

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 36.067687 Longitude: -80.254615

| Parkway Plaza - Winston-Salem Winston-Salem, NC | | 1.00 Mile Radius | 3.00 Mile Radius | 5.00 Mile Radius |
|--|---------------------------------------|---------------------|---------------------|---------------------|
| Population | Current Year Estimated Population | 7,436 | 72,437 | 156,757 |
| | Population Est 23Q1 | 7,437 | 72,395 | 156,770 |
| | Population Est 22Q4 | 7,433 | 72,125 | 156,296 |
| | Population Est 22Q3 | 7,323 | 71,591 | 155,585 |
| | Population Est 22Q2 | 7,311 | 71,471 | 155,422 |
| | Population Est 22Q1 | 7,297 | 71,146 | 154,700 |
| | Population Est 21Q4 | 7,307 | 71,167 | 154,740 |
| | Population Est 21Q3 | 7,313 | 71,055 | 154,459 |
| | Population Est 21Q2 | 7,311 | 71,004 | 154,327 |
| | Population Fcst | 7,535 | 73,824 | 158,967 |
| | 2010 Census Population | 7,576 | 66,006 | 139,499 |
| | 2000 Census Population | 6,950 | 61,325 | 126,627 |
| | 1990 Census Population | 6,454 | 55,988 | 117,246 |
| | Current Year Daytime Population | 16,676 | 143,347 | 231,873 |
| | Average Seasonal Population | 60 | 778 | 1,595 |
| | Historical Annual Growth, 1990 – 2000 | 0.74% | 0.91% | 0.77% |
| | Historical Annual Growth, 2000 – 2010 | 0.87% | 0.74% | 0.97% |
| | Estimated Annual Growth, 2010 – CY | -0.13% | 0.65% | 0.82% |
| | Projected Annual Growth, CY to Y5 | 0.26% | 0.38% | 0.28% |
| | Group Qtrs Est | 48 | 4,770 | 8,281 |
| Transient Est Average Last 4 Qtrs | 451 | 7,262 | 10,831 | |
| Households | Current Year Estimated Households | 3,178 | 30,890 | 64,765 |
| | Households Est 23Q1 | 3,177 | 30,875 | 64,766 |
| | Households Est 22Q4 | 3,175 | 30,730 | 64,539 |
| | Households Est 22Q3 | 3,129 | 30,477 | 64,214 |
| | Households Est 22Q2 | 3,125 | 30,410 | 64,131 |
| | Households Est 22Q1 | 3,118 | 30,233 | 63,787 |
| | Households Est 21Q4 | 3,121 | 30,231 | 63,786 |
| | Households Est 21Q3 | 3,125 | 30,185 | 63,673 |
| | Households Est 21Q2 | 3,124 | 30,161 | 63,614 |
| | Households Fcst | 3,221 | 31,591 | 65,808 |
| | 2010 Census Households | 3,016 | 26,803 | 55,973 |
| | 2000 Census Households | 3,020 | 25,415 | 51,557 |
| | 1990 Census Households | 2,949 | 24,182 | 48,868 |
| | Historical Annual Growth, 1990 – 2000 | 0.24% | 0.50% | 0.54% |
| | Historical Annual Growth, 2000 – 2010 | -0.02% | 0.53% | 0.83% |
| | Estimated Annual Growth, 2010 – CY | 0.37% | 1.00% | 1.03% |
| | Projected Annual Growth, CY to Y5 | 0.27% | 0.45% | 0.32% |
| Population per Household | 2.32 | 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 | 0.9% | 1.1% | 1.2% |
| | HH Income \$250,000 to \$499,999 | 1.1% | 1.3% | 1.5% |
| | HH Income \$200,000 to \$249,999 | 2.6% | 3.1% | 3.4% |
| | HH Income \$175,000 to \$199,999 | 1.5% | 1.8% | 2.2% |
| | HH Income \$150,000 to \$174,999 | 2.4% | 2.8% | 3.1% |
