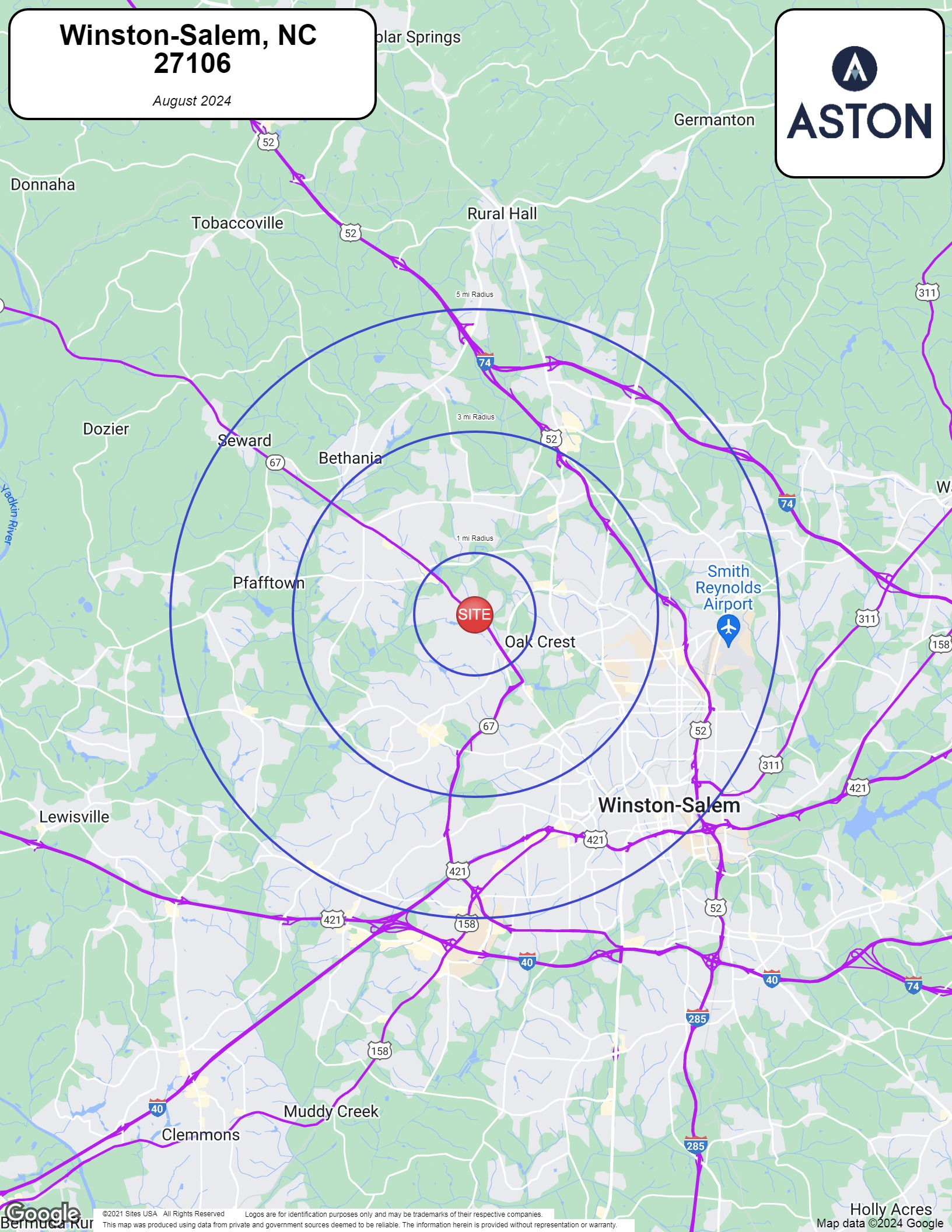


Winston-Salem, NC 27106

August 2024



Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.1449/-80.3011

Winston-Salem, NC 27106	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2024)	6,913		56,226		139,898	
Projected Population (2029)	7,088		57,652		145,252	
Census Population (2020)	6,898		54,868		134,604	
Census Population (2010)	6,757		51,644		124,555	
Projected Annual Growth (2024 to 2029)	175	0.5%	1,426	0.5%	5,354	0.8%
Historical Annual Growth (2020 to 2024)	15	-	1,358	0.6%	5,294	1.0%
Historical Annual Growth (2010 to 2020)	142	0.5%	3,224	1.6%	10,049	2.0%
Estimated Population Density (2024)	2,202 psm		1,990 psm		1,782 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2024)	3,497		22,606		59,570	
Projected Households (2029)	3,575		23,166		62,022	
Census Households (2020)	3,520		21,897		56,666	
Census Households (2010)	3,496		20,621		51,397	
Estimated Households with Children (2024)	570	16.3%	5,506	24.4%	14,273	24.0%
Estimated Average Household Size (2024)	1.90		2.26		2.23	
Average Household Income						
Estimated Average Household Income (2024)	\$67,981		\$109,883		\$106,219	
Projected Average Household Income (2029)	\$69,275		\$113,727		\$110,184	
Estimated Average Family Income (2024)	\$99,077		\$147,330		\$142,189	
Median Household Income						
Estimated Median Household Income (2024)	\$52,465		\$76,424		\$72,982	
Projected Median Household Income (2029)	\$52,450		\$78,099		\$74,600	
Estimated Median Family Income (2024)	\$69,307		\$102,613		\$100,109	
Per Capita Income						
Estimated Per Capita Income (2024)	\$34,618		\$44,603		\$45,455	
Projected Per Capita Income (2029)	\$35,170		\$46,111		\$47,266	
Estimated Per Capita Income 5 Year Growth	\$552	1.6%	\$1,508	3.4%	\$1,811	4.0%
Estimated Average Household Net Worth (2024)	\$450,512		\$927,445		\$874,941	
Daytime Demos (2024)						
Total Businesses	291		2,090		6,975	
Total Employees	2,485		22,470		73,615	
Company Headquarter Businesses	5	1.6%	59	2.8%	251	3.6%
Company Headquarter Employees	454	18.3%	2,720	12.1%	10,751	14.6%
Employee Population per Business	8.5		10.7		10.6	
Residential Population per Business	23.8		26.9		20.1	

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.1449/-80.3011

Winston-Salem, NC 27106

	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2024)	3,904	56.5%	31,102	55.3%	76,118	54.4%
Black or African American (2024)	2,103	30.4%	16,086	28.6%	42,696	30.5%
