

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 36.066854 Longitude: -80.305473

Stratford Commons Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	40,218	148,907	360,125
	Population Est 23Q1	40,334	148,925	359,714
	Population Est 22Q4	40,324	148,585	358,787
	Population Est 22Q3	40,235	148,032	357,294
	Population Est 22Q2	40,187	147,804	356,807
	Population Est 22Q1	40,140	147,242	355,553
	Population Est 21Q4	40,109	147,222	355,329
	Population Est 21Q3	40,090	146,944	354,118
	Population Est 21Q2	40,062	146,794	353,456
	Population Fcst	40,059	151,039	368,904
	2010 Census Population	36,034	131,794	312,826
	2000 Census Population	31,448	116,541	269,407
	1990 Census Population	28,754	103,363	231,684
	Current Year Daytime Population	83,839	219,997	401,849
	Average Seasonal Population	439	1,746	3,358
	Historical Annual Growth, 1990 – 2000	0.90%	1.21%	1.52%
	Historical Annual Growth, 2000 – 2010	1.37%	1.24%	1.51%
	Estimated Annual Growth, 2010 – CY	0.77%	0.86%	0.99%
	Projected Annual Growth, CY to Y5	-0.08%	0.28%	0.48%
	Group Qtrs Est	333	6,225	10,719
Transient Est Average Last 4 Qtrs	6,110	10,396	14,969	
Households	Current Year Estimated Households	19,044	64,045	147,246
	Households Est 23Q1	19,094	64,047	147,058
	Households Est 22Q4	19,090	63,874	146,646
	Households Est 22Q3	19,046	63,614	145,999
	Households Est 22Q2	19,021	63,499	145,790
	Households Est 22Q1	19,002	63,222	145,232
	Households Est 21Q4	18,979	63,198	145,127
	Households Est 21Q3	18,974	63,081	144,626
	Households Est 21Q2	18,960	63,011	144,352
	Households Fcst	18,972	65,065	150,993
	2010 Census Households	16,978	55,357	125,589
	2000 Census Households	14,883	49,580	109,071
	1990 Census Households	13,424	44,480	94,244
	Historical Annual Growth, 1990 – 2000	1.04%	1.09%	1.47%
	Historical Annual Growth, 2000 – 2010	1.33%	1.11%	1.42%
	Estimated Annual Growth, 2010 – CY	0.81%	1.03%	1.12%
	Projected Annual Growth, CY to Y5	-0.08%	0.32%	0.50%
	Population per Household	2.09	2.23	2.37

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Stratford Commons Winston-Salem, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.1%	1.5%	1.4%
	HH Income \$250,000 to \$499,999	1.3%	1.8%	1.6%
	HH Income \$200,000 to \$249,999	3.0%	4.2%	3.8%
	HH Income \$175,000 to \$199,999	1.6%	3.4%	3.9%
	HH Income \$150,000 to \$174,999	3.1%	4.0%	4.5%
	HH Income \$100,000 to 149,999	15.8%	14.8%	16.0%
	HH Income \$75,000 to 99,999	13.3%	13.2%	12.4%
	HH Income \$50,000 to 74,999	18.0%	17.2%	17.2%
	HH Income \$35,000 to 49,999	13.8%	12.3%	11.9%
	HH Income \$25,000 to 34,999	10.9%	9.9%	9.6%
	HH Income \$15,000 to 24,999	8.8%	8.1%	7.8%
	HH Income \$0 to 14,999	9.4%	9.6%	9.9%
	Average Household Income	\$84,246	\$93,824	\$91,716
	Median Household Income	\$58,208	\$63,606	\$64,766
	Per Capita Income	\$40,180	\$41,119	\$37,984
	Average Disposable Income	\$63,896	\$70,227	\$70,508
	Median Disposable Income	\$50,053	\$54,625	\$55,645
	Discretionary HH Income Over \$150,000	3.4%	5.1%	4.3%
	Discretionary HH Income \$125,000 to \$149,999	2.2%	3.6%	3.8%
	Discretionary HH Income \$100,000 to \$124,999	3.5%	5.2%	5.6%
	Discretionary HH Income \$75,000 to \$99,999	8.6%	8.8%	10.1%
	Discretionary HH Income \$50,000 to \$74,999	19.6%	18.3%	17.6%
	Discretionary HH Income \$25,000 to \$49,999	29.1%	27.1%	27.0%
	Discretionary HH Income Under \$25,000	33.7%	32.0%	31.6%
	Average Discretionary HH Income	\$47,094	\$52,083	\$52,013
	Median Discretionary HH Income	\$36,768	\$40,296	\$40,690
	Householder White – Count	12,299	39,367	86,635
	Median HH Income	\$65,029	\$75,801	\$79,656
	Average HH Income	\$77,267	\$88,285	\$90,219
	Householder Black or African-American – Count	3,457	13,185	36,847
	Median HH Income	\$35,575	\$38,826	\$41,924
	Average HH Income	\$47,009	\$52,402	\$54,247
	Householder Hispanic – Count	1,809	6,098	12,554
	Median HH Income	\$53,583	\$49,718	\$52,418
Average HH Income	\$65,879	\$59,950	\$63,635	
Householder Asian or Pacific Islander – Count	470	1,560	2,932	
Median HH Income	\$101,994	\$98,560	\$102,468	
Average HH Income	\$106,279	\$107,511	\$107,838	
Householder Other or Pacific Islander – Count	1,009	3,836	8,278	
Median HH Income	\$67,821	\$62,829	\$65,492	
Average HH Income	\$78,231	\$71,400	\$75,080	

