

# EXPANDED PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.0713/-80.3337

RF5

St. George Square Winston-Salem, NC 27103	1 mi radius	3 mi radius	5 mi radius	10 mi radius
<b>Population</b>				
Estimated Population (2018)	8,604	53,033	129,529	324,488
Projected Population (2023)	9,106	56,019	137,138	344,000
Census Population (2010)	7,614	49,885	118,606	298,881
Census Population (2000)	6,743	41,959	101,923	261,425
Projected Annual Growth (2018 to 2023)	502 1.2%	2,986 1.1%	7,609 1.2%	19,512 1.2%
Historical Annual Growth (2010 to 2018)	990 1.6%	3,148 0.8%	10,923 1.2%	25,607 1.1%
Historical Annual Growth (2000 to 2010)	871 1.3%	7,926 1.9%	16,683 1.6%	37,456 1.4%
Estimated Population Density (2018)	2,740 <i>psm</i>	1,876 <i>psm</i>	1,650 <i>psm</i>	1,033 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	28.26 <i>sq mi</i>	78.51 <i>sq mi</i>	314.03 <i>sq mi</i>
<b>Households</b>				
Estimated Households (2018)	4,192	24,930	58,932	135,910
Projected Households (2023)	4,347	25,802	61,132	141,464
Census Households (2010)	3,584	22,533	51,972	120,179
Census Households (2000)	3,357	19,066	44,868	105,745
Estimated Households with Children (2018)	1,044 24.9%	6,282 25.2%	15,679 26.6%	40,213 29.6%
Estimated Average Household Size (2018)	2.05	2.11	2.17	2.31
<b>Average Household Income</b>				
Estimated Average Household Income (2018)	\$60,359	\$88,852	\$94,583	\$80,636
Projected Average Household Income (2023)	\$66,371	\$101,993	\$109,215	\$92,176
Estimated Average Family Income (2018)	\$75,358	\$121,900	\$125,744	\$101,738
<b>Median Household Income</b>				
Estimated Median Household Income (2018)	\$39,992	\$66,224	\$68,421	\$59,089
Projected Median Household Income (2023)	\$45,555	\$76,144	\$78,542	\$67,380
Estimated Median Family Income (2018)	\$53,018	\$94,661	\$97,232	\$78,987
<b>Per Capita Income</b>				
Estimated Per Capita Income (2018)	\$29,412	\$41,845	\$43,123	\$33,941
Projected Per Capita Income (2023)	\$31,691	\$47,051	\$48,770	\$38,063
Estimated Per Capita Income 5 Year Growth	\$2,278 7.7%	\$5,206 12.4%	\$5,647 13.1%	\$4,122 12.1%
Estimated Average Household Net Worth (2018)	\$316,869	\$605,871	\$650,392	\$534,641
<b>Daytime Demos (2018)</b>				
Total Businesses	562	3,511	6,770	12,552
Total Employees	6,198	43,262	82,009	161,890
Company Headquarter Businesses	3 0.4%	17 0.5%	28 0.4%	72 0.6%
Company Headquarter Employees	70 1.1%	5,928 13.7%	14,796 18.0%	25,201 15.6%
Employee Population per Business	11.0	12.3	12.1	12.9
Residential Population per Business	15.3	15.1	19.1	25.9