American Indian or Alaska Native (2024)	19	0.3%	266	0.5%	602	0.4%
Asian (2024)	250	3.6%	1,601	2.8%	4,380	3.1%
Hawaiian or Pacific Islander (2024)	9	0.1%	90	0.2%	118	-
Other Race (2024)	225	3.3%	3,915	7.0%	8,602	6.1%
Two or More Races (2024)	403	5.8%	3,166	5.6%	7,382	5.3%
Not Hispanic or Latino Population (2024)	6,241	90.3%	48,761	86.7%	122,810	87.8%
Hispanic or Latino Population (2024)	673	9.7%	7,466	13.3%	17,088	12.2%
Not Hispanic or Latino Population (2029)	6,217	87.7%	49,497	85.9%	125,596	86.5%
Hispanic or Latino Population (2029)	871	12.3%	8,155	14.1%	19,656	13.5%
Not Hispanic or Latino Population (2020)	6,241	90.5%	46,250	84.3%	116,168	86.3%
Hispanic or Latino Population (2020)	657	9.5%	8,618	15.7%	18,436	13.7%
Not Hispanic or Latino Population (2010)	6,282	93.0%	44,743	86.6%	110,053	88.4%
Hispanic or Latino Population (2010)	475	7.0%	6,901	13.4%	14,502	11.6%
Projected Hispanic Annual Growth (2024 to 2029)	199	5.9%	690	1.8%	2,568	3.0%
Historic Hispanic Annual Growth (2010 to 2024)	198	3.0%	564	0.6%	2,587	1.3%
Age Distribution (2024)						
Age Under 5	357	5.2%	2,931	5.2%	7,803	5.6%
Age 5 to 9 Years	346	5.0%	3,198	5.7%	8,268	5.9%
Age 10 to 14 Years	337	4.9%	3,288	5.8%	8,743	6.2%
Age 15 to 19 Years	327	4.7%	5,290	9.4%	10,569	7.6%
Age 20 to 24 Years	891	12.9%	6,716	11.9%	11,701	8.4%
Age 25 to 29 Years	624	9.0%	3,551	6.3%	9,948	7.1%
Age 30 to 34 Years	507	7.3%	3,472	6.2%	9,808	7.0%
Age 35 to 39 Years	399	5.8%	3,160	5.6%	8,694	6.2%
Age 40 to 44 Years	362	5.2%	3,045	5.4%	8,092	5.8%
Age 45 to 49 Years	312	4.5%	2,834	5.0%	7,499	5.4%
Age 50 to 54 Years	339	4.9%	2,901	5.2%	8,003	5.7%
Age 55 to 59 Years	380	5.5%	3,032	5.4%	8,203	5.9%
Age 60 to 64 Years	401	5.8%	3,157	5.6%	8,589	6.1%
Age 65 to 74 Years	705	10.2%	5,340	9.5%	13,938	10.0%
Age 75 to 84 Years	403	5.8%	2,987	5.3%	7,284	5.2%
Age 85 Years or Over	223	3.2%	1,325	2.4%	2,756	2.0%
Median Age	35.5		36.1		37.2	
Gender Age Distribution (2024)						
Female Population	3,572	51.7%	27,266	48.5%	70,415	50.3%
Age 0 to 19 Years	655	18.3%	6,300	23.1%	16,455	23.4%
Age 20 to 64 Years	2,149	60.2%	15,538	57.0%	40,439	57.4%
Age 65 Years or Over	768	21.5%	5,429	19.9%	13,521	19.2%
Female Median Age	37.8		39.5		39.4	
Male Population	3,341	48.3%	28,960	51.5%	69,484	49.7%
Age 0 to 19 Years	713	21.3%	8,407	29.0%	18,928	27.2%
Age 20 to 64 Years	2,065	61.8%	16,330	56.4%	40,098	57.7%
Age 65 Years or Over	563	16.9%	4,223	14.6%	10,457	15.0%
Male Median Age	33.8		33.5		35.4	