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Gender	Male Population	18,428	69,680	170,111
	Female Population	21,790	79,227	190,014
Total Population by Age	Count of Pop 0 to 4 years	2,649	8,755	20,017
	Count of Pop 0 to 7 years	3,509	11,964	28,278
	Count of Pop 5 - 13	3,886	14,866	37,866
	Count of Pop 14 - 18	1,682	8,176	20,635
	Count of Pop 19 - 22	1,673	8,703	21,349
	Count of Pop 22 - 25	1,253	6,621	15,879
	Count of Pop 25 - 29	2,747	9,418	21,031
	Count of Pop 30 - 34	3,554	11,104	22,884
	Count of Pop 35 - 39	3,161	10,328	22,521
	Count of Pop 40 - 44	2,586	9,258	21,539
	Count of Pop 45 - 59	6,721	25,452	65,424
	Count of Pop 60 - 74	6,680	24,294	61,783
	Count of Pop 75 - 84	2,637	8,889	22,013
	Count of Pop 85+	988	3,045	7,181
	% of Pop 0 to 4 years	6.6%	5.9%	5.6%
	% of Pop 0 to 7 years	8.7%	8.0%	7.9%
	% of Pop 5 - 13	9.7%	10.0%	10.5%
	% of Pop 14 - 18	4.2%	5.5%	5.7%
	% of Pop 19 - 22	4.2%	5.8%	5.9%
	% of Pop 22 - 25	3.1%	4.4%	4.4%
% of Pop 25 - 29	6.8%	6.3%	5.8%	
% of Pop 30 - 34	8.8%	7.5%	6.4%	
% of Pop 35 - 39	7.9%	6.9%	6.3%	
% of Pop 40 - 44	6.4%	6.2%	6.0%	
% of Pop 45 - 59	16.7%	17.1%	18.2%	
% of Pop 60 - 74	16.6%	16.3%	17.2%	
% of Pop 75 - 84	6.6%	6.0%	6.1%	
% of Pop 85+	2.5%	2.0%	2.0%	
Median Age	39.2	38.3	39.5	
Average Age	41.0	40.1	40.5	
Male Population by Age	% of Pop 0 to 4 years	7.4%	6.4%	6.0%
	% of Pop 5 - 13	10.8%	10.8%	11.3%
	% of Pop 14 - 18	4.6%	5.6%	6.0%
	% of Pop 19 - 22	4.5%	5.9%	6.2%
	% of Pop 22 - 25	3.4%	4.5%	4.5%
	% of Pop 25 - 29	7.1%	6.6%	6.1%
	% of Pop 30 - 34	9.1%	7.6%	6.4%
	% of Pop 35 - 39	8.0%	7.1%	6.3%
	% of Pop 40 - 44	6.5%	6.3%	5.9%
	% of Pop 45 - 59	16.5%	17.3%	18.2%
	% of Pop 75 - 84	5.5%	5.1%	5.4%
	% of Pop 60 - 74	15.0%	15.4%	16.4%
	% of Pop 85+	1.6%	1.4%	1.4%
Median Age	37.0	36.9	37.8	
Average Age	38.8	38.6	39.1	

