

2835 Reynolda Rd

Winston-Salem, NC 27106

July 2026



Expanded Profile

2010-2020 Census, 2026 Estimates with 2031 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 36.1458/-80.2985



2835 Reynolda Rd Winston-Salem, NC 27106	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2026)	7,920	56,164	139,648
Projected Population (2031)	7,894	56,031	142,059
Census Population (2020)	7,895	55,396	134,229
Census Population (2010)	7,695	52,175	124,421
Projected Annual Growth (2026 to 2031)	-26 -	-133 -	2,411 0.3%
Historical Annual Growth (2020 to 2026)	25 -	768 0.2%	5,419 0.7%
Historical Annual Growth (2010 to 2020)	200 0.3%	3,220 0.6%	9,808 0.8%
Estimated Population Density (2026)	2,522 psm	1,987 psm	1,779 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi
Households			
Estimated Households (2026)	4,064	22,725	59,668
Projected Households (2031)	4,041	22,580	60,727
Census Households (2020)	4,067	22,093	56,343
Census Households (2010)	4,021	20,819	51,169
Estimated Households with Children (2026)	647 15.9%	6,163 27.1%	16,047 26.9%
Estimated Average Household Size (2026)	1.84	2.25	2.23
Average Household Income			
Estimated Average Household Income (2026)	\$68,364	\$120,027	\$117,021
Projected Average Household Income (2031)	\$67,814	\$118,856	\$116,312
Estimated Average Family Income (2026)	\$99,094	\$159,970	\$152,482
Median Household Income			
Estimated Median Household Income (2026)	\$51,234	\$82,068	\$80,766
Projected Median Household Income (2031)	\$50,762	\$81,020	\$79,823
Estimated Median Family Income (2026)	\$78,672	\$116,790	\$111,500
Per Capita Income			
Estimated Per Capita Income (2026)	\$35,470	\$49,107	\$50,276
Projected Per Capita Income (2031)	\$35,108	\$48,440	\$49,992
Estimated Per Capita Income 5 Year Growth	-\$362 -1.0%	-\$667 -1.4%	-\$284 -0.6%
Estimated Average Household Net Worth (2026)	\$485,995	\$1,130,612	\$1,049,198
Daytime Demos (2026)			
Total Businesses	310	2,170	7,055
Total Employees	2,883	23,155	76,446
Company Headquarter Businesses	6 1.9%	61 2.8%	239 3.4%
Company Headquarter Employees	489 17.0%	2,886 12.5%	10,275 13.4%
Employee Population per Business	9.3	10.7	10.8
Residential Population per Business	25.6	25.9	19.8

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Race & Ethnicity

White (2026)	4,197	53.0%	29,998	53.4%	74,168	53.1%
Black or African American (2026)	2,534	32.0%	16,188	28.8%	42,375	30.3%
American Indian or Alaska Native (2026)	27	0.3%	300	0.5%	666	0.5%
Asian (2026)	315	4.0%	1,671	3.0%	4,581	3.3%
Hawaiian or Pacific Islander (2026)	12	0.1%	98	0.2%	130	-
Other Race (2026)	354	4.5%	4,286	7.6%	9,351	6.7%
Two or More Races (2026)	481	6.1%	3,623	6.5%	8,378	6.0%
Not Hispanic or Latino Population (2026)	7,009	88.5%	47,690	84.9%	120,358	86.2%
Hispanic or Latino Population (2026)	911	11.5%	8,474	15.1%	19,290	13.8%
Not Hispanic or Latino Population (2031)	6,816	86.3%	47,087	84.0%	120,674	84.9%
Hispanic or Latino Population (2031)	1,078	13.7%	8,944	16.0%	21,385	15.1%
Not Hispanic or Latino Population (2020)	7,139	90.4%	46,495	83.9%	115,786	86.3%
Hispanic or Latino Population (2020)	756	9.6%	8,900	16.1%	18,443	13.7%
Not Hispanic or Latino Population (2010)	7,149	92.9%	45,051	86.3%	109,935	88.4%
Hispanic or Latino Population (2010)	546	7.1%	7,124	13.7%	14,486	11.6%
Projected Hispanic Annual Growth (2026 to 2031)	167	3.7%	470	1.1%	2,095	2.2%
Historic Hispanic Annual Growth (2010 to 2026)	365	4.2%	1,350	1.2%	4,804	2.1%

Age Distribution (2026)