©2024, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 5/2024, TIGER Geography - RF5

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.1449/-80.3011

Winston-Salem, NC 27106	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2024)						
HH Income \$200,000 or More	95	2.7%	2,874	12.7%	6,915	11.6%
HH Income \$150,000 to \$199,999	89	2.5%	1,309	5.8%	3,847	6.5%
HH Income \$100,000 to \$149,999	353	10.1%	2,220	9.8%	7,024	11.8%
HH Income \$75,000 to \$99,999	425	12.1%	2,804	12.4%	6,844	11.5%
HH Income \$50,000 to \$74,999	631	18.1%	3,727	16.5%	9,275	15.6%
HH Income \$35,000 to \$49,999	611	17.5%	3,215	14.2%	7,267	12.2%
HH Income \$25,000 to \$34,999	567	16.2%	2,366	10.5%	5,979	10.0%
HH Income \$15,000 to \$24,999	213	6.1%	1,298	5.7%	4,291	7.2%
HH Income Under \$15,000	513	14.7%	2,793	12.4%	8,130	13.6%
HH Income \$35,000 or More	2,204	63.0%	16,148	71.4%	41,171	69.1%
HH Income \$75,000 or More	962	27.5%	9,207	40.7%	24,630	41.3%
Housing (2024)						
Total Housing Units	3,861		24,982		65,941	
Housing Units Occupied	3,497	90.6%	22,606	90.5%	59,570	90.3%
Housing Units Owner-Occupied	1,245	35.6%	11,217	49.6%	29,745	49.9%
Housing Units, Renter-Occupied	2,252	64.4%	11,389	50.4%	29,825	50.1%
Housing Units, Vacant	365	10.4%	2,376	10.5%	6,370	10.7%
Marital Status (2024)						
Never Married	2,542	43.3%	20,650	44.1%	48,192	41.9%
Currently Married	2,002	34.1%	17,702	37.8%	44,654	38.8%
Separated	162	2.8%	1,303	2.8%	3,749	3.3%
Widowed	468	8.0%	2,477	5.3%	6,164	5.4%
Divorced	699	11.9%	4,677	10.0%	12,325	10.7%
Household Type (2024)						
Population Family	3,907	56.5%	36,901	65.6%	94,031	67.2%
Population Non-Family	2,729	39.5%	14,096	25.1%	38,918	27.8%
Population Group Quarters	277	4.0%	5,229	9.3%	6,949	5.0%
Family Households	1,279	36.6%	11,585	51.2%	29,366	49.3%
Non-Family Households	2,218	63.4%	11,021	48.8%	30,204	50.7%
Married Couple with Children	310	15.5%	3,105	17.5%	8,113	18.2%
Average Family Household Size	3.1		3.2		3.2	
Household Size (2024)						
1 Person Households	1,827	52.2%	9,623	42.6%	26,876	45.1%
2 Person Households	1,010	28.9%	7,651	33.8%	20,193	33.9%
3 Person Households	304	8.7%	2,415	10.7%	5,722	9.6%
4 Person Households	216	6.2%	1,714	7.6%	3,959	6.6%
5 Person Households	86	2.5%	792	3.5%	1,820	3.1%
6 or More Person Households	54	1.6%	411	1.8%	1,001	1.7%
Household Vehicles (2024)						
Households with 0 Vehicles Available	253	7.2%	1,596	7.1%	5,751	9.7%
Households with 1 Vehicles Available	1,821	52.1%	9,577	42.4%	24,229	40.7%
Households with 2 or More Vehicles Available	1,423	40.7%	11,434	50.6%	29,591	49.7%
Total Vehicles Available	5,206		37,574		96,524	
Average Vehicles Per Household	1.5		1.7		1.6	

