EXPANDED PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections
Calculated using Weighted Block Centroid from Block Groups

THE BEDRIN
ORGANIZATION
Value Oriented Real Estate Managers

Lat/Lon: 36.0852/-80.3487

Club Haven Winston-Salem, NC 27104	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population								
Estimated Population (2018)	8,951		50,004		121,041		315,778	
Projected Population (2023)	9,445		52,834		127,915		335,070	
Census Population (2010)	8,799		45,795		112,592		290,732	
Census Population (2000)	7,623		38,529		97,449		255,550	
Projected Annual Growth (2018 to 2023)	494	1.1%	2,830	1.1%	6,874	1.1%	19,292	1.2%
Historical Annual Growth (2010 to 2018)	152	0.2%	4,209	1.1%	8,449	0.9%	25,046	1.1%
Historical Annual Growth (2000 to 2010)	1,176	1.5%	7,266	1.9%	15,143	1.6%	35,182	1.4%
Estimated Population Density (2018)	2,850 *psm*		1,769 *psm*		1,542 *psm*		1,006 *psm*	
Trade Area Size	3.14 *sq mi*		28.26 *sq mi*		78.51 *sq mi*		314.03 *sq mi*	
Households								
Estimated Households (2018)	4,550		22,732		54,382		132,464	
Projected Households (2023)	4,698		23,520		56,305		137,953	
Census Households (2010)	4,299		20,097		48,723		117,150	
Census Households (2000)	3,838		17,083		42,158		103,489	
Estimated Households with Children (2018)	974	21.4%	6,255	27.5%	14,788	27.2%	39,007	29.4%
Estimated Average Household Size (2018)	1.97		2.19		2.20		2.31	
Average Household Income								
Estimated Average Household Income (2018)	$82,564		$100,023		$103,088		$80,754	
Projected Average Household Income (2023)	$94,584		$115,580		$119,550		$92,259	
Estimated Average Family Income (2018)	$118,704		$135,480		$135,515		$102,358	
Median Household Income								
Estimated Median Household Income (2018)	$56,910		$74,528		$73,655		$59,190	
Projected Median Household Income (2023)	$65,022		$85,775		$84,698		$67,482	
Estimated Median Family Income (2018)	$90,046		$107,012		$102,018		$79,310	
Per Capita Income								
Estimated Per Capita Income (2018)	$41,977		$45,530		$46,382		$34,046	
Projected Per Capita Income (2023)	$47,047		$51,507		$52,685		$38,146	
Estimated Per Capita Income 5 Year Growth	$5,070	12.1%	$5,977	13.1%	$6,303	13.6%	$4,099	12.0%
Estimated Average Household Net Worth (2018)	$482,765		$728,867		$718,936		$537,783	
Daytime Demos (2018)								
Total Businesses	243		2,817		6,116		12,408	
Total Employees	2,046		33,131		73,821		160,998	
Company Headquarter Businesses	2	0.7%	11	0.4%	25	0.4%	72	0.6%
Company Headquarter Employees	25	1.2%	4,809	14.5%	14,581	19.8%	25,192	15.6%
Employee Population per Business	8.4		11.8		12.1		13.0	
Residential Population per Business	36.9		17.8		19.8		25.4	

