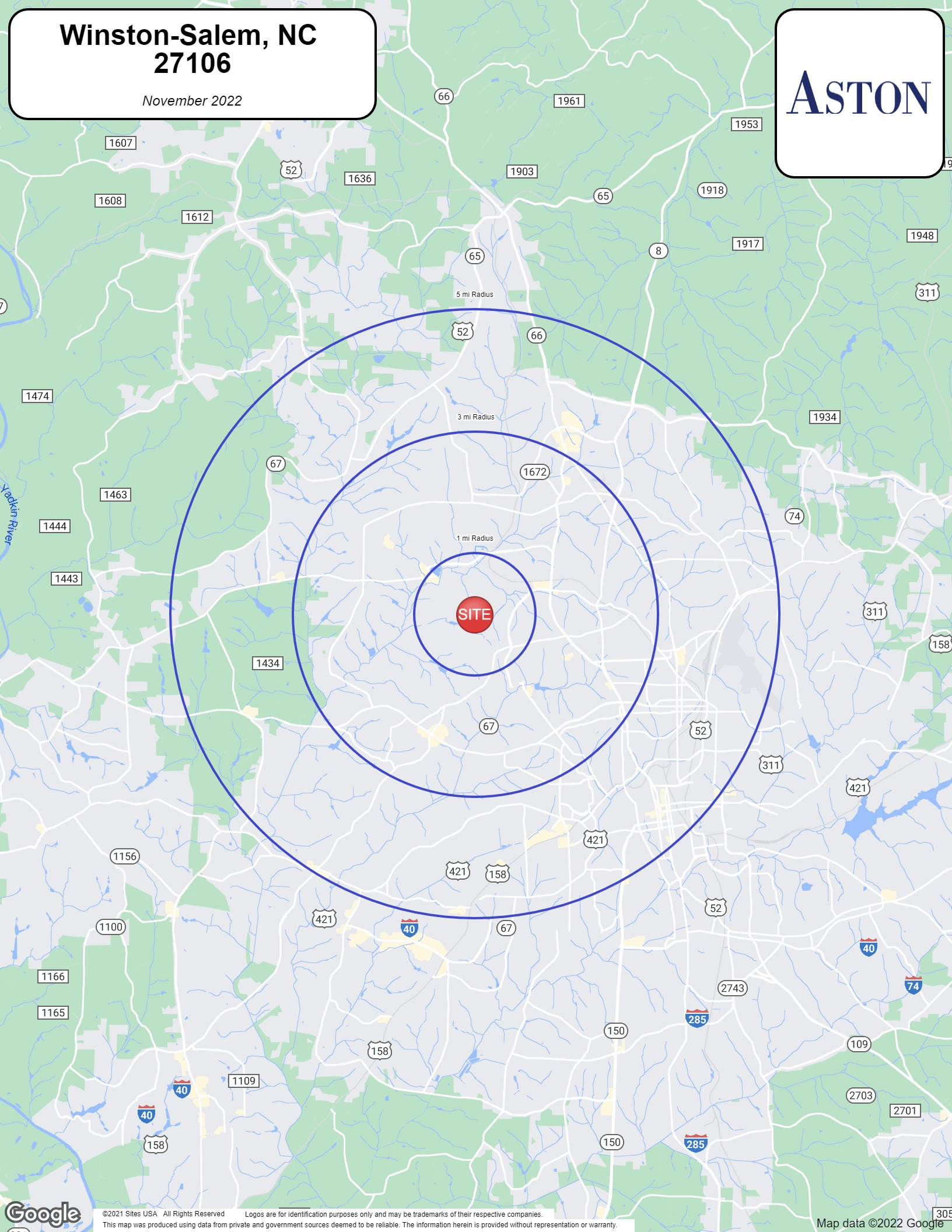


Winston-Salem, NC 27106

November 2022

ASTON



Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
Calculated using Weighted Block Centroid from Block Groups