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.1449/-80.3011

Winston-Salem, NC 27106

	1 mi radius		3 mi radius		5 mi radius	
Labor Force (2024)						
Estimated Labor Population Age 16 Years or Over	5,789		46,104		113,269	
Estimated Civilian Employed	3,465	59.9%	25,371	55.0%	62,836	55.5%
Estimated Civilian Unemployed	148	2.6%	850	1.8%	2,553	2.3%
Estimated in Armed Forces	50	0.9%	274	0.6%	710	0.6%
Estimated Not in Labor Force	2,126 36.7%		19,609 42.5%		47,170 41.6%	
Unemployment Rate	2.6%		1.8%		2.3%	
Occupation (2024)						
Occupation: Population Age 16 Years or Over	3,238		25,178		62,476	
Management, Business, Financial Operations	701	21.6%	4,644	18.4%	11,418	18.3%
Professional, Related Service	719	22.2%	7,241	28.8%	18,631	29.8%
Sales, Office	501	15.5%	3,945	15.7%	9,491	15.2%
Farming, Fishing, Forestry	760	23.5%	4,899	19.5%	11,433	18.3%
Construct, Extraction, Maintenance	2	-	74	0.3%	216	0.3%
Production, Transport Material Moving	58	1.8%	1,021	4.1%	3,014	4.8%
White Collar Workers	498	15.4%	3,354	13.3%	8,274	13.2%
Blue Collar Workers	2,180	67.3%	16,784	66.7%	41,481	66.4%
	1,059	32.7%	8,394	33.3%	20,995	33.6%
Consumer Expenditure (2024)						
Total Household Expenditure	\$189.09 M		\$1.63 B		\$4.28 B	
Total Non-Retail Expenditure	\$100.13 M	53.0%	\$866.91 M	53.3%	\$2.28 B	53.2%
Total Retail Expenditure	\$88.97 M	47.0%	\$760.36 M	46.7%	\$2 B	46.8%
Apparel	\$6.55 M	3.5%	\$57.68 M	3.5%	\$151.44 M	3.5%
Contributions	\$5.88 M	3.1%	\$56.37 M	3.5%	\$146.6 M	3.4%
Education	\$5.13 M	2.7%	\$53.01 M	3.3%	\$137.92 M	3.2%
Entertainment	\$10.33 M	5.5%	\$92.71 M	5.7%	\$243.29 M	5.7%
Food and Beverages	\$28.21 M	14.9%	\$236.4 M	14.5%	\$623.22 M	14.6%
Furnishings and Equipment	\$6.43 M	3.4%	\$57.38 M	3.5%	\$150.69 M	3.5%
Gifts	\$4.38 M	2.3%	\$43.24 M	2.7%	\$112.06 M	2.6%
Health Care	\$16.28 M	8.6%	\$134.89 M	8.3%	\$355.54 M	8.3%
Household Operations	\$7.28 M	3.9%	\$64.96 M	4.0%	\$170.22 M	4.0%
Miscellaneous Expenses	\$3.58 M	1.9%	\$31.04 M	1.9%	\$81.61 M	1.9%
Personal Care	\$2.53 M	1.3%	\$21.75 M	1.3%	\$57.29 M	1.3%
Personal Insurance	\$1.21 M	0.6%	\$11.75 M	0.7%	\$30.64 M	0.7%
Reading	\$412.3 K	0.2%	\$3.62 M	0.2%	\$9.49 M	0.2%
Shelter	\$40.69 M	21.5%	\$345.64 M	21.2%	\$910.65 M	21.3%
Tobacco	\$1.32 M	0.7%	\$9.33 M	0.6%	\$24.88 M	0.6%
Transportation	\$34.26 M	18.1%	\$290.96 M	17.9%	\$765.41 M	17.9%
Utilities	\$14.63 M	7.7%	\$116.54 M	7.2%	\$307.87 M	7.2%
Educational Attainment (2024)						
Adult Population Age 25 Years or Over	4,655		34,803		92,814	
Elementary (Grade Level 0 to 8)	203	4.4%	1,197	3.4%	3,579	3.9%
Some High School (Grade Level 9 to 11)	178	3.8%	1,754	5.0%	4,972	5.4%
High School Graduate	840	18.1%	6,556	18.8%	19,531	21.0%
Some College	1,053	22.6%	6,086	17.5%	15,978	17.2%
Associate Degree Only	480	10.3%	2,443	7.0%	6,738	7.3%
Bachelor Degree Only	1,192	25.6%	9,101	26.1%	22,532	24.3%
Graduate Degree	708	15.2%	7,666	22.0%	19,483	21.0%