Demographic Source: Applied Geographic Solutions 10/2018, TIGER Geography

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Race & Ethnicity								
White (2018)	6,358	71.0%	35,687	71.4%	88,057	72.7%	182,845	57.9%
Black or African American (2018)	1,304	14.6%	8,331	16.7%	19,219	15.9%	91,710	29.0%
American Indian or Alaska Native (2018)	19	0.2%	138	0.3%	350	0.3%	1,256	0.4%
Asian (2018)	888	9.9%	2,592	5.2%	5,240	4.3%	8,740	2.8%
Hawaiian or Pacific Islander (2018)	16	0.2%	36	0.1%	56	-	185	0.1%
Other Race (2018)	163	1.8%	1,945	3.9%	5,231	4.3%	23,442	7.4%
Two or More Races (2018)	203	2.3%	1,274	2.5%	2,889	2.4%	7,600	2.4%
Not Hispanic or Latino Population (2018)	8,389	93.7%	45,566	91.1%	110,050	90.9%	275,994	87.4%
Hispanic or Latino Population (2018)	562	6.3%	4,438	8.9%	10,991	9.1%	39,784	12.6%
Not Hispanic or Latino Population (2023)	8,807	93.2%	47,863	90.6%	115,568	90.3%	290,709	86.8%
Hispanic or Latino Population (2023)	638	6.8%	4,971	9.4%	12,347	9.7%	44,361	13.2%
Not Hispanic or Latino Population (2010)	8,255	93.8%	42,240	92.2%	103,412	91.8%	255,125	87.8%
Hispanic or Latino Population (2010)	544	6.2%	3,555	7.8%	9,180	8.2%	35,607	12.2%
Not Hispanic or Latino Population (2000)	7,368	96.6%	37,337	96.9%	93,654	96.1%	238,251	93.2%
Hispanic or Latino Population (2000)	256	3.4%	1,191	3.1%	3,795	3.9%	17,299	6.8%
Projected Hispanic Annual Growth (2018 to 2023)	76	2.7%	532	2.4%	1,356	2.5%	4,577	2.3%
Historic Hispanic Annual Growth (2000 to 2018)	306	6.7%	3,247	15.1%	7,195	10.5%	22,485	7.2%
Age Distribution (2018)								
Age Under 5	488	5.4%	2,878	5.8%	6,802	5.6%	18,791	6.0%
Age 5 to 9 Years	497	5.6%	3,115	6.2%	7,200	5.9%	19,846	6.3%
Age 10 to 14 Years	483	5.4%	3,335	6.7%	7,707	6.4%	20,755	6.6%
Age 15 to 19 Years	445	5.0%	3,127	6.3%	7,358	6.1%	22,612	7.2%
Age 20 to 24 Years	621	6.9%	2,777	5.6%	7,168	5.9%	22,195	7.0%
Age 25 to 29 Years	754	8.4%	3,503	7.0%	8,435	7.0%	21,681	6.9%
Age 30 to 34 Years	618	6.9%	3,190	6.4%	7,787	6.4%	19,517	6.2%
Age 35 to 39 Years	591	6.6%	3,145	6.3%	7,357	6.1%	18,746	5.9%
Age 40 to 44 Years	521	5.8%	2,996	6.0%	7,061	5.8%	17,932	5.7%
Age 45 to 49 Years	576	6.4%	3,293	6.6%	7,885	6.5%	20,410	6.5%
Age 50 to 54 Years	583	6.5%	3,263	6.5%	8,163	6.7%	20,722	6.6%
Age 55 to 59 Years	643	7.2%	3,559	7.1%	8,788	7.3%	21,483	6.8%
Age 60 to 64 Years	582	6.5%	3,287	6.6%	8,072	6.7%	19,573	6.2%
Age 65 to 74 Years	880	9.8%	4,823	9.6%	11,943	9.9%	29,591	9.4%
Age 75 to 84 Years	488	5.5%	2,632	5.3%	6,402	5.3%	15,145	4.8%
Age 85 Years or Over	180	2.0%	1,079	2.2%	2,914	2.4%	6,779	2.1%
Median Age	39.3		39.4		40.1		38.2	
Gender Age Distribution (2018)								
Female Population	4,875	54.5%	26,741	53.5%	64,138	53.0%	166,018	52.6%
Age 0 to 19 Years	971	19.9%	6,169	23.1%	14,194	22.1%	40,261	24.3%
Age 20 to 64 Years	2,969	60.9%	15,556	58.2%	37,524	58.5%	95,825	57.7%
Age 65 Years or Over	936	19.2%	5,017	18.8%	12,419	19.4%	29,933	18.0%
Female Median Age	40.5		40.9		41.6		39.5	
Male Population	4,075	45.5%	23,262	46.5%	56,903	47.0%	149,760	47.4%
Age 0 to 19 Years	943	23.1%	6,287	27.0%	14,873	26.1%	41,743	27.9%
Age 20 to 64 Years	2,520	61.8%	13,459	57.9%	33,190	58.3%	86,434	57.7%
Age 65 Years or Over	612	15.0%	3,516	15.1%	8,840	15.5%	21,583	14.4%
Male Median Age	37.8		37.8		38.3		36.7	

