

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 36.067045 Longitude: -80.254436

Parkway Plaza - Winston-Salem Winston-Salem, NC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	7,368	72,600	156,005
	Population Est 25Q1	7,403	72,722	156,200
	Population Est 24Q4	7,394	72,534	155,927
	Population Est 24Q3	7,398	72,505	155,885
	Population Est 24Q2	7,400	72,415	155,747
	Population Est 24Q1	7,397	72,363	155,687
	Population Est 23Q4	7,389	72,143	155,242
	Population Est 23Q3	7,307	71,705	154,634
	Population Est 23Q2	7,282	71,518	154,318
	Population Fcst	7,439	73,696	157,627
	2010 Census Population	7,331	65,875	138,763
	2000 Census Population	6,786	61,095	125,798
	1990 Census Population	6,264	55,741	116,526
	Current Year Daytime Population	16,726	139,680	227,981
	Average Seasonal Population	38	560	1,137
	Historical Annual Growth, 1990 – 2000	0.80%	0.92%	0.77%
	Historical Annual Growth, 2000 – 2010	0.78%	0.76%	0.99%
	Estimated Annual Growth, 2010 – CY	0.03%	0.67%	0.81%
	Projected Annual Growth, CY to Y5	0.19%	0.30%	0.21%
	Group Qtrs Est	47	4,763	7,989
Transient Est Average Last 4 Qtrs	419	7,054	10,553	
Households	Current Year Estimated Households	3,139	30,937	64,555
	Households Est 25Q1	3,151	30,983	64,607
	Households Est 24Q4	3,146	30,890	64,478
	Households Est 24Q3	3,148	30,874	64,459
	Households Est 24Q2	3,150	30,820	64,392
	Households Est 24Q1	3,148	30,802	64,371
	Households Est 23Q4	3,143	30,676	64,151
	Households Est 23Q3	3,111	30,476	63,885
	Households Est 23Q2	3,100	30,390	63,748
	Households Fcst	3,168	31,493	65,329
	2010 Census Households	2,933	26,732	55,752
	2000 Census Households	2,957	25,305	51,311
	1990 Census Households	2,865	24,067	48,662
	Historical Annual Growth, 1990 – 2000	0.32%	0.50%	0.53%
	Historical Annual Growth, 2000 – 2010	-0.08%	0.55%	0.83%
	Estimated Annual Growth, 2010 – CY	0.47%	1.01%	1.02%
	Projected Annual Growth, CY to Y5	0.18%	0.36%	0.24%
Population per Household	2.33	2.19	2.29	

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Parkway Plaza - Winston-Salem Winston-Salem, NC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	1.1%	1.3%	1.5%
	HH Income \$250,000 to \$499,999	1.3%	1.5%	1.8%
	HH Income \$200,000 to \$249,999	3.0%	3.6%	4.2%
	HH Income \$175,000 to \$199,999	2.0%	2.3%	2.6%
	HH Income \$150,000 to \$174,999	2.7%	3.4%	3.5%
	HH Income \$100,000 to 149,999	11.0%	14.7%	14.3%
	HH Income \$75,000 to 99,999	12.5%	13.9%	12.8%
	HH Income \$50,000 to 74,999	16.4%	17.7%	18.0%
	HH Income \$35,000 to 49,999	20.3%	13.1%	12.7%
	HH Income \$25,000 to 34,999	8.9%	9.0%	8.8%
	HH Income \$15,000 to 24,999	10.0%	8.8%	8.6%
	HH Income \$0 to 14,999	10.9%	10.6%	11.3%
	Average Household Income	\$75,594	\$84,548	\$89,329
	Median Household Income	\$49,964	\$61,613	\$61,304
	Per Capita Income	\$32,339	\$37,208	\$37,722
	Average Disposable Income	\$59,995	\$66,454	\$67,841
	Median Disposable Income	\$43,669	\$52,940	\$52,653
	Discretionary HH Income Over \$150,000	1.0%	3.9%	5.2%
	Discretionary HH Income \$125,000 to \$149,999	3.1%	2.8%	3.3%
	Discretionary HH Income \$100,000 to \$124,999	3.0%	3.9%	4.2%
	Discretionary HH Income \$75,000 to \$99,999	6.1%	8.2%	8.5%
	Discretionary HH Income \$50,000 to \$74,999	14.5%	18.3%	16.6%
	Discretionary HH Income \$25,000 to \$49,999	31.7%	27.7%	26.5%
	Discretionary HH Income Under \$25,000	40.5%	35.2%	35.7%
	Average Discretionary HH Income	\$40,224	\$47,701	\$49,820
	Median Discretionary HH Income	\$29,308	\$37,488	\$37,054
	Householder White – Count	1,456	15,438	30,458
	Median HH Income	\$69,737	\$75,018	\$79,745
	Average HH Income	\$83,135	\$86,554	\$91,436
	Householder Black or African-American – Count	777	8,777	20,590
	Median HH Income	\$40,819	\$41,385	\$40,255
	Average HH Income	\$52,229	\$53,499	\$51,716
	Householder Hispanic – Count	649	3,640	7,533
Median HH Income	\$45,131	\$60,445	\$59,075	
Average HH Income	\$48,351	\$65,196	\$66,600	
Householder Asian or Pacific Islander – Count	33	695	1,263	
Median HH Income	\$58,395	\$69,136	\$87,788	
Average HH Income	\$68,775	\$88,250	\$98,710	
Householder Other or Pacific Islander – Count	223	2,387	4,711	
Median HH Income	\$47,877	\$66,489	\$67,595	
Average HH Income	\$60,876	\$73,473	\$74,954	