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	% of Pop 0 to 4 years	5.9%	5.4%	5.2%
	% of Pop 5 - 13	8.7%	9.2%	9.8%
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	% of Pop 40 - 44	6.3%	6.1%	6.0%
	% of Pop 45 - 59	16.9%	16.9%	18.2%
	% of Pop 60 - 74	17.9%	17.1%	17.9%
	% of Pop 75 - 84	7.5%	6.7%	6.7%
	% of Pop 85+	3.2%	2.6%	2.6%
	Median Age	41.4	39.6	41.1
Average Age	42.9	41.3	41.7	
Race	Count of White	24,448	86,721	209,744
	Count of Black or African-American	8,333	34,750	91,722
	Count of Asian or Pacific Islander	1,726	4,772	9,188
	Count of Other races	5,711	22,664	49,471
	White	60.8%	58.2%	58.2%
	Black or African American	20.7%	23.3%	25.5%
	Asian	4.3%	3.2%	2.6%
	Other Races	14.2%	15.2%	13.7%
Language Spoken	Speak English at Home	80.5%	81.7%	85.2%
	Speak Spanish at Home	12.1%	12.8%	10.8%
	Speak French or French Creole at Home	0.6%	0.3%	0.2%
	Speak German at Home	0.2%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	3.1%	1.7%	1.1%
	Speak Russian and Other Slavic Languages at Home	0.1%	0.2%	0.2%
	Speak Chinese at Home	0.6%	0.8%	0.7%
	Speak Korean at Home	0.1%	0.1%	0.1%
	Speak Vietnamese at Home	0.1%	0.2%	0.1%
	Speak Other Asian Languages at Home	1.0%	0.7%	0.5%
	Speak Tagalog and Other Pacific Languages at Home	0.4%	0.3%	0.2%
	Speak Other Language at Home	1.3%	1.0%	0.7%
Hispanic	Hispanic Population	5,541	22,358	49,015
	Hispanic Population Percent	13.8%	15.0%	13.6%
	Mexican	39.5%	58.5%	58.2%
	Puerto Rican	12.8%	7.7%	9.2%
	Cuban	4.0%	2.5%	2.4%
	Dominican	4.8%	3.3%	3.0%
	Central American	14.9%	12.9%	13.1%
	South American	15.7%	8.6%	7.1%
	Other Hispanic	8.3%	6.5%	6.9%
	2000 Hispanic Population Percent	7%	7%	7%
	1990 Hispanic Population Percent	1%	1%	1%

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Ancestry	American (percent of total population)	4.9%	5.3%	6.1%
	American	4.7%	5.1%	5.8%
	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)	4.3%	3.2%	2.5%
	Chinese	0.6%	0.7%	0.6%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.3%	0.2%	0.2%
	South Central Asian (ie. Indian)	1.0%	0.9%	0.7%
	South East Asian (ie. Vietnamese)	1.7%	1.0%	0.7%
	Other Asian	0.5%	0.3%	0.2%
	European (percent of total population)	32.9%	30.3%	28.5%
	British	8.7%	8.4%	7.6%
	Dutch	0.6%	0.5%	0.5%
	French	1.0%	0.9%	0.8%
	German	7.5%	6.8%	6.7%
	Italian	1.3%	1.6%	1.6%
	Polish	0.7%	0.8%	0.7%
	Scandinavian	1.0%	1.0%	1.0%
	Scotch/Irish	8.9%	7.5%	7.0%
Other European (ie. Greek/Russian)	3.2%	2.9%	2.6%	
Middle Eastern	0.7%	0.7%	0.4%	
Other Ancestry	26.4%	28.0%	29.7%	
Unclassified Ancestry	17.2%	17.5%	19.2%	
Education (Age 25+)	Adult Population (25 Years or Older)	29,075	101,787	244,378
	Elementary (0 to 8)	4.0%	4.3%	4.1%
	Some High School (9 to 11)	5.2%	5.9%	6.0%
	High School Graduate (12)	21.5%	21.3%	23.6%
	Some College (13 to 16)	19.2%	18.2%	20.2%
	Associates Degree Only	9.8%	8.1%	8.7%
	Bachelors Degree Only	22.9%	24.0%	22.3%
	Graduate Degree	17.4%	18.2%	15.1%
	% College (4+)	40.3%	42.3%	37.4%
Household Type	Total Households – count	19,044	64,045	147,246
	One Person HHs – count	7,754	23,873	46,630
	Family HHs – count	9,585	35,691	91,952
	Married Couple – count	6,327	24,014	64,055
	w/own children – count	1,954	8,564	23,148
	w/out own children – count	4,373	15,450	40,907
	Male Householder – count	648	2,760	6,216
	Female Householder – count	2,610	8,916	21,681
	Non-Family Households – count	1,706	4,482	8,663
	1 Person Household	40.7%	37.3%	31.7%
	2 Person Household	32.8%	32.3%	33.5%
	3 Person Household	12.5%	13.2%	14.9%
	4 Person Household	8.0%	9.8%	11.6%
	5 Person Household	3.8%	4.8%	5.3%
6 Person Household	1.4%	1.8%	2.0%	
7+ Person Household	0.8%	1.0%	1.1%	
% Households With Children	19.8%	23.8%	25.9%	