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Household Income Distribution (2018)								
HH Income $200,000 or More	236	5.2%	2,440	10.7%	5,672	10.4%	9,168	6.9%
HH Income $150,000 to $199,999	242	5.3%	1,528	6.7%	3,680	6.8%	6,573	5.0%
HH Income $100,000 to $149,999	561	12.3%	3,046	13.4%	7,472	13.7%	15,255	11.5%
HH Income $75,000 to $99,999	436	9.6%	2,824	12.4%	6,744	12.4%	14,550	11.0%
HH Income $50,000 to $74,999	673	14.8%	3,471	15.3%	9,007	16.6%	22,329	16.9%
HH Income $35,000 to $49,999	775	17.0%	3,198	14.1%	7,306	13.4%	18,396	13.9%
HH Income $25,000 to $34,999	575	12.6%	2,342	10.3%	4,941	9.1%	13,710	10.3%
HH Income $15,000 to $24,999	627	13.8%	2,181	9.6%	4,974	9.1%	15,531	11.7%
HH Income Under $15,000	426	9.4%	1,701	7.5%	4,586	8.4%	16,952	12.8%
HH Income $35,000 or More	2,923	64.2%	16,508	72.6%	39,882	73.3%	86,272	65.1%
HH Income $75,000 or More	1,476	32.4%	9,839	43.3%	23,568	43.3%	45,546	34.4%
Housing (2018)								
Total Housing Units	4,683		23,376		56,190		138,139	
Housing Units Occupied	4,550	97.2%	22,732	97.2%	54,382	96.8%	132,464	95.9%
Housing Units Owner-Occupied	2,368	52.0%	14,094	62.0%	35,874	66.0%	81,016	61.2%
Housing Units, Renter-Occupied	2,183	48.0%	8,638	38.0%	18,508	34.0%	51,448	38.8%
Housing Units, Vacant	133	2.8%	644	2.8%	1,808	3.2%	5,674	4.1%
Marital Status (2018)								
Never Married	2,737	36.6%	12,067	29.7%	29,277	29.5%	91,526	35.7%
Currently Married	3,049	40.8%	20,648	50.8%	50,200	50.5%	111,072	43.3%
Separated	402	5.4%	1,910	4.7%	4,479	4.5%	12,759	5.0%
Widowed	538	7.2%	2,581	6.3%	6,270	6.3%	16,329	6.4%
Divorced	756	10.1%	3,469	8.5%	9,105	9.2%	24,701	9.6%
Household Type (2018)								
Population Family	6,169	68.9%	38,811	77.6%	93,585	77.3%	243,867	77.2%
Population Non-Family	2,780	31.1%	10,955	21.9%	26,035	21.5%	61,640	19.5%
Population Group Quarters	3	-	237	0.5%	1,420	1.2%	10,271	3.3%
Family Households	2,138	47.0%	13,216	58.1%	32,069	59.0%	80,516	60.8%
Non-Family Households	2,413	53.0%	9,516	41.9%	22,313	41.0%	51,949	39.2%
Married Couple with Children	606	19.9%	4,023	19.5%	9,783	19.5%	22,329	20.1%
Average Family Household Size	2.9		2.9		2.9		3.0	
Household Size (2018)								
1 Person Households	2,087	45.9%	8,300	36.5%	19,227	35.4%	44,260	33.4%
2 Person Households	1,375	30.2%	7,580	33.3%	18,734	34.4%	44,280	33.4%
3 Person Households	512	11.2%	2,991	13.2%	7,280	13.4%	19,035	14.4%
4 Person Households	381	8.4%	2,422	10.7%	5,715	10.5%	14,365	10.8%
5 Person Households	128	2.8%	978	4.3%	2,335	4.3%	6,394	4.8%
6 or More Person Households	69	1.5%	462	2.0%	1,092	2.0%	4,130	3.1%
Household Vehicles (2018)								
Households with 0 Vehicles Available	101	2.2%	854	3.8%	2,602	4.8%	10,436	7.9%
Households with 1 Vehicles Available	1,961	43.1%	8,237	36.2%	18,756	34.5%	45,891	34.6%
Households with 2 or More Vehicles Available	2,489	54.7%	13,642	60.0%	33,025	60.7%	76,137	57.5%
Total Vehicles Available	7,921		41,853		100,484		237,187	
Average Vehicles Per Household	1.7		1.8		1.8		1.8	