ASTON

Lat/Lon: 36.1449/-80.3011

Winston-Salem, NC 27106							
	1 mi radius		3 mi radius		5 mi radius		
Population							
Estimated Population (2022)	6,803		55,466		136,053		
Projected Population (2027)	6,938		56,963		141,015		
Census Population (2020)	6,898		55,005		135,053		
Census Population (2010)	6,757		51,779		124,880		
Projected Annual Growth (2022 to 2027)	135	0.4%	1,497	0.5%	4,962	0.7%	
Historical Annual Growth (2020 to 2022)	-95	-0.7%	461	0.4%	1,000	0.4%	
Historical Annual Growth (2010 to 2020)	142	1.0%	3,226	3.1%	10,172	4.1%	
Estimated Population Density (2022)	2,167	psm	1,963	psm	1,733	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2022)	3,485		22,181		57,341		
Projected Households (2027)	3,518		22,669		59,003		
Census Households (2020)	3,520		21,952		56,848		
Census Households (2010)	3,496		20,675		51,522		
Estimated Households with Children (2022)	640	18.4%	6,233	28.1%	15,949	27.8%	
Estimated Average Household Size (2022)	1.88		2.28		2.26		
Average Household Income							
Estimated Average Household Income (2022)	\$57,091		\$88,532		\$83,982		
Projected Average Household Income (2027)	\$68,777		\$105,572		\$98,655		
Estimated Average Family Income (2022)	\$78,616		\$118,467		\$110,512		
Median Household Income							
Estimated Median Household Income (2022)	\$49,046		\$65,497		\$61,888		
Projected Median Household Income (2027)	\$60,026		\$78,157		\$74,266		
Estimated Median Family Income (2022)	\$70,464		\$88,608		\$85,132		
Per Capita Income							
Estimated Per Capita Income (2022)	\$29,450		\$35,873		\$35,733		
Projected Per Capita Income (2027)	\$35,077		\$42,468		\$41,604		
Estimated Per Capita Income 5 Year Growth	\$5,627	19.1%	\$6,595	18.4%	\$5,871	16.4%	
Estimated Average Household Net Worth (2022)	\$256,701		\$515,132		\$485,277		
Daytime Demos (2022)							
Total Businesses	273		2,019		6,805		
Total Employees	2,437		24,644		84,812		
Company Headquarter Businesses	6	2.1%	69	3.4%	287	4.2%	
Company Headquarter Employees	381	15.6%	2,729	11.1%	14,230	16.8%	
Employee Population per Business	8.9		12.2		12.5		
Residential Population per Business	24.9		27.5		20.0		

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1 mi radius 3 mi radius 5 mi radius

Race & Ethnicity

White (2022)	3,625	53.3%	26,464	47.7%	68,821	50.6%
Black or African American (2022)	1,959	28.8%	14,432	26.0%	38,248	28.1%
American Indian or Alaska Native (2022)	23	0.3%	338	0.6%	765	0.6%
Asian (2022)	382	5.6%	5,489	9.9%	8,198	6.0%
Hawaiian or Pacific Islander (2022)	11	0.2%	119	0.2%	152	0.1%
Other Race (2022)	226	3.3%	2,496	4.5%	5,049	3.7%
Two or More Races (2022)	577	8.5%	6,128	11.0%	14,820	10.9%
Not Hispanic or Latino Population (2022)	6,136	90.2%	47,239	85.2%	117,388	86.3%
Hispanic or Latino Population (2022)	667	9.8%	8,227	14.8%	18,665	13.7%
Not Hispanic or Latino Population (2027)	6,261	90.2%	48,537	85.2%	121,777	86.4%
Hispanic or Latino Population (2027)	677	9.8%	8,427	14.8%	19,238	13.6%
Not Hispanic or Latino Population (2020)	6,260	90.8%	46,563	84.7%	116,524	86.3%
Hispanic or Latino Population (2020)	638	9.2%	8,442	15.3%	18,528	13.7%
Not Hispanic or Latino Population (2010)	6,282	93.0%	44,870	86.7%	110,286	88.3%
Hispanic or Latino Population (2010)	475	7.0%	6,909	13.3%	14,594	11.7%
Projected Hispanic Annual Growth (2022 to 2027)	10	0.3%	200	0.5%	572	0.6%
Historic Hispanic Annual Growth (2010 to 2022)	192	3.4%	1,319	1.6%	4,071	2.3%

Age Distribution (2022)

Age Under 5	322	4.7%	2,947	5.3%	7,501	5.5%
Age 5 to 9 Years	285	4.2%	3,178	5.7%	8,018	5.9%
Age 10 to 14 Years	261	3.8%	3,279	5.9%	8,209	6.0%
Age 15 to 19 Years	301	4.4%	4,931	8.9%	9,761	7.2%
Age 20 to 24 Years	1,108	16.3%	6,301	11.4%	11,137	8.2%
Age 25 to 29 Years	577	8.5%	3,388	6.1%	9,118	6.7%
Age 30 to 34 Years	455	6.7%	3,256	5.9%	9,004	6.6%
Age 35 to 39 Years	356	5.2%	3,144	5.7%	8,389	6.2%
Age 40 to 44 Years	313	4.6%	2,923	5.3%	8,003	5.9%
Age 45 to 49 Years	327	4.8%	2,808	5.1%	7,645	5.6%
Age 50 to 54 Years	379	5.6%	3,140	5.7%	8,290	6.1%
Age 55 to 59 Years	405	6.0%	3,260	5.9%	8,637	6.3%
Age 60 to 64 Years	408	6.0%	3,237	5.8%	8,530	6.3%
Age 65 to 74 Years	596	8.8%	5,025	9.1%	13,433	9.9%
Age 75 to 84 Years	448	6.6%	3,176	5.7%	7,427	5.5%
Age 85 Years or Over	260	3.8%	1,472	2.7%	2,951	2.2%
Median Age	36.3		37.0		38.2	