| | HH Income \$100,000 to 149,999 | 7.6% | 12.2% | 12.9% |
| | HH Income \$75,000 to 99,999 | 10.3% | 12.9% | 11.9% |
| | HH Income \$50,000 to 74,999 | 14.8% | 17.7% | 17.0% |
| | HH Income \$35,000 to 49,999 | 17.7% | 12.4% | 12.8% |
| | HH Income \$25,000 to 34,999 | 15.2% | 11.3% | 10.7% |
| | HH Income \$15,000 to 24,999 | 10.1% | 9.9% | 9.6% |
| | HH Income \$0 to 14,999 | 15.7% | 13.4% | 13.6% |
| | Average Household Income | \$64,569 | \$77,142 | \$81,442 |
| | Median Household Income | \$42,573 | \$54,282 | \$54,332 |
| | Per Capita Income | \$27,739 | \$34,082 | \$34,413 |
| | Average Disposable Income | \$52,498 | \$60,537 | \$62,194 |
| | Median Disposable Income | \$36,936 | \$46,673 | \$46,794 |
| | Discretionary HH Income Over \$150,000 | 2.2% | 3.6% | 4.0% |
| | Discretionary HH Income \$125,000 to \$149,999 | 1.9% | 2.2% | 2.6% |
| | Discretionary HH Income \$100,000 to \$124,999 | 2.9% | 3.4% | 3.6% |
| | Discretionary HH Income \$75,000 to \$99,999 | 4.0% | 6.6% | 7.1% |
| | Discretionary HH Income \$50,000 to \$74,999 | 11.8% | 16.4% | 15.8% |
| | Discretionary HH Income \$25,000 to \$49,999 | 25.1% | 27.0% | 26.6% |
| | Discretionary HH Income Under \$25,000 | 52.1% | 40.9% | 40.4% |
| | Average Discretionary HH Income | \$35,866 | \$43,403 | \$44,591 |
| | Median Discretionary HH Income | \$23,928 | \$33,147 | \$32,827 |
| | Householder White – Count | 1,426 | 15,316 | 31,045 |
| | Median HH Income | \$58,552 | \$68,946 | \$72,748 |
| | Average HH Income | \$74,013 | \$80,952 | \$85,509 |
| | Householder Black or African-American – Count | 856 | 8,865 | 20,682 |
| | Median HH Income | \$31,882 | \$34,100 | \$34,374 |
| | Average HH Income | \$40,388 | \$47,132 | \$46,759 |
| | Householder Hispanic – Count | 662 | 3,919 | 7,620 |
| Median HH Income | \$40,868 | \$47,278 | \$47,046 | |
| Average HH Income | \$44,989 | \$54,990 | \$56,484 | |
| Householder Asian or Pacific Islander – Count | 38 | 640 | 1,200 | |
| Median HH Income | \$83,757 | \$80,250 | \$96,203 | |
| Average HH Income | \$86,123 | \$96,892 | \$105,731 | |
| Householder Other or Pacific Islander – Count | 197 | 2,150 | 4,218 | |
| Median HH Income | \$45,870 | \$57,419 | \$59,065 | |
| Average HH Income | \$60,340 | \$65,241 | \$67,028 | |

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| Parkway Plaza - Winston-Salem Winston-Salem, NC | | 1.00 Mile Radius | 3.00 Mile Radius | 5.00 Mile Radius |
|--|---------------------------|---------------------|---------------------|---------------------|
| Gender | Male Population | 3,618 | 34,055 | 73,570 |
| | Female Population | 3,818 | 38,382 | 83,187 |
| Total Population by Age | Count of Pop 0 to 4 years | 480 | 4,428 | 9,502 |
| | Count of Pop 0 to 7 years | 642 | 5,994 | 13,255 |
| | Count of Pop 5 - 13 | 811 | 7,198 | 16,891 |
