,359	3,891
	Migration (last 12 months)	-87	-77	2,587
<b>Work place</b>	Workplace Establishments	3,082	5,984	10,812
	Workplace Employees (FTE)	52,672	97,983	158,705