

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2021 Estimates & Q4 2026 Projections



Latitude/Longitude: 36.091031, -80.275314

20-Apr-2022

101260-Cloverdale Plaza

Winston-Salem, NC

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2021 Estimated Population	9,152	73,232	172,456	357,783
	2021 Daytime Population	17,766	150,872	268,995	420,097
	2026 Population Forecast	9,213	74,276	175,074	366,907
	2010 Census Population	8,958	69,023	160,897	323,266
	2000 Census Population	9,282	66,536	150,343	280,281
	1990 Census Population	9,259	64,964	138,287	243,941
	Historical Annual Growth, 1990 to 2000	0.03%	0.24%	0.84%	1.40%
	Historical Annual Growth, 2000 to 2010	-0.36%	0.37%	0.68%	1.44%
	CY Estimated Annual Growth, 2010 to 2021	0.18%	0.51%	0.59%	0.87%
	FY Projected Annual Growth, 2021 to 2025	0.13%	0.28%	0.30%	0.50%
HOUSEHOLDS	2021 Estimated Households	4,462	31,222	72,030	143,820
	2026 Households Forecast	4,501	31,797	73,300	147,622
	2010 Census Households	4,343	28,972	66,583	129,423
	2000 Census Households	4,599	28,491	62,375	113,227
	1990 Census Households	4,655	28,317	57,917	98,781
	Historical Annual Growth, 1990 to 2000	-0.12%	0.06%	0.74%	1.37%
	Historical Annual Growth, 2000 to 2010	-0.57%	0.17%	0.66%	1.35%
	CY Estimated Annual Growth, 2010 to 2021	0.23%	0.64%	0.67%	0.90%
	FY Projected Annual Growth, 2021 to 2025	0.18%	0.37%	0.35%	0.52%
	2021 % Households With Children	22%	23%	25%	28%
2021 Persons per Household	2.01	2.15	2.27	2.42	
INCOME 2021	HH Income \$500,000 or more	2.42%	1.31%	0.96%	0.98%
	HH Income \$250,000 to \$499,999	2.92%	1.56%	1.13%	1.16%
	HH Income \$200,000 to \$249,999	6.80%	3.65%	2.65%	2.71%
	HH Income \$175,000 to \$199,999	2.57%	2.95%	2.64%	2.78%
	HH Income \$150,000 to \$174,999	4.70%	3.14%	2.70%	3.52%
	HH Income \$100,000 to \$149,999	14.02%	10.87%	9.84%	12.69%
	HH Income \$75,000 to \$99,999	10.53%	9.09%	10.16%	12.25%
	HH Income \$50,000 to \$74,999	13.85%	14.45%	16.52%	17.64%
	HH Income \$35,000 to \$49,999	12.03%	13.00%	14.13%	13.93%
	HH Income \$25,000 to \$34,999	8.44%	10.87%	11.54%	10.02%
	HH Income \$15,000 to \$24,999	9.48%	11.61%	11.50%	10.19%
	HH Income \$0 to \$14,999	12.24%	17.50%	16.23%	12.13%
	CY Average Household Income	\$107,392	\$83,721	\$74,889	\$79,706
	CY Median Household Income	\$61,779	\$45,813	\$45,632	\$54,821
Per Capita Income	\$52,800	\$37,015	\$32,029	\$32,448	
2000 Average Household Income	\$62,317	\$55,792	\$54,382	\$56,241	
2000 Median Household Income	\$40,643	\$35,415	\$36,936	\$42,489	
2026 Projected Average Household Income	\$117,468	\$91,728	\$82,263	\$87,964	
2026 Projected Median Household Income	\$73,417	\$50,831	\$50,258	\$60,554	
WRKPLACE 2021	Workplace Establishments	517	3,659	6,093	8,859
	Workplace Employees (Full Time Employees)	11,568	84,181	134,905	181,802