Age Under 5	419	5.3%	3,000	5.3%	7,936	5.7%
Age 5 to 9 Years	386	4.9%	3,160	5.6%	8,140	5.8%
Age 10 to 14 Years	376	4.7%	3,247	5.8%	8,487	6.1%
Age 15 to 19 Years	362	4.6%	5,180	9.2%	10,446	7.5%
Age 20 to 24 Years	1,118	14.1%	6,755	12.0%	11,796	8.4%
Age 25 to 29 Years	740	9.3%	3,578	6.4%	9,889	7.1%
Age 30 to 34 Years	600	7.6%	3,540	6.3%	9,906	7.1%
Age 35 to 39 Years	463	5.8%	3,276	5.8%	8,911	6.4%
Age 40 to 44 Years	409	5.2%	3,064	5.5%	8,087	5.8%
Age 45 to 49 Years	350	4.4%	2,822	5.0%	7,451	5.3%
Age 50 to 54 Years	365	4.6%	2,830	5.0%	7,788	5.6%
Age 55 to 59 Years	404	5.1%	2,933	5.2%	7,942	5.7%
Age 60 to 64 Years	432	5.5%	3,128	5.6%	8,542	6.1%
Age 65 to 74 Years	756	9.5%	5,280	9.4%	14,003	10.0%
Age 75 to 84 Years	467	5.9%	3,077	5.5%	7,638	5.5%
Age 85 Years or Over	273	3.5%	1,295	2.3%	2,686	1.9%
Median Age	34.6		36.0		37.2	

Gender Age Distribution (2026)

Female Population	4,037	51.0%	27,350	48.7%	70,312	50.3%
Age 0 to 19 Years	741	18.4%	6,290	23.0%	16,310	23.2%
Age 20 to 64 Years	2,465	61.1%	15,652	57.2%	40,359	57.4%
Age 65 Years or Over	831	20.6%	5,409	19.8%	13,643	19.4%
Female Median Age	36.5		39.1		39.2	
Male Population	3,883	49.0%	28,814	51.3%	69,336	49.7%
Age 0 to 19 Years	802	20.7%	8,297	28.8%	18,699	27.0%
Age 20 to 64 Years	2,416	62.2%	16,274	56.5%	39,953	57.6%
Age 65 Years or Over	665	17.1%	4,243	14.7%	10,684	15.4%
Male Median Age	33.4		33.5		35.5	

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Household Income Distribution (2026)

HH Income \$200,000 or More	107	2.6%	3,101	13.6%	7,538	12.6%
HH Income \$150,000 to \$199,999	253	6.2%	1,706	7.5%	4,934	8.3%
HH Income \$100,000 to \$149,999	445	11.0%	3,007	13.2%	8,436	14.1%
HH Income \$75,000 to \$99,999	433	10.7%	2,411	10.6%	6,883	11.5%
HH Income \$50,000 to \$74,999	599	14.7%	3,436	15.1%	8,979	15.0%
HH Income \$35,000 to \$49,999	728	17.9%	2,869	12.6%	7,213	12.1%
HH Income \$25,000 to \$34,999	595	14.6%	1,676	7.4%	4,278	7.2%
HH Income \$15,000 to \$24,999	185	4.5%	1,725	7.6%	4,141	6.9%
HH Income Under \$15,000	718	17.7%	2,794	12.3%	7,267	12.2%
HH Income \$35,000 or More	2,566	63.1%	16,530	72.7%	43,982	73.7%
HH Income \$75,000 or More	1,239	30.5%	10,224	45.0%	27,791	46.6%

Housing (2026)

Total Housing Units	4,571		25,443		66,998	
Housing Units Occupied	4,064	88.9%	22,725	89.3%	59,668	89.1%
Housing Units Owner-Occupied	1,285	31.6%	11,030	48.5%	29,597	49.6%
Housing Units, Renter-Occupied	2,779	68.4%	11,695	51.5%	30,071	50.4%
Housing Units, Vacant	507	11.1%	2,718	10.7%	7,330	10.9%

Marital Status (2026)

Never Married	3,337	49.5%	20,756	44.4%	46,283	40.2%
Currently Married	2,122	31.5%	18,340	39.2%	48,946	42.5%
Separated	249	3.7%	1,129	2.4%	3,227	2.8%
Widowed	402	6.0%	2,321	5.0%	5,078	4.4%
Divorced	629	9.3%	4,211	9.0%	11,551	10.0%

Household Type (2026)

Population Family	4,051	51.1%	38,325	68.2%	98,719	70.7%
Population Non-Family	3,427	43.3%	12,836	22.9%	34,288	24.6%
Population Group Quarters	442	5.6%	5,003	8.9%	6,641	4.8%
Family Households	1,421	35.0%	12,831	56.5%	32,846	55.0%
Non-Family Households	2,643	65.0%	9,895	43.5%	26,822	45.0%
Married Couple with Children	344	16.2%	3,434	18.7%	9,138	18.7%
Average Family Household Size	2.9		3.0		3.0	

Household Size (2026)