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<b>Race &amp; Ethnicity</b>								
White (2018)	4,247	49.4%	36,639	69.1%	89,190	68.9%	189,300	58.3%
Black or African American (2018)	2,840	33.0%	9,974	18.8%	24,292	18.8%	93,113	28.7%
American Indian or Alaska Native (2018)	24	0.3%	138	0.3%	378	0.3%	1,306	0.4%
Asian (2018)	604	7.0%	2,676	5.0%	5,448	4.2%	8,845	2.7%
Hawaiian or Pacific Islander (2018)	10	0.1%	40	0.1%	59	-	184	0.1%
Other Race (2018)	618	7.2%	2,225	4.2%	6,970	5.4%	23,930	7.4%
Two or More Races (2018)	261	3.0%	1,341	2.5%	3,191	2.5%	7,810	2.4%
Not Hispanic or Latino Population (2018)	7,400	86.0%	48,217	90.9%	116,101	89.6%	283,745	87.4%
Hispanic or Latino Population (2018)	1,204	14.0%	4,816	9.1%	13,428	10.4%	40,743	12.6%
Not Hispanic or Latino Population (2023)	7,788	85.5%	50,639	90.4%	122,104	89.0%	298,582	86.8%
Hispanic or Latino Population (2023)	1,317	14.5%	5,380	9.6%	15,034	11.0%	45,418	13.2%
Not Hispanic or Latino Population (2010)	6,625	87.0%	45,791	91.8%	107,212	90.4%	262,504	87.8%
Hispanic or Latino Population (2010)	989	13.0%	4,094	8.2%	11,394	9.6%	36,377	12.2%
Not Hispanic or Latino Population (2000)	6,332	93.9%	40,627	96.8%	97,102	95.3%	243,879	93.3%
Hispanic or Latino Population (2000)	410	6.1%	1,332	3.2%	4,821	4.7%	17,547	6.7%
Projected Hispanic Annual Growth (2018 to 2023)	113	1.9%	564	2.3%	1,606	2.4%	4,675	2.3%
Historic Hispanic Annual Growth (2000 to 2018)	794	10.7%	3,484	14.5%	8,607	9.9%	23,197	7.3%
<b>Age Distribution (2018)</b>								
Age Under 5	598	6.9%	3,060	5.8%	7,496	5.8%	19,294	5.9%
Age 5 to 9 Years	526	6.1%	3,030	5.7%	7,763	6.0%	20,431	6.3%
Age 10 to 14 Years	498	5.8%	3,169	6.0%	8,129	6.3%	21,443	6.6%
Age 15 to 19 Years	496	5.8%	3,003	5.7%	7,690	5.9%	23,193	7.1%
Age 20 to 24 Years	891	10.4%	3,339	6.3%	7,747	6.0%	22,662	7.0%
Age 25 to 29 Years	982	11.4%	4,140	7.8%	9,775	7.5%	22,262	6.9%
Age 30 to 34 Years	688	8.0%	3,573	6.7%	8,869	6.8%	20,070	6.2%
Age 35 to 39 Years	547	6.4%	3,275	6.2%	8,112	6.3%	19,346	6.0%
Age 40 to 44 Years	467	5.4%	2,965	5.6%	7,570	5.8%	18,534	5.7%
Age 45 to 49 Years	503	5.8%	3,264	6.2%	8,332	6.4%	21,056	6.5%
Age 50 to 54 Years	489	5.7%	3,328	6.3%	8,541	6.6%	21,331	6.6%
Age 55 to 59 Years	471	5.5%	3,636	6.9%	9,119	7.0%	22,048	6.8%
Age 60 to 64 Years	443	5.1%	3,470	6.5%	8,357	6.5%	20,036	6.2%
Age 65 to 74 Years	582	6.8%	5,307	10.0%	12,358	9.5%	30,405	9.4%
Age 75 to 84 Years	306	3.6%	3,040	5.7%	6,682	5.2%	15,506	4.8%
Age 85 Years or Over	116	1.3%	1,433	2.7%	2,990	2.3%	6,872	2.1%
Median Age	31.9		39.5		39.2		38.2	
<b>Gender Age Distribution (2018)</b>								
Female Population	4,590	53.3%	28,628	54.0%	68,691	53.0%	170,462	52.5%
Age 0 to 19 Years	1,058	23.1%	6,047	21.1%	15,231	22.2%	41,410	24.3%
Age 20 to 64 Years	2,946	64.2%	16,735	58.5%	40,488	58.9%	98,423	57.7%
Age 65 Years or Over	585	12.7%	5,846	20.4%	12,972	18.9%	30,630	18.0%
Female Median Age	32.8		41.5		40.8		39.5	
Male Population	4,014	46.7%	24,405	46.0%	60,838	47.0%	154,026	47.5%
Age 0 to 19 Years	1,061	26.4%	6,215	25.5%	15,847	26.0%	42,950	27.9%
Age 20 to 64 Years	2,534	63.1%	14,255	58.4%	35,933	59.1%	88,921	57.7%
Age 65 Years or Over	419	10.4%	3,935	16.1%	9,058	14.9%	22,154	14.4%
Male Median Age	31.2		37.4		37.5		36.7	