Gender Age Distribution (2022)

Female Population	3,655	53.7%	29,151	52.6%	70,761	52.0%
Age 0 to 19 Years	573	15.7%	7,186	24.6%	16,645	23.5%
Age 20 to 64 Years	2,302	63.0%	16,401	56.3%	40,535	57.3%
Age 65 Years or Over	779	21.3%	5,564	19.1%	13,581	19.2%
Female Median Age	38.2		38.3		39.4	
Male Population	3,148	46.3%	26,315	47.4%	65,292	48.0%
Age 0 to 19 Years	596	18.9%	7,149	27.2%	16,845	25.8%
Age 20 to 64 Years	2,027	64.4%	15,057	57.2%	38,217	58.5%
Age 65 Years or Over	525	16.7%	4,109	15.6%	10,230	15.7%
Male Median Age	34.2		35.5		36.9	

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1 mi radius 3 mi radius 5 mi radius

Household Income Distribution (2022)

HH Income \$200,000 or More	92	2.6%	1,928	8.7%	4,443	7.7%
HH Income \$150,000 to \$199,999	54	1.6%	1,031	4.6%	2,788	4.9%
HH Income \$100,000 to \$149,999	264	7.6%	2,368	10.7%	6,476	11.3%
HH Income \$75,000 to \$99,999	291	8.4%	2,626	11.8%	6,452	11.3%
HH Income \$50,000 to \$74,999	940	27.0%	4,149	18.7%	10,333	18.0%
HH Income \$35,000 to \$49,999	622	17.8%	3,291	14.8%	7,862	13.7%
HH Income \$25,000 to \$34,999	327	9.4%	2,203	9.9%	5,755	10.0%
HH Income \$15,000 to \$24,999	291	8.4%	1,540	6.9%	4,722	8.2%
HH Income Under \$15,000	604	17.3%	3,045	13.7%	8,511	14.8%
HH Income \$35,000 or More	2,263	64.9%	15,393	69.4%	38,354	66.9%
HH Income \$75,000 or More	701	20.1%	7,953	35.9%	20,159	35.2%

Housing (2022)

Total Housing Units	3,708		24,246		63,108	
Housing Units Occupied	3,485	94.0%	22,181	91.5%	57,341	90.9%
Housing Units Owner-Occupied	1,380	39.6%	11,933	53.8%	31,185	54.4%
Housing Units, Renter-Occupied	2,104	60.4%	10,249	46.2%	26,156	45.6%
Housing Units, Vacant	223	6.4%	2,064	9.3%	5,767	10.1%

Marital Status (2022)

Never Married	2,478	41.8%	19,418	42.2%	45,843	40.8%
Currently Married	2,050	34.5%	17,677	38.4%	42,222	37.6%
Separated	206	3.5%	1,806	3.9%	4,935	4.4%
Widowed	452	7.6%	2,494	5.4%	6,235	5.6%
Divorced	748	12.6%	4,667	10.1%	13,089	11.7%

Household Type (2022)

Population Family	4,023	59.1%	38,857	70.1%	99,918	73.4%
Population Non-Family	2,527	37.1%	11,653	21.0%	29,529	21.7%
Population Group Quarters	253	3.7%	4,956	8.9%	6,606	4.9%
Family Households	1,458	41.9%	12,830	57.8%	32,985	57.5%
Non-Family Households	2,026	58.1%	9,351	42.2%	24,356	42.5%
Married Couple with Children	319	15.6%	3,563	20.2%	8,976	21.3%
Average Family Household Size	2.8		3.0		3.0	

Household Size (2022)

1 Person Households	1,651	47.4%	7,763	35.0%	20,748	36.2%
2 Person Households	1,120	32.1%	7,440	33.5%	18,936	33.0%
3 Person Households	407	11.7%	3,124	14.1%	8,058	14.1%
4 Person Households	190	5.5%	2,341	10.6%	5,717	10.0%
5 Person Households	72	2.1%	991	4.5%	2,506	4.4%
6 or More Person Households	45	1.3%	523	2.4%	1,376	2.4%