| | Count of Pop 14 - 18 | 405 | 4,319 | 9,669 |
| | Count of Pop 19 - 22 | 403 | 4,582 | 10,155 |
| | Count of Pop 22 - 25 | 294 | 3,391 | 7,510 |
| | Count of Pop 25 - 29 | 558 | 4,947 | 10,055 |
| | Count of Pop 30 - 34 | 585 | 6,012 | 11,642 |
| | Count of Pop 35 - 39 | 569 | 5,373 | 10,867 |
| | Count of Pop 40 - 44 | 516 | 4,645 | 9,553 |
| | Count of Pop 45 - 59 | 1,332 | 11,794 | 25,892 |
| | Count of Pop 60 - 74 | 1,093 | 10,944 | 24,035 |
| | Count of Pop 75 - 84 | 296 | 3,578 | 8,216 |
| | Count of Pop 85+ | 95 | 1,226 | 2,770 |
| | % of Pop 0 to 4 years | 6.5% | 6.1% | 6.1% |
| | % of Pop 0 to 7 years | 8.6% | 8.3% | 8.5% |
| | % of Pop 5 - 13 | 10.9% | 9.9% | 10.8% |
| | % of Pop 14 - 18 | 5.4% | 6.0% | 6.2% |
| | % of Pop 19 - 22 | 5.4% | 6.3% | 6.5% |
| | % of Pop 22 - 25 | 4.0% | 4.7% | 4.8% |
| | % of Pop 25 - 29 | 7.5% | 6.8% | 6.4% |
| | % of Pop 30 - 34 | 7.9% | 8.3% | 7.4% |
| | % of Pop 35 - 39 | 7.7% | 7.4% | 6.9% |
| % of Pop 40 - 44 | 6.9% | 6.4% | 6.1% | |
| % of Pop 45 - 59 | 17.9% | 16.3% | 16.5% | |
| % of Pop 60 - 74 | 14.7% | 15.1% | 15.3% | |
| % of Pop 75 - 84 | 4.0% | 4.9% | 5.2% | |
| % of Pop 85+ | 1.3% | 1.7% | 1.8% | |
| Median Age | 36.6 | 36.2 | 36.4 | |
| Average Age | 38.0 | 38.6 | 38.6 | |
| Male Population by Age | % of Pop 0 to 4 years | 6.8% | 6.6% | 6.6% |
| | % of Pop 5 - 13 | 11.4% | 10.7% | 11.7% |
| | % of Pop 14 - 18 | 5.7% | 5.7% | 6.3% |
| | % of Pop 19 - 22 | 5.7% | 5.9% | 6.5% |
| | % of Pop 22 - 25 | 4.2% | 4.4% | 4.8% |
| | % of Pop 25 - 29 | 7.9% | 7.2% | 6.6% |
| | % of Pop 30 - 34 | 7.8% | 8.4% | 7.4% |
| | % of Pop 35 - 39 | 7.7% | 7.8% | 7.0% |
| | % of Pop 40 - 44 | 6.8% | 6.7% | 6.1% |
| | % of Pop 45 - 59 | 17.6% | 16.8% | 16.6% |
| | % of Pop 75 - 84 | 3.5% | 4.2% | 4.5% |
| | % of Pop 60 - 74 | 13.9% | 14.6% | 14.6% |
| | % of Pop 85+ | 0.9% | 1.1% | 1.2% |
| Median Age | 35.3 | 35.7 | 35.0 | |
| Average Age | 36.8 | 37.6 | 37.3 | |

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| Parkway Plaza - Winston-Salem Winston-Salem, NC | | 1.00 Mile Radius | 3.00 Mile Radius | 5.00 Mile Radius |
|--|---|---------------------|---------------------|---------------------|
| | % of Pop 0 to 4 years | 6.1% | 5.6% | 5.6% |
| | % of Pop 5 - 13 | 10.4% | 9.3% | 10.0% |
| | % of Pop 14 - 18 | 5.2% | 6.2% | 6.0% |
| | % of Pop 19 - 22 | 5.1% | 6.7% | 6.4% |
| | % of Pop 22 - 25 | 3.7% | 4.9% | 4.8% |
| | % of Pop 25 - 29 | 7.2% | 6.5% | 6.2% |
| | % of Pop 30 - 34 | 8.0% | 8.2% | 7.4% |
| | % of Pop 35 - 39 | 7.6% | 7.1% | 6.9% |
| | % of Pop 40 - 44 | 7.0% | 6.1% | 6.0% |
| | % of Pop 45 - 59 | 18.2% | 15.9% | 16.4% |
| | % of Pop 60 - 74 | 15.5% | 15.6% | 16.0% |
| | % of Pop 75 - 84 | 4.4% | 5.6% | 5.9% |
| | % of Pop 85+ | 1.7% | 2.2% | 2.3% |
| | Median Age | 37.8 | 36.8 | 37.6 |