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<b>Household Income Distribution (2018)</b>								
HH Income \$200,000 or More	153	3.7%	2,082	8.3%	5,363	9.1%	9,318	6.9%
HH Income \$150,000 to \$199,999	53	1.3%	1,314	5.3%	3,611	6.1%	6,684	4.9%
HH Income \$100,000 to \$149,999	251	6.0%	2,979	12.0%	7,424	12.6%	15,640	11.5%
HH Income \$75,000 to \$99,999	422	10.1%	3,059	12.3%	7,047	12.0%	15,048	11.1%
HH Income \$50,000 to \$74,999	542	12.9%	4,493	18.0%	9,841	16.7%	22,846	16.8%
HH Income \$35,000 to \$49,999	860	20.5%	3,733	15.0%	8,171	13.9%	19,193	14.1%
HH Income \$25,000 to \$34,999	708	16.9%	2,742	11.0%	5,805	9.9%	13,965	10.3%
HH Income \$15,000 to \$24,999	769	18.3%	2,413	9.7%	5,945	10.1%	15,921	11.7%
HH Income Under \$15,000	435	10.4%	2,115	8.5%	5,726	9.7%	17,295	12.7%
HH Income \$35,000 or More	2,280	54.4%	17,660	70.8%	41,456	70.3%	88,729	65.3%
HH Income \$75,000 or More	879	21.0%	9,434	37.8%	23,444	39.8%	46,690	34.4%
<b>Housing (2018)</b>								
Total Housing Units	4,304		25,709		61,020		141,727	
Housing Units Occupied	4,192	97.4%	24,930	97.0%	58,932	96.6%	135,910	95.9%
Housing Units Owner-Occupied	1,307	31.2%	15,309	61.4%	36,891	62.6%	83,720	61.6%
Housing Units, Renter-Occupied	2,885	68.8%	9,621	38.6%	22,041	37.4%	52,190	38.4%
Housing Units, Vacant	112	2.6%	779	3.0%	2,088	3.4%	5,817	4.1%
<b>Marital Status (2018)</b>								
Never Married	3,152	45.1%	13,579	31.0%	33,164	31.2%	93,307	35.4%
Currently Married	2,645	37.9%	20,495	46.8%	50,748	47.8%	114,292	43.4%
Separated	411	5.9%	2,270	5.2%	5,072	4.8%	13,179	5.0%
Widowed	357	5.1%	3,218	7.4%	6,807	6.4%	16,871	6.4%
Divorced	416	6.0%	4,211	9.6%	10,351	9.8%	25,672	9.7%
<b>Household Type (2018)</b>								
Population Family	5,944	69.1%	39,504	74.5%	98,355	75.9%	251,472	77.5%
Population Non-Family	2,658	30.9%	13,046	24.6%	29,789	23.0%	62,733	19.3%
Population Group Quarters	3	-	483	0.9%	1,384	1.1%	10,283	3.2%
Family Households	2,001	47.7%	13,662	54.8%	33,446	56.8%	83,026	61.1%
Non-Family Households	2,191	52.3%	11,267	45.2%	25,486	43.2%	52,884	38.9%
Married Couple with Children	472	17.8%	3,840	18.7%	9,962	19.6%	23,143	20.2%
Average Family Household Size	3.0		2.9		2.9		3.0	
<b>Household Size (2018)</b>								
1 Person Households	1,796	42.8%	9,748	39.1%	21,911	37.2%	45,055	33.2%
2 Person Households	1,306	31.2%	8,341	33.5%	19,597	33.3%	45,552	33.5%
3 Person Households	515	12.3%	3,125	12.5%	7,738	13.1%	19,632	14.4%
4 Person Households	330	7.9%	2,285	9.2%	5,965	10.1%	14,829	10.9%
5 Person Households	155	3.7%	935	3.7%	2,475	4.2%	6,596	4.9%
6 or More Person Households	90	2.1%	495	2.0%	1,246	2.1%	4,245	3.1%
<b>Household Vehicles (2018)</b>								
Households with 0 Vehicles Available	279	6.7%	1,162	4.7%	3,311	5.6%	10,554	7.8%
Households with 1 Vehicles Available	2,084	49.7%	9,570	38.4%	21,704	36.8%	46,816	34.4%
Households with 2 or More Vehicles Available	1,829	43.6%	14,198	57.0%	33,917	57.6%	78,540	57.8%
Total Vehicles Available	6,493		44,006		104,909		244,437	
Average Vehicles Per Household	1.5		1.8		1.8		1.8	