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Housing	Total Housing Units	20,797	70,187	160,536
	Owner Occupied Percent	49.1%	51.1%	57.1%
	Renter Occupied Percent	42.5%	40.2%	34.6%
	Vacant Housing Percent	8.4%	8.8%	8.3%
	Total Housing Units (Census 2000)	16,195	53,600	117,420
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	3.3%	3.4%	3.2%
	Property Value \$750,000 to \$999,999	2.0%	3.6%	4.1%
	Property Value \$500,000 to \$749,999	7.6%	12.0%	13.1%
	Property Value \$400,000 to \$499,999	7.7%	10.6%	11.1%
	Property Value \$300,000, to \$399,999	16.9%	15.8%	17.5%
	Property Value \$200,000 to \$299,999	30.4%	26.3%	25.9%
	Property Value \$150,000 to \$199,999	17.1%	12.8%	10.7%
	Property Value \$100,000 to \$149,999	8.9%	8.0%	7.0%
	Property Value \$60,000 to \$99,999	3.3%	3.7%	3.3%
	Property Value \$40,000 to \$59,999	0.8%	0.9%	1.1%
	Property Value \$0 to \$39,999	1.5%	1.7%	2.2%
	Median Home Value	\$259,014	\$285,800	\$299,419
Wealth per Household	\$0 and under - percent	18.5%	18.2%	17.8%
	\$1 to \$4999 - percent	9.4%	9.1%	8.9%
	\$5k to \$9999 - percent	4.9%	4.8%	4.7%
	\$10k to \$24999 - percent	6.6%	6.5%	6.4%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	10.1%	10.0%	10.2%
	\$100k to \$249999 - percent	17.4%	17.5%	17.9%
	\$250k to \$499999 - percent	12.5%	12.7%	12.9%
	\$500k+ - percent	13.8%	14.3%	14.4%
	Median HH Wealth	\$68,414	\$72,688	\$76,638
	Avg HH Wealth	\$226,836	\$232,787	\$236,009
Economic Viability	Economic Viability Local	259	262	261
	Economic Viability Indexed	96	97	96
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	20,805	73,584	173,799
	Managerial/Executive	14.0%	16.2%	16.8%
	Professional Specialty	30.3%	28.8%	26.7%
	Healthcare Support	3.6%	3.5%	3.2%
	Sales	9.5%	9.3%	9.6%
	Office & Administrative Support	11.4%	10.7%	10.9%
	Protective Service	2.0%	2.0%	1.7%
	Food Preparation	6.7%	5.2%	5.1%
	Building Maintenance & Cleaning	3.0%	3.6%	3.6%
	Personal Care	1.2%	2.0%	2.1%
	Farming, Fishing, & Forestry	0.3%	0.3%	0.2%
	Construction	7.1%	6.8%	7.3%
	Production & Transportation	10.7%	11.6%	12.9%
	Percent White Collar Workers	68.9%	68.5%	67.1%
	Percent Blue Collar Workers	31.1%	31.5%	32.9%

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	Agriculture/Mining/Construction	6.4%	6.4%	6.7%
	Manufacturing	10.0%	10.9%	11.8%
	Transportation	4.2%	4.2%	4.8%
	Information	0.8%	1.2%	1.2%
	Wholesale/Retail	12.4%	12.2%	13.1%
	Finance, Insurance, Real Estate	6.0%	7.1%	7.5%
	Professional Services	7.0%	7.3%	6.1%
	Management Services	0.3%	0.3%	0.2%
	Administrative/Waste Services	4.2%	4.5%	4.4%
	Educational Services	30.7%	29.2%	28.2%
	Entertainment Services	9.5%	8.8%	8.5%
	Other Professional Services	5.1%	4.6%	4.7%
	Public Administration	3.5%	3.3%	2.9%
Vehicles per HH	No Vehicles	7.6%	7.1%	7.0%
	1 Vehicle	42.8%	41.3%	35.1%
	2 Vehicles	37.6%	35.8%	36.4%
	3 or more vehicles	11.9%	15.8%	21.5%
	Average Number of Vehicles	1.58	1.66	1.82
Change	Births (last 12 months)	495	1,710	3,991
	Deaths (last 12 months)	394	1,357	3,365
	Migration (last 12 months)	-60	781	2,765
Work place	Workplace Establishments	2,817	6,186	9,689
	Workplace Employees (FTE)	51,209	105,425	155,339