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POPULATION BY AGE 2021	Count of Pop 0 to 4 years	629	4,712	11,325	21,833
	Count of Pop 5 to 14 years	1,206	8,476	20,229	40,242
	Count of Pop 14 to 22 years	840	10,054	22,788	43,570
	Count of Pop 22 to 30 years	599	6,896	17,001	37,078
	Count of Pop 30 to 45 years	1,989	14,164	33,453	62,166
	Count of Pop 45 to 60 years	1,763	12,546	29,783	68,231
	Count of Pop 60 to 75 years	1,543	11,245	26,426	60,248
	Count of Pop 75+ years	583	5,138	11,450	24,414
	Population 0 to 4 Years	6.87%	6.43%	6.57%	6.10%
	Population 5 to 13 Years	13.18%	11.57%	11.73%	11.25%
	Population 14 to 21 Years	9.18%	13.73%	13.21%	12.18%
	Population 22 to 29 Years	6.55%	9.42%	9.86%	10.36%
	Population 30 to 44 Years	21.73%	19.34%	19.40%	17.38%
	Population 45 to 59 Years	19.27%	17.13%	17.27%	19.07%
	Population 60 to 74 Years	16.86%	15.36%	15.32%	16.84%
	Population 74 Years Plus	6.37%	7.02%	6.64%	6.82%
	Median Age	40.6	37.0	36.7	38.8
GENDER 2021	Male Population	4,468	34,702	81,476	170,673
	Female Population	4,683	38,530	90,980	187,109
RACE 2021	2021 Estimated Population	9,152	73,232	172,456	357,783
	White	78.44%	57.47%	53.97%	63.79%
	Black or African American	12.25%	32.84%	35.33%	26.68%
	Asian or Pacific Islander	3.72%	2.08%	2.49%	2.18%
	Other Races	5.60%	7.62%	8.20%	7.35%
HISPANIC	2021 Hispanic Population	724	8,479	23,300	42,900
	2021 Hispanic Population %	7.91%	11.58%	13.51%	11.99%
	2026 Hispanic Population Forecast	724	8,638	23,893	44,210
	2026 Hispanic Population % Forecast	7.85%	11.63%	13.65%	12.05%
	2000 Hispanic Population %	3.15%	7.91%	8.31%	6.43%
1990 Hispanic Population %	0.51%	0.61%	0.73%	0.69%	
EDUCATION (AGE 25+) 2021	Adult Population (25 Years or Older)	6,253	47,001	111,023	237,232
	Elementary	2.31%	4.56%	4.90%	4.38%
	Some High School	2.53%	6.66%	6.91%	6.30%
	High School Graduate	14.61%	22.72%	24.58%	25.41%
	Some College	14.00%	19.46%	20.93%	21.10%
	Associates Degree	4.86%	5.98%	6.89%	8.40%
	Bachelors Degree	28.87%	22.04%	20.60%	21.32%
	Graduate Degree	32.82%	18.57%	15.19%	13.09%
% College (4+)	61.69%	40.61%	35.78%	34.41%	
HOUSING 2021	Total Housing Units	5,043	35,592	81,268	159,030
	Owner Occupied Percent	45.85%	43.91%	46.78%	58.18%
	Renter Occupied Percent	42.62%	43.81%	41.85%	32.25%
	Vacant Housing Percent	11.54%	12.28%	11.37%	9.56%

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HOMES BUILT BY YEAR 2021				
Homes Built 2010 or later	0.00%	0.16%	0.22%	0.35%
Homes Built 2000 to 2009	1.02%	8.71%	11.50%	16.65%
Homes Built 1990 to 1999	1.40%	6.65%	10.72%	14.61%
Homes Built 1980 to 1989	4.08%	10.00%	13.81%	14.62%
Homes Built 1970 to 1979	7.27%	12.56%	14.46%	15.68%
Homes Built 1960 to 1979	11.65%	16.38%	15.60%	13.70%
Homes Built 1950 to 1959	20.14%	19.38%	15.63%	11.84%
Homes Built 1940 to 1949	17.01%	8.61%	7.11%	5.17%
Homes Built 1939 or earlier	37.42%	17.55%	10.94%	7.38%
HOME VALUE (OWNER OCCUPIED) 2021				
Property Value \$1,000,000 or more	6.58%	3.83%	2.29%	1.40%
Property Value \$750,000 to \$999,999	6.72%	4.85%	3.29%	2.36%
Property Value \$500,000 to \$749,999	11.30%	8.70%	6.33%	5.65%
Property Value \$400,000 to \$499,999	10.61%	7.81%	5.97%	6.44%
Property Value \$300,000 to \$399,999	18.86%	11.73%	9.89%	12.00%
Property Value \$200,000 to \$299,999	26.83%	19.75%	22.37%	27.26%
Property Value \$150,000 to \$199,999	11.26%	14.08%	16.08%	18.18%
Property Value \$100,000 to \$149,999	5.15%	15.12%	17.37%	14.64%
Property Value \$60,000 to \$99,999	1.23%	8.50%	10.11%	6.45%
Property Value \$40,000 to \$59,999	0.32%	2.18%	2.61%	1.82%
Property Value \$0 to \$39,999	0.25%	2.55%	3.22%	3.48%
CY Median Home Value	\$323,977	\$230,785	\$201,304	\$215,186
CY Median Rent per Month (Census 2000)	\$494	\$474	\$519	\$523
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2021				
Employed Civilian Population 16+ by Occupation	4,405	32,130	77,837	169,422
Managerial/Executive	22.60%	16.16%	15.01%	15.78%
Professional Specialty	42.27%	28.39%	25.64%	24.74%
Healthcare Support	1.23%	3.01%	3.52%	3.14%
Sales	6.49%	9.47%	9.71%	9.94%
Office & Administrative Support	5.11%	9.55%	10.53%	11.44%
Protective Service	1.06%	1.23%	1.48%	1.60%
Food Preparation	7.76%	8.16%	6.34%	5.69%
Building Maintenance & Cleaning	2.26%	5.27%	4.68%	3.95%
Personal Care	1.53%	2.79%	3.25%	2.89%
Farming, Fishing, & Forestry	0.61%	0.13%	0.14%	0.21%
Construction	2.52%	4.59%	5.87%	6.92%
Production & Transportation	6.55%	11.23%	13.82%	13.68%
Percent White Collar	77.71%	66.58%	64.43%	65.04%
Percent Blue Collar	22.29%	33.42%	35.57%	34.96%
CY Median Employee Salary	\$44,166	\$43,649	\$42,929	\$42,560
CY Average Employee Salary	\$53,587	\$52,700	\$50,833	\$49,888
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	97	2,254	4,489	6,687
2021 Estimated Unemployed (Age 16 and Up)	111	1,525	3,400	6,047
2021 Estimated Unemployed Rate (Age 16 and Up)	2.94%	4.43%	4.09%	3.43%