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## St. George Square

### Winston-Salem, NC 27103

	1 mi radius	3 mi radius	5 mi radius	10 mi radius
<b>Labor Force (2018)</b>				
Estimated Labor Population Age 16 Years or Over	6,894	43,185	104,687	259,630
Estimated Civilian Employed	4,903 71.1%	27,314 63.2%	65,791 62.8%	153,037 58.9%
Estimated Civilian Unemployed	227 3.3%	873 2.0%	2,014 1.9%	6,415 2.5%
Estimated in Armed Forces	- -	105 0.2%	145 0.1%	358 0.1%
Estimated Not in Labor Force	1,764 25.6%	14,892 34.5%	36,737 35.1%	99,819 38.4%
Unemployment Rate	3.3%	2.0%	1.9%	2.5%
<b>Occupation (2015)</b>				
Occupation: Population Age 16 Years or Over	4,767	27,389	65,451	153,127
Management, Business, Financial Operations	619 13.0%	4,996 18.2%	12,259 18.7%	24,934 16.3%
Professional, Related	916 19.2%	7,399 27.0%	19,105 29.2%	36,961 24.1%
Service	1,083 22.7%	4,536 16.6%	10,523 16.1%	27,322 17.8%
Sales, Office	1,458 30.6%	6,562 24.0%	14,433 22.1%	34,782 22.7%
Farming, Fishing, Forestry	2 -	48 0.2%	164 0.3%	375 0.2%
Construct, Extraction, Maintenance	237 5.0%	1,399 5.1%	3,082 4.7%	10,178 6.6%
Production, Transport Material Moving	452 9.5%	2,448 8.9%	5,885 9.0%	18,575 12.1%
White Collar Workers	2,993 62.8%	18,957 69.2%	45,797 70.0%	96,677 63.1%
Blue Collar Workers	1,774 37.2%	8,432 30.8%	19,653 30.0%	56,450 36.9%
<b>Consumer Expenditure (2018)</b>				
Total Household Expenditure	\$207 M	\$1.60 B	\$3.95 B	\$8.12 B
Total Non-Retail Expenditure	\$107 M 51.7%	\$838 M 52.4%	\$2.08 B 52.6%	\$4.24 B 52.3%
Total Retail Expenditure	\$100 M 48.3%	\$761 M 47.6%	\$1.88 B 47.4%	\$3.87 B 47.7%
Apparel	\$7.14 M 3.4%	\$55.8 M 3.5%	\$138 M 3.5%	\$283 M 3.5%
Contributions	\$8.24 M 4.0%	\$74.3 M 4.6%	\$188 M 4.8%	\$368 M 4.5%
Education	\$6.87 M 3.3%	\$61.1 M 3.8%	\$155 M 3.9%	\$306 M 3.8%
Entertainment	\$11.4 M 5.5%	\$89.8 M 5.6%	\$222 M 5.6%	\$455 M 5.6%
Food and Beverages	\$31.1 M 15.0%	\$232 M 14.5%	\$570 M 14.4%	\$1.18 B 14.6%
Furnishings and Equipment	\$6.79 M 3.3%	\$55.4 M 3.5%	\$138 M 3.5%	\$279 M 3.4%