Household Vehicles (2022)

Households with 0 Vehicles Available	346	9.9%	1,903	8.6%	6,050	10.6%
Households with 1 Vehicles Available	1,559	44.7%	8,291	37.4%	20,897	36.4%
Households with 2 or More Vehicles Available	1,580	45.3%	11,987	54.0%	30,395	53.0%
Total Vehicles Available	5,305		37,779		96,165	
Average Vehicles Per Household	1.5		1.7		1.7	

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1 mi radius 3 mi radius 5 mi radius

Labor Force (2022)

Estimated Labor Population Age 16 Years or Over	5,876		45,423		110,674	
Estimated Civilian Employed	3,405	57.9%	23,691	52.2%	59,885	54.1%
Estimated Civilian Unemployed	135	2.3%	901	2.0%	2,610	2.4%
Estimated in Armed Forces	40	0.7%	147	0.3%	263	0.2%
Estimated Not in Labor Force	2,296	39.1%	20,684	45.5%	47,916	43.3%
Unemployment Rate	2.3%		2.0%		2.4%	

Occupation (2022)

Occupation: Population Age 16 Years or Over	3,405		23,691		59,885	
Management, Business, Financial Operations	641	18.8%	4,359	18.4%	11,320	18.9%
Professional, Related	785	23.1%	6,713	28.3%	15,816	26.4%
Service	475	13.9%	3,317	14.0%	9,324	15.6%
Sales, Office	771	22.6%	4,577	19.3%	11,515	19.2%
Farming, Fishing, Forestry	1	-	38	0.2%	112	0.2%
Construct, Extraction, Maintenance	81	2.4%	1,271	5.4%	4,059	6.8%
Production, Transport Material Moving	651	19.1%	3,416	14.4%	7,740	12.9%
White Collar Workers	2,197	64.5%	15,649	66.1%	38,651	64.5%
Blue Collar Workers	1,208	35.5%	8,042	33.9%	21,234	35.5%

Consumer Expenditure (2022)

Total Household Expenditure	\$165.28 M		\$1.4 B		\$3.51 B	
Total Non-Retail Expenditure	\$87.57 M	53.0%	\$742.83 M	53.0%	\$1.86 B	53.0%
Total Retail Expenditure	\$77.71 M	47.0%	\$658.07 M	47.0%	\$1.65 B	47.0%
Apparel	\$5.69 M	3.4%	\$49.35 M	3.5%	\$123.41 M	3.5%
Contributions	\$5.1 M	3.1%	\$46.68 M	3.3%	\$115.86 M	3.3%
Education	\$4.52 M	2.7%	\$43.22 M	3.1%	\$107.35 M	3.1%
Entertainment	\$8.99 M	5.4%	\$79.08 M	5.6%	\$197.45 M	5.6%
Food and Beverages	\$24.66 M	14.9%	\$205.5 M	14.7%	\$515.72 M	14.7%
Furnishings and Equipment	\$5.61 M	3.4%	\$49.05 M	3.5%	\$122.55 M	3.5%
Gifts	\$3.88 M	2.3%	\$35.59 M	2.5%	\$88.15 M	2.5%
Health Care	\$14.29 M	8.6%	\$117.99 M	8.4%	\$296.01 M	8.4%
Household Operations	\$6.35 M	3.8%	\$55.25 M	3.9%	\$138.03 M	3.9%
Miscellaneous Expenses	\$3.12 M	1.9%	\$26.55 M	1.9%	\$66.47 M	1.9%
Personal Care	\$2.21 M	1.3%	\$18.74 M	1.3%	\$46.97 M	1.3%
Personal Insurance	\$1.05 M	0.6%	\$9.86 M	0.7%	\$24.5 M	0.7%
Reading	\$359.37 K	0.2%	\$3.08 M	0.2%	\$7.69 M	0.2%
Shelter	\$35.57 M	21.5%	\$296.83 M	21.2%	\$745.07 M	21.2%
Tobacco	\$1.17 M	0.7%	\$8.5 M	0.6%	\$21.59 M	0.6%
Transportation	\$29.88 M	18.1%	\$252.77 M	18.0%	\$632.59 M	18.0%
Utilities	\$12.85 M	7.8%	\$102.86 M	7.3%	\$259 M	7.4%

Educational Attainment (2022)