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.1449/-80.3011

Winston-Salem, NC 27106		1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2024)							
1 Detached Unit	1,339	38.3%	12,972	62.9%	35,550	69.2%	
1 Attached Unit	189	5.4%	1,393	6.8%	2,737	5.3%	
2 to 4 Units	190	5.4%	1,527	7.4%	3,963	7.7%	
5 to 9 Units	235	6.7%	1,656	8.0%	3,481	6.8%	
10 to 19 Units	594	17.0%	2,394	11.6%	5,286	10.3%	
20 to 49 Units	633	18.1%	1,071	5.2%	2,681	5.2%	
50 or More Units	268	7.7%	937	4.5%	4,575	8.9%	
Mobile Home or Trailer	47	1.3%	657	3.2%	1,297	2.5%	
Other Structure	-	-	-	-	1	-	
Homes Built By Year (2024)							
Homes Built 2010 or later	288	8.2%	1,791	8.7%	7,422	14.4%	
Homes Built 2000 to 2009	406	11.6%	2,809	13.6%	7,034	13.7%	
Homes Built 1990 to 1999	492	14.1%	2,787	13.5%	5,855	11.4%	
Homes Built 1980 to 1989	851	24.3%	4,386	21.3%	9,453	18.4%	
Homes Built 1970 to 1979	637	18.2%	3,742	18.1%	8,562	16.7%	
Homes Built 1960 to 1969	279	8.0%	2,619	12.7%	7,059	13.7%	
Homes Built 1950 to 1959	387	11.1%	2,983	14.5%	7,471	14.5%	
Homes Built Before 1949	157	4.5%	1,490	7.2%	6,715	13.1%	
Home Values (2024)							
Home Values \$1,000,000 or More	15	1.2%	309	2.8%	868	2.9%	
Home Values \$500,000 to \$999,999	71	5.7%	1,533	13.7%	3,449	11.6%	
Home Values \$400,000 to \$499,999	60	4.8%	1,261	11.2%	2,960	9.9%	
Home Values \$300,000 to \$399,999	219	17.6%	2,105	18.8%	5,779	19.4%	
Home Values \$200,000 to \$299,999	388	31.2%	2,430	21.7%	6,969	23.4%	
Home Values \$150,000 to \$199,999	205	16.5%	1,440	12.8%	4,143	13.9%	
Home Values \$100,000 to \$149,999	157	12.6%	1,106	9.9%	2,828	9.5%	
Home Values \$70,000 to \$99,999	47	3.8%	395	3.5%	1,048	3.5%	
Home Values \$50,000 to \$69,999	8	0.7%	77	0.7%	276	0.9%	
Home Values \$25,000 to \$49,999	18	1.4%	184	1.6%	471	1.6%	
Home Values Under \$25,000	57	4.6%	378	3.4%	954	3.2%	
Owner-Occupied Median Home Value	\$233,931		\$296,011		\$282,353		
Renter-Occupied Median Rent	\$962		\$896		\$924		
Transportation To Work (2024)							
Drive to Work Alone	2,146	66.3%	17,770	70.6%	44,126	70.6%	
Drive to Work in Carpool	133	4.1%	2,117	8.4%	5,030	8.1%	
Travel to Work by Public Transportation	60	1.9%	207	0.8%	532	0.9%	
Drive to Work on Motorcycle	-	-	39	0.2%	70	0.1%	
Walk or Bicycle to Work	76	2.4%	464	1.8%	1,183	1.9%	
Other Means	14	0.4%	191	0.8%	435	0.7%	
Work at Home	809	25.0%	4,389	17.4%	11,102	17.8%	
Travel Time (2024)							
Travel to Work in 14 Minutes or Less	855	26.4%	6,896	27.4%	15,740	25.2%	
Travel to Work in 15 to 29 Minutes	996	30.8%	9,432	37.5%	24,737	39.6%	
Travel to Work in 30 to 59 Minutes	438	13.5%	3,387	13.5%	8,307	13.3%	
Travel to Work in 60 Minutes or More	140	4.3%	1,074	4.3%	2,591	4.1%	
Average Minutes Travel to Work	16.8		17.7		18.2		

©2024, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 5/2024, TIGER Geography - RF5

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.