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Gender	Male Population	3,583	34,134	73,251
	Female Population	3,785	38,466	82,754
Total Population by Age	Count of Pop 0 to 4 years	485	4,552	9,519
	Count of Pop 0 to 7 years	642	6,118	13,250
	Count of Pop 5 - 13	780	7,105	16,605
	Count of Pop 14 - 18	407	4,352	9,626
	Count of Pop 19 - 22	397	4,586	10,068
	Count of Pop 22 - 25	284	3,343	7,371
	Count of Pop 25 - 29	545	4,609	9,517
	Count of Pop 30 - 34	566	6,086	11,644
	Count of Pop 35 - 39	564	5,507	11,066
	Count of Pop 40 - 44	505	4,737	9,649
	Count of Pop 45 - 59	1,334	11,737	25,558
	Count of Pop 60 - 74	1,105	11,065	24,207
	Count of Pop 75 - 84	308	3,724	8,484
	Count of Pop 85+	89	1,197	2,690
	% of Pop 0 to 4 years	6.6%	6.3%	6.1%
	% of Pop 0 to 7 years	8.7%	8.4%	8.5%
	% of Pop 5 - 13	10.6%	9.8%	10.6%
	% of Pop 14 - 18	5.5%	6.0%	6.2%
	% of Pop 19 - 22	5.4%	6.3%	6.5%
	% of Pop 22 - 25	3.9%	4.6%	4.7%
	% of Pop 25 - 29	7.4%	6.3%	6.1%
	% of Pop 30 - 34	7.7%	8.4%	7.5%
	% of Pop 35 - 39	7.7%	7.6%	7.1%
	% of Pop 40 - 44	6.8%	6.5%	6.2%
	% of Pop 45 - 59	18.1%	16.2%	16.4%
	% of Pop 60 - 74	15.0%	15.2%	15.5%
	% of Pop 75 - 84	4.2%	5.1%	5.4%
	% of Pop 85+	1.2%	1.6%	1.7%
Median Age	37.0	36.5	36.7	
Average Age	38.2	38.7	38.8	
Male Population by Age	% of Pop 0 to 4 years	6.9%	6.8%	6.6%
	% of Pop 5 - 13	11.1%	10.6%	11.5%
	% of Pop 14 - 18	5.8%	5.7%	6.4%
	% of Pop 19 - 22	5.8%	5.9%	6.6%
	% of Pop 22 - 25	4.1%	4.3%	4.8%
	% of Pop 25 - 29	7.9%	6.8%	6.3%
	% of Pop 30 - 34	7.5%	8.4%	7.4%
	% of Pop 35 - 39	7.7%	7.9%	7.1%
	% of Pop 40 - 44	6.7%	6.8%	6.2%
	% of Pop 45 - 59	17.8%	16.7%	16.5%
	% of Pop 75 - 84	3.7%	4.4%	4.7%
	% of Pop 60 - 74	14.2%	14.7%	14.7%
	% of Pop 85+	0.8%	1.0%	1.1%
	Median Age	35.6	35.9	35.3
Average Age	37.1	37.6	37.4	