Gifts	\$4.77 M 2.3%	\$41.2 M 2.6%	\$104 M 2.6%	\$206 M 2.5%
Health Care	\$17.6 M 8.5%	\$127 M 7.9%	\$311 M 7.9%	\$649 M 8.0%
Household Operations	\$5.45 M 2.6%	\$46.6 M 2.9%	\$117 M 3.0%	\$234 M 2.9%
Miscellaneous Expenses	\$3.15 M 1.5%	\$23.4 M 1.5%	\$57.5 M 1.5%	\$119 M 1.5%
Personal Care	\$2.70 M 1.3%	\$20.6 M 1.3%	\$51.0 M 1.3%	\$105 M 1.3%
Personal Insurance	\$1.42 M 0.7%	\$12.3 M 0.8%	\$30.9 M 0.8%	\$61.4 M 0.8%
Reading	\$460 K 0.2%	\$3.58 M 0.2%	\$8.84 M 0.2%	\$18.1 M 0.2%
Shelter	\$42.5 M 20.5%	\$331 M 20.7%	\$819 M 20.7%	\$1.68 B 20.7%
Tobacco	\$1.45 M 0.7%	\$9.45 M 0.6%	\$22.8 M 0.6%	\$49.1 M 0.6%
Transportation	\$39.5 M 19.1%	\$298 M 18.6%	\$732 M 18.5%	\$1.52 B 18.7%
Utilities	\$16.6 M 8.0%	\$118 M 7.4%	\$289 M 7.3%	\$605 M 7.5%
<b>Educational Attainment (2018)</b>				
Adult Population Age 25 Years or Over	5,594	37,431	90,705	217,466
Elementary (Grade Level 0 to 8)	300 5.4%	1,089 2.9%	2,507 2.8%	9,822 4.5%
Some High School (Grade Level 9 to 11)	365 6.5%	1,729 4.6%	4,222 4.7%	15,020 6.9%
High School Graduate	1,232 22.0%	7,262 19.4%	17,130 18.9%	51,256 23.6%
Some College	1,372 24.5%	7,837 20.9%	18,181 20.0%	44,970 20.7%
Associate Degree Only	605 10.8%	3,102 8.3%	7,165 7.9%	17,037 7.8%
Bachelor Degree Only	1,126 20.1%	9,586 25.6%	23,863 26.3%	48,209 22.2%
Graduate Degree	595 10.6%	6,826 18.2%	17,635 19.4%	31,153 14.3%

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## St. George Square

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#### Units In Structure (2015)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
1 Detached Unit	1,570	43.8%	15,315	68.0%	37,758	72.7%	91,837	76.4%
1 Attached Unit	174	4.8%	2,007	8.9%	3,868	7.4%	5,689	4.7%
2 to 4 Units	238	6.7%	1,162	5.2%	3,687	7.1%	7,050	5.9%
5 to 9 Units	531	14.8%	1,806	8.0%	4,175	8.0%	9,316	7.8%
10 to 19 Units	1,024	28.6%	2,616	11.6%	5,115	9.8%	9,808	8.2%
20 to 49 Units	236	6.6%	657	2.9%	1,269	2.4%	2,505	2.1%
50 or More Units	189	5.3%	776	3.4%	1,530	2.9%	3,718	3.1%
Mobile Home or Trailer	118	3.3%	611	2.7%	1,206	2.3%	6,011	5.0%
Other Structure	4	0.1%	34	0.2%	41	0.1%	48	-