| Average Age | 39.0 | 39.4 | 39.8 | |
| Race | Count of White | 3,378 | 34,032 | 73,687 |
| | Count of Black or African-American | 1,863 | 23,094 | 53,008 |
| | Count of Asian or Pacific Islander | 100 | 1,460 | 3,801 |
| | Count of Other races | 2,095 | 13,852 | 26,262 |
| | White | 45.4% | 47.0% | 47.0% |
| | Black or African American | 25.1% | 31.9% | 33.8% |
| | Asian | 1.4% | 2.0% | 2.4% |
| | Other Races | 28.2% | 19.1% | 16.8% |
| Language Spoken | Speak English at Home | 70.8% | 78.2% | 79.9% |
| | Speak Spanish at Home | 27.0% | 18.4% | 16.0% |
| | Speak French or French Creole at Home | 0.1% | 0.2% | 0.3% |
| | Speak German at Home | 0.6% | 0.4% | 0.2% |
| | Speak Other Indo-European Languages at Home | 0.6% | 1.0% | 1.2% |
| | Speak Russian and Other Slavic Languages at Home | 0.1% | 0.2% | 0.1% |
| | Speak Chinese at Home | 0.4% | 0.6% | 0.7% |
| | Speak Korean at Home | 0.0% | 0.0% | 0.1% |
| | Speak Vietnamese at Home | 0.1% | 0.2% | 0.2% |
| | Speak Other Asian Languages at Home | 0.0% | 0.4% | 0.6% |
| | Speak Tagalog and Other Pacific Languages at Home | 0.0% | 0.1% | 0.2% |
| | Speak Other Language at Home | 0.3% | 0.3% | 0.6% |
| Hispanic | Hispanic Population | 2,217 | 14,544 | 27,818 |
| | Hispanic Population Percent | 29.8% | 20.1% | 17.7% |
| | Mexican | 71.4% | 63.8% | 61.5% |
| | Puerto Rican | 6.9% | 5.7% | 8.1% |
| | Cuban | 0.8% | 1.6% | 1.9% |
| | Dominican | 8.0% | 4.1% | 3.0% |
| | Central American | 6.1% | 14.1% | 12.3% |
| | South American | 2.4% | 4.4% | 6.3% |
| | Other Hispanic | 4.5% | 6.3% | 7.0% |
| | 2000 Hispanic Population Percent | 15% | 11% | 9% |
| | 1990 Hispanic Population Percent | 1% | 1% | 1% |

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|--|--|---------------------|---------------------|---------------------|
| Ancestry | American (percent of total population) | 3.1% | 3.8% | 4.1% |
| | American | 2.9% | 3.6% | 3.9% |
| | Native American (ie. Indian/Eskimo) | 0.2% | 0.2% | 0.2% |
| | Hawaiian/Pacific Islander | 0.0% | 0.0% | 0.0% |
| | Asian (percent of total population) | 1.3% | 2.0% | 2.4% |
| | Chinese | 0.2% | 0.4% | 0.5% |
| | Japanese | 0.0% | 0.1% | 0.1% |
| | Korean | 0.0% | 0.1% | 0.2% |
| | South Central Asian (ie. Indian) | 0.7% | 0.8% | 0.6% |
| | South East Asian (ie. Vietnamese) | 0.2% | 0.5% | 0.7% |
| | Other Asian | 0.1% | 0.1% | 0.3% |
| | European (percent of total population) | 17.2% | 21.8% | 22.2% |
| | British | 4.6% | 5.6% | 6.0% |
| | Dutch | 0.3% | 0.4% | 0.4% |
| | French | 0.5% | 0.7% | 0.7% |
| | German | 4.4% | 5.1% | 5.0% |
| | Italian | 0.8% | 1.0% | 1.1% |
| | Polish | 0.5% | 0.6% | 0.6% |
| | Scandinavian | 0.5% | 0.8% | 0.7% |
| | Scotch/Irish | 4.5% | 5.5% | 5.7% |
| Other European (ie. Greek/Russian) | 1.2% | 2.2% | 2.1% | |
| Middle Eastern | 0.2% | 0.4% | 0.4% | |