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	% of Pop 60 - 74	15.8%	15.7%	16.2%
	% of Pop 75 - 84	4.6%	5.8%	6.1%
	% of Pop 85+	1.6%	2.2%	2.3%
	Median Age	38.2	37.1	37.9
Average Age	39.3	39.6	40.0	
Race	Count of White	3,286	33,604	71,446
	Count of Black or African-American	1,818	23,104	52,567
	Count of Asian or Pacific Islander	71	1,451	3,561
	Count of Other races	2,193	14,441	28,431
	White	44.6%	46.3%	45.8%
	Black or African American	24.7%	31.8%	33.7%
	Asian	1.0%	2.0%	2.3%
	Other Races	29.8%	19.9%	18.2%
Language Spoken	Speak English at Home	73.7%	79.2%	79.5%
	Speak Spanish at Home	24.2%	17.3%	16.6%
	Speak French or French Creole at Home	0.4%	0.3%	0.4%
	Speak German at Home	0.7%	0.4%	0.3%
	Speak Other Indo-European Languages at Home	0.2%	0.8%	0.9%
	Speak Russian and Other Slavic Languages at Home	0.1%	0.1%	0.2%
	Speak Chinese at Home	0.2%	0.5%	0.6%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.1%	0.6%	0.3%
	Speak Other Asian Languages at Home	0.1%	0.4%	0.5%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.2%
	Speak Other Language at Home	0.3%	0.3%	0.5%
Hispanic	Hispanic Population	2,125	14,207	28,247
	Hispanic Population Percent	28.8%	19.6%	18.1%
	Mexican	70.1%	63.0%	60.0%
	Puerto Rican	9.7%	6.0%	8.4%
	Cuban	1.2%	1.7%	1.7%
	Dominican	5.4%	3.9%	3.4%
	Central American	7.1%	17.1%	14.5%
	South American	3.1%	3.3%	7.1%
	Other Hispanic	3.4%	5.0%	5.0%
	2000 Hispanic Population Percent	14%	11%	9%
	1990 Hispanic Population Percent	1%	1%	1%

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Ancestry	American (percent of total population)	2.7%	2.8%	3.0%
	American	2.4%	2.5%	2.7%
	Native American (ie. Indian/Eskimo)	0.3%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	0.8%	1.5%	1.6%
	Chinese	0.3%	0.6%	0.7%
	Japanese	0.0%	0.1%	0.2%
	Korean	0.0%	0.0%	0.1%
	South Central Asian (ie. Indian)	0.3%	0.5%	0.5%
	South East Asian (ie. Vietnamese)	0.1%	0.2%	0.2%
	Other Asian	0.0%	0.1%	0.1%
	European (percent of total population)	13.8%	16.5%	16.9%
	British	3.9%	4.9%	5.1%
	Dutch	0.2%	0.2%	0.2%
	French	0.4%	0.5%	0.5%
	German	3.4%	3.6%	3.6%
	Italian	0.5%	0.7%	0.9%
	Polish	0.4%	0.3%	0.3%
	Scandinavian	0.4%	0.5%	0.5%
	Scotch/Irish	3.5%	4.1%	4.1%
Other European (ie. Greek/Russian)	1.0%	1.6%	1.6%	
Middle Eastern	0.2%	0.2%	0.2%	
Other Ancestry	16.2%	16.0%	14.8%	
Unclassified Ancestry	13.0%	11.5%	11.5%	
Education (Age 25+)	Adult Population (25 Years or Older)	5,015	48,662	102,816
	Elementary (0 to 8)	5.6%	5.1%	5.0%
	Some High School (9 to 11)	12.3%	8.5%	7.5%
	High School Graduate (12)	26.7%	23.8%	24.7%
	Some College (13 to 16)	21.6%	18.9%	18.9%
	Associates Degree Only	7.8%	7.2%	7.4%
	Bachelors Degree Only	14.1%	20.2%	21.4%
	Graduate Degree	11.9%	16.2%	15.1%
	% College (4+)	26.0%	36.5%	36.5%
Household Type	Total Households – count	3,139	30,937	64,555
	One Person HHs – count	1,164	12,550	23,959
	Family HHs – count	1,639	15,961	35,967
	Married Couple – count	997	9,485	21,678
	w/own children – count	447	3,165	7,686
	w/out own children – count	550	6,320	13,991
	Male Householder – count	91	1,433	2,884
	Female Householder – count	550	5,043	11,406
	Non-Family Households – count	336	2,426	4,629
	1 Person Household	37.1%	40.6%	37.1%
	2 Person Household	31.2%	30.3%	31.0%
	3 Person Household	13.6%	12.7%	13.7%
	4 Person Household	9.4%	8.6%	10.1%
	5 Person Household	5.3%	4.6%	4.9%
6 Person Household	2.1%	1.9%	2.0%	
7+ Person Household	1.3%	1.2%	1.2%	
% Households With Children	26.7%	21.6%	24.0%	