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RF5

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Labor Force (2018)								
Estimated Labor Population Age 16 Years or Over	7,397		40,043		97,932		252,824	
Estimated Civilian Employed	4,877	65.9%	25,718	64.2%	61,300	62.6%	148,811	58.9%
Estimated Civilian Unemployed	163	2.2%	783	2.0%	1,718	1.8%	6,213	2.5%
Estimated in Armed Forces	-	-	89	0.2%	148	0.2%	331	0.1%
Estimated Not in Labor Force	2,357	31.9%	13,454	33.6%	34,765	35.5%	97,468	38.6%
Unemployment Rate	2.2%		2.0%		1.8%		2.5%	
Occupation (2015)								
Occupation: Population Age 16 Years or Over	4,900		25,531		61,476		149,128	
Management, Business, Financial Operations	794	16.2%	4,765	18.7%	12,341	20.1%	24,331	16.3%
Professional, Related	1,137	23.2%	7,216	28.3%	18,594	30.2%	36,242	24.3%
Service	922	18.8%	4,011	15.7%	9,193	15.0%	26,714	17.9%
Sales, Office	1,407	28.7%	6,161	24.1%	13,499	22.0%	33,601	22.5%
Farming, Fishing, Forestry	3	0.1%	56	0.2%	152	0.2%	373	0.3%
Construct, Extraction, Maintenance	322	6.6%	1,334	5.2%	2,702	4.4%	9,849	6.6%
Production, Transport Material Moving	314	6.4%	1,988	7.8%	4,996	8.1%	18,018	12.1%
White Collar Workers	3,338	68.1%	18,142	71.1%	44,434	72.3%	94,174	63.1%
Blue Collar Workers	1,561	31.9%	7,389	28.9%	17,043	27.7%	54,955	36.9%
Consumer Expenditure (2018)								
Total Household Expenditure	$278 M		$1.58 B		$3.89 B		$7.92 B	
Total Non-Retail Expenditure	$145 M	52.2%	$834 M	52.7%	$2.05 B	52.6%	$4.14 B	52.3%
Total Retail Expenditure	$133 M	47.8%	$749 M	47.3%	$1.84 B	47.4%	$3.78 B	47.7%
Apparel	$9.60 M	3.5%	$55.4 M	3.5%	$136 M	3.5%	$276 M	3.5%
Contributions	$12.2 M	4.4%	$76.9 M	4.9%	$188 M	4.8%	$360 M	4.5%
Education	$10.2 M	3.7%	$63.3 M	4.0%	$155 M	4.0%	$300 M	3.8%
Entertainment	$15.5 M	5.6%	$89.3 M	5.6%	$219 M	5.6%	$444 M	5.6%
Food and Beverages	$40.6 M	14.6%	$227 M	14.3%	$557 M	14.3%	$1.15 B	14.6%
Furnishings and Equipment	$9.42 M	3.4%	$55.5 M	3.5%	$136 M	3.5%	$272 M	3.4%
Gifts	$6.91 M	2.5%	$42.1 M	2.7%	$103 M	2.7%	$201 M	2.5%
Health Care	$22.5 M	8.1%	$123 M	7.8%	$303 M	7.8%	$632 M	8.0%
Household Operations	$7.86 M	2.8%	$47.6 M	3.0%	$117 M	3.0%	$229 M	2.9%
Miscellaneous Expenses	$4.11 M	1.5%	$22.9 M	1.4%	$56.2 M	1.4%	$116 M	1.5%
Personal Care	$3.60 M	1.3%	$20.4 M	1.3%	$50.1 M	1.3%	$102 M	1.3%
Personal Insurance	$2.05 M	0.7%	$12.6 M	0.8%	$30.8 M	0.8%	$60.0 M	0.8%
Reading	$622 K	0.2%	$3.54 M	0.2%	$8.70 M	0.2%	$17.6 M	0.2%
Shelter	$57.5 M	20.7%	$328 M	20.7%	$806 M	20.7%	$1.64 B	20.7%
Tobacco	$1.73 M	0.6%	$8.92 M	0.6%	$21.9 M	0.6%	$47.8 M	0.6%
Transportation	$52.1 M	18.8%	$292 M	18.5%	$718 M	18.5%	$1.48 B	18.7%
Utilities	$21.0 M	7.6%	$115 M	7.2%	$282 M	7.2%	$590 M	7.5%
Educational Attainment (2018)								
Adult Population Age 25 Years or Over	6,416		34,771		84,806		211,580	
Elementary (Grade Level 0 to 8)	134	2.1%	987	2.8%	1,978	2.3%	9,517	4.5%
Some High School (Grade Level 9 to 11)	193	3.0%	1,379	4.0%	3,567	4.2%	14,391	6.8%
High School Graduate	1,159	18.1%	6,224	17.9%	15,578	18.4%	49,643	23.5%
Some College	1,380	21.5%	7,037	20.2%	16,479	19.4%	43,472	20.5%
Associate Degree Only	733	11.4%	2,767	8.0%	6,664	7.9%	16,493	7.8%
Bachelor Degree Only	1,695	26.4%	9,351	26.9%	23,277	27.4%	47,306	22.4%
Graduate Degree	1,123	17.5%	7,025	20.2%	17,263	20.4%	30,757	14.5%