1 Person Households	2,190	53.9%	8,216	36.2%	22,506	37.7%
2 Person Households	1,116	27.5%	7,388	32.5%	18,763	31.4%
3 Person Households	333	8.2%	3,069	13.5%	7,945	13.3%
4 Person Households	243	6.0%	2,404	10.6%	6,099	10.2%
5 Person Households	106	2.6%	1,085	4.8%	2,756	4.6%
6 or More Person Households	75	1.9%	563	2.5%	1,600	2.7%

Household Vehicles (2026)

Households with 0 Vehicles Available	475	11.7%	2,043	9.0%	6,494	10.9%
Households with 1 Vehicles Available	1,997	49.1%	9,547	42.0%	23,608	39.6%
Households with 2 or More Vehicles Available	1,593	39.2%	11,136	49.0%	29,566	49.6%
Total Vehicles Available	5,799		36,950		96,315	
Average Vehicles Per Household	1.4		1.6		1.6	

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Labor Force (2026)

Estimated Labor Population Age 16 Years or Over	6,653		46,070		113,275	
Estimated Civilian Employed	3,746	56.3%	24,641	53.5%	64,686	57.1%
Estimated Civilian Unemployed	105	1.6%	818	1.8%	2,738	2.4%
Estimated in Armed Forces	12	0.2%	46	-	151	0.1%
Estimated Not in Labor Force	2,789	41.9%	20,564	44.6%	45,700	40.3%
Unemployment Rate	1.6%		1.8%		2.4%	

Occupation (2026)

Occupation: Population Age 16 Years or Over	3,746		24,636		64,676	
Management, Business, Financial Operations	820	21.9%	5,345	21.7%	13,796	21.3%
Professional, Related Service	940	25.1%	7,661	31.1%	20,903	32.3%
Sales, Office	607	16.2%	3,583	14.5%	8,503	13.1%
Farming, Fishing, Forestry	728	19.4%	3,973	16.1%	10,190	15.8%
Construct, Extraction, Maintenance	-	-	15	-	73	0.1%
Production, Transport Material Moving	69	1.8%	782	3.2%	2,960	4.6%
White Collar Workers	582	15.5%	3,278	13.3%	8,250	12.8%
Blue Collar Workers	2,488	66.4%	16,979	68.9%	44,889	69.4%
	1,258	33.6%	7,658	31.1%	19,787	30.6%

Consumer Expenditure (2026)

Total Household Expenditure	\$268.2 M		\$2.03 B		\$5.3 B	
Total Non-Retail Expenditure	\$126.59 M	47.2%	\$1.01 B	49.4%	\$2.62 B	49.4%
Total Retail Expenditure	\$141.62 M	52.8%	\$1.03 B	50.6%	\$2.68 B	50.6%
Alcoholic Beverages	\$1.82 M	0.7%	\$13.98 M	0.7%	\$36.55 M	0.7%
Apparel	\$5.92 M	2.2%	\$43.97 M	2.2%	\$114.88 M	2.2%
Contributions	\$6.13 M	2.3%	\$49.3 M	2.4%	\$128.95 M	2.4%
Education	\$4.29 M	1.6%	\$33.91 M	1.7%	\$88.67 M	1.7%
Entertainment	\$13.43 M	5.0%	\$99.37 M	4.9%	\$259.77 M	4.9%
Food Away From Home	\$12.75 M	4.8%	\$96.55 M	4.7%	\$252.37 M	4.8%
Grocery	\$20.57 M	7.7%	\$140.85 M	6.9%	\$367.8 M	6.9%
Health Care	\$25.27 M	9.4%	\$147.32 M	7.2%	\$384.48 M	7.3%
Household Furnishings and Equipment	\$6.87 M	2.6%	\$52.04 M	2.6%	\$136.04 M	2.6%
Household Operations	\$5.38 M	2.0%	\$39.97 M	2.0%	\$104.3 M	2.0%
Miscellaneous Expenses	\$4.05 M	1.5%	\$30.32 M	1.5%	\$79.41 M	1.5%
Personal Care	\$3.21 M	1.2%	\$22.52 M	1.1%	\$58.82 M	1.1%
Shelter	\$51.17 M	19.1%	\$363.43 M	17.9%	\$951.13 M	18.0%
Tax and Retirement	\$50.89 M	19.0%	\$492.76 M	24.2%	\$1.27 B	24.1%
Tobacco and Related	\$1.38 M	0.5%	\$8.37 M	0.4%	\$21.75 M	0.4%
Transportation	\$39.4 M	14.7%	\$292.48 M	14.4%	\$760.26 M	14.4%
Utilities	\$15.67 M	5.8%	\$106.37 M	5.2%	\$277.73 M	5.2%

Educational Attainment (2026)