#### Homes Built By Year (2015)

Homes Built 2010 or later	75	2.1%	461	2.0%	1,058	2.0%	2,277	1.9%
Homes Built 2000 to 2009	457	12.8%	4,095	18.2%	9,533	18.3%	22,230	18.5%
Homes Built 1990 to 1999	538	15.0%	3,800	16.9%	8,608	16.6%	19,636	16.3%
Homes Built 1980 to 1989	761	21.2%	4,877	21.6%	9,353	18.0%	21,517	17.9%
Homes Built 1970 to 1979	942	26.3%	4,073	18.1%	8,779	16.9%	21,629	18.0%
Homes Built 1960 to 1969	714	19.9%	3,199	14.2%	7,308	14.1%	16,841	14.0%
Homes Built 1950 to 1959	368	10.3%	2,533	11.2%	6,569	12.6%	14,930	12.4%
Homes Built Before 1949	109	3.1%	1,288	5.7%	5,741	11.0%	13,279	11.0%

#### Home Values (2015)

Home Values \$1,000,000 or More	2	0.2%	93	0.7%	374	1.1%	531	0.7%
Home Values \$500,000 to \$999,999	11	1.0%	761	5.4%	2,630	7.9%	4,346	5.7%
Home Values \$400,000 to \$499,999	17	1.6%	382	2.7%	1,159	3.5%	2,388	3.2%
Home Values \$300,000 to \$399,999	10	0.9%	1,767	12.5%	4,333	13.0%	7,783	10.3%
Home Values \$200,000 to \$299,999	105	9.5%	2,760	19.5%	6,748	20.3%	14,215	18.8%
Home Values \$150,000 to \$199,999	346	31.2%	2,972	21.0%	6,869	20.7%	15,723	20.8%
Home Values \$100,000 to \$149,999	426	38.4%	3,984	28.1%	8,943	26.9%	21,162	28.0%
Home Values \$70,000 to \$99,999	164	14.7%	1,481	10.5%	3,367	10.1%	8,847	11.7%
Home Values \$50,000 to \$69,999	80	7.2%	442	3.1%	839	2.5%	2,669	3.5%
Home Values \$25,000 to \$49,999	50	4.6%	280	2.0%	490	1.5%	2,947	3.9%
Home Values Under \$25,000	28	2.5%	399	2.8%	803	2.4%	2,833	3.7%
Owner-Occupied Median Home Value	\$133,454		\$190,693		\$209,042		\$181,372	
Renter-Occupied Median Rent	\$626		\$686		\$662		\$626	

#### Transportation To Work (2015)

Drive to Work Alone	3,337	83.8%	21,378	84.8%	52,012	84.8%	127,629	82.7%
Drive to Work in Carpool	390	9.8%	2,164	8.6%	4,476	7.3%	12,668	8.2%
Travel to Work by Public Transportation	28	0.7%	55	0.2%	271	0.4%	1,469	1.0%
Drive to Work on Motorcycle	-	-	13	0.1%	23	-	42	-
Walk or Bicycle to Work	46	1.2%	267	1.1%	972	1.6%	3,009	2.0%
Other Means	38	0.9%	241	1.0%	496	0.8%	1,840	1.2%
Work at Home	146	3.7%	1,095	4.3%	3,069	5.0%	7,616	4.9%

#### Travel Time (2015)

Travel to Work in 14 Minutes or Less	1,948	50.8%	10,445	43.3%	24,072	41.3%	46,560	31.7%
Travel to Work in 15 to 29 Minutes	2,013	52.4%	11,181	46.4%	26,903	46.2%	69,005	47.1%
Travel to Work in 30 to 59 Minutes	490	12.8%	3,750	15.5%	9,403	16.1%	24,501	16.7%
Travel to Work in 60 Minutes or More	149	3.9%	823	3.4%	1,807	3.1%	5,528	3.8%
Average Minutes Travel to Work	15.2		16.0		16.4		17.8	

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