Adult Population Age 25 Years or Over	4,525		34,830		91,426	
Elementary (Grade Level 0 to 8)	243	5.4%	1,378	4.0%	3,800	4.2%
Some High School (Grade Level 9 to 11)	280	6.2%	2,018	5.8%	5,563	6.1%
High School Graduate	812	17.9%	6,945	19.9%	20,853	22.8%
Some College	1,107	24.5%	6,916	19.9%	17,235	18.9%
Associate Degree Only	365	8.1%	2,389	6.9%	6,543	7.2%
Bachelor Degree Only	1,051	23.2%	8,255	23.7%	20,484	22.4%
Graduate Degree	667	14.7%	6,928	19.9%	16,948	18.5%

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1 mi radius 3 mi radius 5 mi radius

Units In Structure (2022)

1 Detached Unit	1,350	38.6%	12,903	62.4%	35,615	69.1%
1 Attached Unit	138	3.9%	754	3.6%	1,696	3.3%
2 to 4 Units	196	5.6%	1,264	6.1%	3,264	6.3%
5 to 9 Units	465	13.3%	2,423	11.7%	4,927	9.6%
10 to 19 Units	666	19.0%	2,647	12.8%	5,403	10.5%
20 to 49 Units	395	11.3%	825	4.0%	2,021	3.9%
50 or More Units	223	6.4%	684	3.3%	2,952	5.7%
Mobile Home or Trailer	51	1.5%	676	3.3%	1,448	2.8%
Other Structure	1	-	5	-	16	-

Homes Built By Year (2022)

Homes Built 2010 or later	88	2.5%	622	3.0%	3,223	6.3%
Homes Built 2000 to 2009	279	8.0%	2,328	11.3%	5,573	10.8%
Homes Built 1990 to 1999	506	14.5%	2,925	14.1%	6,707	13.0%
Homes Built 1980 to 1989	882	25.2%	4,232	20.5%	8,988	17.4%
Homes Built 1970 to 1979	794	22.7%	4,356	21.1%	9,505	18.4%
Homes Built 1960 to 1969	546	15.6%	3,372	16.3%	8,842	17.2%
Homes Built 1950 to 1959	273	7.8%	2,979	14.4%	7,629	14.8%
Homes Built Before 1949	117	3.3%	1,368	6.6%	6,875	13.3%

Home Values (2022)

Home Values \$1,000,000 or More	2	0.2%	155	1.3%	300	1.0%
Home Values \$500,000 to \$999,999	36	2.6%	1,541	12.9%	3,235	10.4%
Home Values \$400,000 to \$499,999	8	0.6%	503	4.2%	1,144	3.7%
Home Values \$300,000 to \$399,999	24	1.8%	974	8.2%	2,900	9.3%
Home Values \$200,000 to \$299,999	273	19.8%	2,344	19.6%	6,573	21.1%
Home Values \$150,000 to \$199,999	555	40.2%	2,548	21.4%	6,273	20.1%
Home Values \$100,000 to \$149,999	298	21.6%	1,788	15.0%	5,577	17.9%
Home Values \$70,000 to \$99,999	79	5.7%	1,087	9.1%	2,840	9.1%
Home Values \$50,000 to \$69,999	69	5.0%	424	3.6%	1,009	3.2%
Home Values \$25,000 to \$49,999	34	2.5%	346	2.9%	805	2.6%
Home Values Under \$25,000	1	-	223	1.9%	529	1.7%
Owner-Occupied Median Home Value	\$165,628		\$234,467		\$221,087	
Renter-Occupied Median Rent	\$708		\$709		\$710	

Transportation To Work (2022)

Drive to Work Alone	2,713	79.7%	19,286	81.4%	47,591	79.5%
Drive to Work in Carpool	128	3.7%	1,838	7.8%	4,700	7.8%
Travel to Work by Public Transportation	110	3.2%	339	1.4%	979	1.6%
Drive to Work on Motorcycle	-	-	1	-	29	-
Walk or Bicycle to Work	132	3.9%	521	2.2%	1,786	3.0%
Other Means	16	0.5%	368	1.6%	781	1.3%
Work at Home	305	9.0%	1,338	5.6%	4,020	6.7%

Travel Time (2022)

Travel to Work in 14 Minutes or Less	1,290	37.9%	8,007	33.8%	19,359	32.3%
Travel to Work in 15 to 29 Minutes	1,238	36.4%	9,553	40.3%	23,857	39.8%
Travel to Work in 30 to 59 Minutes	373	11.0%	3,840	16.2%	9,951	16.6%
Travel to Work in 60 Minutes or More	198	5.8%	953	4.0%	2,699	4.5%
Average Minutes Travel to Work	15.6		17.3		17.7	