Adult Population Age 25 Years or Over	5,259		34,822		92,844	
Elementary (Grade Level 0 to 8)	274	5.2%	1,465	4.2%	3,598	3.9%
Some High School (Grade Level 9 to 11)	108	2.1%	1,640	4.7%	4,471	4.8%
High School Graduate	1,097	20.9%	6,210	17.8%	18,828	20.3%
Some College	942	17.9%	5,910	17.0%	16,143	17.4%
Associate Degree Only	577	11.0%	2,467	7.1%	6,970	7.5%
Bachelor Degree Only	1,325	25.2%	9,123	26.2%	22,807	24.6%
Graduate Degree	937	17.8%	8,007	23.0%	20,025	21.6%

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Units In Structure (2026)

1 Detached Unit	1,308	32.2%	12,209	53.7%	33,980	56.9%
1 Attached Unit	216	5.3%	1,108	4.9%	2,262	3.8%
2 to 4 Units	254	6.2%	1,849	8.1%	4,444	7.4%
5 to 9 Units	554	13.6%	2,279	10.0%	4,997	8.4%
10 to 19 Units	662	16.3%	2,465	10.8%	5,273	8.8%
20 to 49 Units	682	16.8%	1,334	5.9%	3,071	5.1%
50 or More Units	346	8.5%	1,011	4.4%	4,592	7.7%
Mobile Home or Trailer	42	1.0%	469	2.1%	1,048	1.8%
Other Structure	-	-	1	-	2	-

Occupied Homes Built By Year (2026)

Homes Built 2020 or later	86	2.1%	848	3.7%	2,857	4.8%
Homes Built 2010 to 2019	449	11.0%	1,832	8.1%	6,992	11.7%
Homes Built 2000 to 2009	583	14.3%	2,663	11.7%	6,644	11.1%
Homes Built 1990 to 1999	553	13.6%	2,641	11.6%	5,505	9.2%
Homes Built 1980 to 1989	895	22.0%	4,185	18.4%	8,508	14.3%
Homes Built 1970 to 1979	467	11.5%	2,945	13.0%	7,560	12.7%
Homes Built 1960 to 1969	383	9.4%	2,542	11.2%	6,423	10.8%
Homes Built Before 1959	648	15.9%	5,072	22.3%	15,180	25.4%

Home Values (2026)

Home Values \$1,000,000 or More	6	0.4%	535	4.9%	1,403	4.7%
Home Values \$500,000 to \$999,999	61	4.7%	2,037	18.5%	4,516	15.3%
Home Values \$400,000 to \$499,999	63	4.9%	1,074	9.7%	3,254	11.0%
Home Values \$300,000 to \$399,999	307	23.9%	2,674	24.2%	7,069	23.9%
Home Values \$200,000 to \$299,999	524	40.8%	2,488	22.6%	7,059	23.9%
Home Values \$150,000 to \$199,999	158	12.3%	879	8.0%	2,532	8.6%
Home Values \$100,000 to \$149,999	80	6.2%	579	5.3%	1,671	5.6%
Home Values \$70,000 to \$99,999	55	4.3%	435	3.9%	927	3.1%
Home Values \$50,000 to \$69,999	3	0.2%	81	0.7%	430	1.5%
Home Values \$25,000 to \$49,999	6	0.4%	110	1.0%	280	0.9%
Home Values Under \$25,000	23	1.8%	137	1.2%	456	1.5%
Owner-Occupied Median Home Value	\$262,481		\$353,595		\$339,142	
Renter-Occupied Median Rent	\$1,085		\$1,070		\$1,102	

Transportation To Work (2026)

Drive to Work Alone	2,615	69.8%	17,302	70.2%	45,784	70.8%
Drive to Work in Carpool	274	7.3%	2,112	8.6%	5,318	8.2%
Travel to Work by Public Transportation	48	1.3%	467	1.9%	1,011	1.6%
Drive to Work on Motorcycle	1	-	14	-	56	-
Walk or Bicycle to Work	126	3.4%	697	2.8%	1,960	3.0%
Other Means	27	0.7%	239	1.0%	608	0.9%
Work at Home	654	17.5%	3,805	15.4%	9,939	15.4%

Travel Time (2026)

Travel to Work in 14 Minutes or Less	1,417	37.8%	8,241	33.5%	21,127	32.7%
Travel to Work in 15 to 29 Minutes	1,064	28.4%	8,992	36.5%	23,915	37.0%
Travel to Work in 30 to 59 Minutes	435	11.6%	2,445	9.9%	6,968	10.8%
Travel to Work in 60 Minutes or More	175	4.7%	1,153	4.7%	2,728	4.2%
Average Minutes Travel to Work	18.6		16.6		16.7	