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Housing	Total Housing Units	3,504	34,676	71,704
	Owner Occupied Percent	44.3%	42.6%	46.9%
	Renter Occupied Percent	45.3%	46.6%	43.1%
	Vacant Housing Percent	10.4%	10.8%	10.0%
	Total Housing Units (Census 2000)	3,225	27,497	55,692
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.6%	2.1%	3.2%
	Property Value \$750,000 to \$999,999	1.9%	2.8%	3.5%
	Property Value \$500,000 to \$749,999	6.9%	7.1%	8.5%
	Property Value \$400,000 to \$499,999	6.0%	8.1%	8.8%
	Property Value \$300,000, to \$399,999	15.5%	17.0%	16.6%
	Property Value \$200,000 to \$299,999	26.7%	25.8%	26.6%
	Property Value \$150,000 to \$199,999	21.9%	13.1%	11.4%
	Property Value \$100,000 to \$149,999	12.3%	13.4%	10.9%
	Property Value \$60,000 to \$99,999	5.0%	6.0%	4.7%
	Property Value \$40,000 to \$59,999	0.9%	1.2%	1.4%
	Property Value \$0 to \$39,999	1.3%	2.3%	2.7%
	Median Home Value	\$232,708	\$251,488	\$271,305
Wealth per Household	\$0 and under - percent	19.6%	19.1%	18.8%
	\$1 to \$4999 - percent	10.3%	9.9%	9.6%
	\$5k to \$9999 - percent	5.3%	5.1%	5.0%
	\$10k to \$24999 - percent	6.9%	6.8%	6.7%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.1%	10.0%	10.1%
	\$100k to \$249999 - percent	17.0%	17.1%	17.3%
	\$250k to \$499999 - percent	11.7%	12.0%	12.3%
	\$500k+ - percent	12.3%	13.1%	13.4%
	Median HH Wealth	\$55,113	\$61,084	\$65,079
	Avg HH Wealth	\$208,130	\$217,972	\$221,970
Economic Viability	Economic Viability Local	266	268	267
	Economic Viability Indexed	96	97	96
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	4,077	35,958	74,551
	Managerial/Executive	12.4%	14.7%	14.8%
	Professional Specialty	19.1%	23.5%	24.6%
	Healthcare Support	3.2%	4.8%	4.3%
	Sales	9.7%	9.3%	8.1%
	Office & Administrative Support	10.2%	9.4%	10.4%
	Protective Service	1.7%	2.1%	1.9%
	Food Preparation	14.2%	6.7%	6.0%
	Building Maintenance & Cleaning	4.1%	4.9%	4.6%
	Personal Care	1.4%	1.9%	1.9%
	Farming, Fishing, & Forestry	0.2%	0.3%	0.3%
	Construction	9.7%	8.6%	8.6%
	Production & Transportation	14.0%	13.9%	14.5%
	Percent White Collar Workers	54.6%	61.6%	62.3%
	Percent Blue Collar Workers	45.4%	38.4%	37.7%

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	Agriculture/Mining/Construction	9.6%	9.2%	8.2%
	Manufacturing	10.0%	9.9%	11.5%
	Transportation	5.8%	4.4%	4.7%
	Information	0.4%	1.4%	1.0%
	Wholesale/Retail	14.0%	12.5%	11.7%
	Finance, Insurance, Real Estate	4.4%	5.9%	5.8%
	Professional Services	3.6%	5.0%	5.8%
	Management Services	0.4%	0.3%	0.1%
	Administrative/Waste Services	4.9%	5.6%	5.4%
	Educational Services	22.3%	28.0%	29.0%
	Entertainment Services	16.2%	10.3%	9.1%
	Other Professional Services	5.6%	4.5%	4.7%
	Public Administration	2.7%	3.3%	2.8%
Vehicles per HH	No Vehicles	4.8%	8.5%	9.8%
	1 Vehicle	43.7%	45.1%	41.9%
	2 Vehicles	33.2%	32.3%	33.3%
	3 or more vehicles	18.3%	14.1%	15.0%
	Average Number of Vehicles	1.73	1.56	1.59
Change	Births (last 12 months)	93	843	1,800
	Deaths (last 12 months)	55	591	1,342
	Migration (last 12 months)	-66	-62	-172
Work place	Workplace Establishments	256	4,095	6,051
	Workplace Employees (FTE)	3,391	70,488	100,695