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TRANSPORTATION TO WORK 2021	Drive to Work Alone	78.74%	78.60%	80.59%	83.65%
	Drive to Work Carpool	9.80%	7.98%	8.19%	8.03%
	Travel to Work by Public Transportation	1.86%	2.93%	2.42%	1.43%
	Drive to Work on Motorcycle	0.28%	0.10%	0.10%	0.13%
	Drive to Work on Bicycle	0.38%	0.27%	0.25%	0.13%
	Walk to Work	4.38%	3.97%	3.03%	1.63%
	Other Means	1.30%	2.66%	1.96%	1.33%
	Work at Home	3.26%	3.26%	3.33%	3.59%
TRAVEL TIME TO WORK 2021	Travel Time in Less than 5 minutes	11.52%	5.44%	3.47%	2.57%
	Travel to Work in 5 to 9 minutes	25.44%	21.00%	14.27%	10.62%
	Travel to Work in 10 to 14 minutes	23.30%	26.95%	24.82%	19.16%
	Travel to Work in 15 to 19 minutes	16.53%	19.58%	23.34%	22.29%
	Travel to Work in 20 to 29 minutes	9.94%	13.07%	17.89%	25.48%
	Travel to Work in 30 to 44 minutes	8.94%	9.13%	10.20%	13.42%
	Travel to Work in 45 to 59 minutes	2.96%	2.40%	2.94%	3.21%
	Travel to Work in 60 minutes or more	1.37%	2.44%	3.07%	3.26%
Average Travel Time to Work	15.8	17.5	18.8	20.3	
SPENDING PATTERNS 2021	Grocery Store Market Basket Weekly Per Capita Spending	\$53.38	\$52.85	\$52.64	\$53.01
	Apparel and Related Services	\$13.82	\$12.66	\$12.50	\$12.90
	Transportation	\$79.65	\$74.35	\$73.79	\$75.96
	Healthcare	\$46.67	\$44.96	\$44.64	\$45.76
	Entertainment	\$20.30	\$18.65	\$18.37	\$19.04
SPENDING 2021	Med Disposable Inc-Inc minus taxes	\$53,195	\$39,695	\$39,615	\$47,377
	Avg Disposable Inc-Inc minus taxes	\$75,278	\$59,607	\$55,805	\$61,333
	Med Discretionary-Disp less food/shelter/clothing	\$40,313	\$28,184	\$27,257	\$33,774
	Avg Discretionary-Disp less food/shelter/clothing	\$56,721	\$43,819	\$39,918	\$44,635
LIFESTYLE SEGMENTATION 2021	Category A - Crème de la Crème	3,189	11,923	19,356	39,250
	Category B - Urban Cliff Climbers	0	1,384	1,710	9,260
	Category C - Urban Cliff Dwellers	0	1,957	6,381	30,291
	Category D - Seasoned Urban Dwellers	0	0	0	0
	Category E - Thriving Alone	1,132	9,030	11,906	11,911
	Category F - Going it Alone	4,046	11,749	24,849	38,501
	Category G - Struggling Alone	40	4,569	14,852	17,760
	Category H - Single in the Suburbs	0	4,412	19,842	34,281
	Category I - Married in the Suburbs	0	2,845	12,251	51,010
	Category J - Retired in the Suburbs	0	0	3,819	40,023
	Category K - Living with Nature	0	0	0	1,821
	Category M - Harlem Gateway	0	13,260	38,355	51,255
	Category N - Espaniola	574	3,044	5,264	7,445
Category O - Specialties	0	2,920	5,022	6,547	

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