| Other Ancestry | 30.9% | 35.3% | 36.4% | |
| Unclassified Ancestry | 17.4% | 16.6% | 16.7% | |
| Education (Age 25+) | Adult Population (25 Years or Older) | 5,044 | 48,519 | 103,030 |
| | Elementary (0 to 8) | 11.0% | 5.8% | 5.6% |
| | Some High School (9 to 11) | 11.2% | 8.7% | 7.8% |
| | High School Graduate (12) | 25.8% | 24.8% | 25.2% |
| | Some College (13 to 16) | 20.8% | 18.7% | 18.9% |
| | Associates Degree Only | 8.5% | 7.4% | 7.3% |
| | Bachelors Degree Only | 11.7% | 18.6% | 20.3% |
| | Graduate Degree | 11.1% | 15.9% | 15.0% |
| | % College (4+) | 22.8% | 34.4% | 35.3% |
| Household Type | Total Households – count | 3,178 | 30,890 | 64,765 |
| | One Person HHs – count | 1,178 | 12,556 | 24,037 |
| | Family HHs – count | 1,591 | 15,740 | 36,035 |
| | Married Couple – count | 951 | 9,146 | 21,605 |
| | w/own children – count | 453 | 3,251 | 7,622 |
| | w/out own children – count | 498 | 5,895 | 13,983 |
| | Male Householder – count | 96 | 1,828 | 3,163 |
| | Female Householder – count | 545 | 4,765 | 11,266 |
| | Non-Family Households – count | 410 | 2,595 | 4,693 |
| | 1 Person Household | 37.1% | 40.6% | 37.1% |
| | 2 Person Household | 31.4% | 30.3% | 31.0% |
| | 3 Person Household | 13.5% | 12.7% | 13.6% |
| | 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 | 26.8% | 22.0% | 24.0% | |

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| Parkway Plaza - Winston-Salem Winston-Salem, NC | | 1.00 Mile Radius | 3.00 Mile Radius | 5.00 Mile Radius |
|--|---|---------------------|---------------------|---------------------|
| Housing | Total Housing Units | 3,555 | 34,654 | 71,962 |
| | Owner Occupied Percent | 44.0% | 42.5% | 46.9% |
| | Renter Occupied Percent | 45.4% | 46.6% | 43.1% |
| | Vacant Housing Percent | 10.6% | 10.9% | 10.0% |
| | Total Housing Units (Census 2000) | 3,314 | 27,614 | 55,955 |
| Home Value (Owner Occupied) | Property Value \$1,000,000 or more | 1.4% | 2.3% | 3.3% |
| | Property Value \$750,000 to \$999,999 | 1.1% | 2.6% | 3.1% |
| | Property Value \$500,000 to \$749,999 | 5.9% | 6.3% | 8.3% |
| | Property Value \$400,000 to \$499,999 | 5.1% | 7.3% | 7.6% |
| | Property Value \$300,000, to \$399,999 | 11.8% | 14.4% | 14.2% |
| | Property Value \$200,000 to \$299,999 | 28.5% | 27.5% | 26.7% |
| | Property Value \$150,000 to \$199,999 | 20.9% | 15.3% | 14.2% |
| | Property Value \$100,000 to \$149,999 | 16.9% | 12.9% | 11.3% |
| | Property Value \$60,000 to \$99,999 | 6.9% | 7.3% | 6.1% |
| | Property Value \$40,000 to \$59,999 | 0.6% | 1.6% | 1.9% |
| | Property Value \$0 to \$39,999 | 0.9% | 1.9% | 2.5% |
| | Median Home Value | \$210,076 | \$234,533 | \$246,590 |
| Wealth per Household | \$0 and under - percent | 20.1% | 19.4% | 19.0% |
| | \$1 to \$4999 - percent | 10.8% | 10.1% | 9.8% |
| | \$5k to \$9999 - percent | 5.4% | 5.2% | 5.1% |
| | \$10k to \$24999 - percent | 7.0% | 6.8% | 6.7% |
| | \$25k to \$49999 - percent | 6.9% | 6.8% | 6.8% |
| | \$50k to \$99999 - percent | 10.1% | 10.0% | 10.0% |
| | \$100k to \$249999 - percent | 16.7% | 16.9% | 17.2% |
| | \$250k to \$499999 - percent | 11.3% | 11.9% | 12.1% |
| | \$500k+ - percent | 11.8% | 12.9% | 13.3% |
| | Median HH Wealth | \$49,635 | \$58,410 | \$63,148 |
| | Avg HH Wealth | \$201,540 | \$215,147 | \$220,167 |
| Economic Viability | Economic Viability Local | 258 | 263 | 261 |
| | Economic Viability Indexed | 96 | 97 | 97 |
| Occupation (Employed Civilians Age 16+) | Employed Civilian Pop 16+ by Occupation | 4,020 | 35,288 | 73,540 |
| | Managerial/Executive | 11.5% | 13.7% | 14.4% |
| | Professional Specialty | 21.9% | 25.3% | 25.6% |
| | Healthcare Support | 2.7% | 4.3% | 4.1% |
| | Sales | 9.5% | 8.4% | 8.5% |
| | Office & Administrative Support | 7.9% | 9.6% | 10.4% |
| | Protective Service | 1.1% | 2.1% | 2.0% |
| | Food Preparation | 11.8% | 6.3% | 6.2% |
| | Building Maintenance & Cleaning | 5.8% | 5.2% | 4.8% |
| | Personal Care | 1.7% | 1.8% | 1.9% |
| | Farming, Fishing, & Forestry | 0.4% | 0.3% | 0.3% |
| | Construction | 11.1% | 9.5% | 8.2% |
| | Production & Transportation | 14.6% | 13.5% | 13.7% |
| | Percent White Collar Workers | 53.6% | 61.2% | 63.1% |
| | Percent Blue Collar Workers | 46.4% | 38.8% | 36.9% |

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| Parkway Plaza - Winston-Salem Winston-Salem, NC | | 1.00 Mile Radius | 3.00 Mile Radius | 5.00 Mile Radius |
|--|---------------------------------|---------------------|---------------------|---------------------|
| | Agriculture/Mining/Construction | 10.7% | 9.4% | 7.7% |
| | Manufacturing | 11.1% | 10.4% | 10.8% |
| | Transportation | 5.1% | 4.5% | 4.9% |
| | Information | 0.3% | 1.5% | 1.1% |
| | Wholesale/Retail | 10.7% | 11.4% | 12.1% |
| | Finance, Insurance, Real Estate | 3.8% | 5.3% | 5.7% |
| | Professional Services | 4.0% | 5.7% | 6.0% |
| | Management Services | 0.4% | 0.3% | 0.2% |
| | Administrative/Waste Services | 5.8% | 5.6% | 5.5% |
| | Educational Services | 22.9% | 27.5% | 28.7% |
| | Entertainment Services | 15.6% | 10.5% | 9.7% |
| | Other Professional Services | 5.6% | 4.3% | 4.4% |
| | Public Administration | 4.0% | 3.6% | 3.1% |
| Vehicles per HH | No Vehicles | 9.1% | 10.3% | 10.5% |
| | 1 Vehicle | 42.6% | 44.6% | 41.5% |
| | 2 Vehicles | 30.2% | 31.9% | 33.3% |
| | 3 or more vehicles | 18.1% | 13.2% | 14.7% |
| | Average Number of Vehicles | 1.65 | 1.52 | 1.58 |
| Change | Births (last 12 months) | 96 | 864 | 1,848 |
| | Deaths (last 12 months) | 53 | 569 | 1,299 |
| | Migration (last 12 months) | 85 | 677 | 816 |
| Work place | Workplace Establishments | 255 | 4,161 | 6,081 |
| | Workplace Employees (FTE) | 3,623 | 76,976 | 108,608 |