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Units In Structure (2015)								
1 Detached Unit	2,367	55.1%	14,461	72.0%	36,650	75.2%	89,348	76.3%
1 Attached Unit	425	9.9%	1,279	6.4%	3,433	7.0%	5,629	4.8%
2 to 4 Units	287	6.7%	941	4.7%	2,987	6.1%	6,997	6.0%
5 to 9 Units	416	9.7%	1,606	8.0%	3,524	7.2%	9,308	7.9%
10 to 19 Units	748	17.4%	2,480	12.3%	4,510	9.3%	9,701	8.3%
20 to 49 Units	134	3.1%	548	2.7%	1,070	2.2%	2,453	2.1%
50 or More Units	121	2.8%	722	3.6%	1,192	2.4%	3,689	3.1%
Mobile Home or Trailer	68	1.6%	504	2.5%	1,132	2.3%	5,559	4.7%
Other Structure	2	-	35	0.2%	40	0.1%	48	-
Homes Built By Year (2015)								
Homes Built 2010 or later	62	1.4%	385	1.9%	1,056	2.2%	2,273	1.9%
Homes Built 2000 to 2009	432	10.0%	3,797	18.9%	8,583	17.6%	21,384	18.3%
Homes Built 1990 to 1999	967	22.5%	3,913	19.5%	8,204	16.8%	18,886	16.1%
Homes Built 1980 to 1989	1,172	27.3%	4,410	21.9%	9,097	18.7%	21,088	18.0%
Homes Built 1970 to 1979	945	22.0%	3,639	18.1%	8,801	18.1%	21,202	18.1%
Homes Built 1960 to 1969	491	11.4%	2,800	13.9%	6,805	14.0%	16,557	14.1%
Homes Built 1950 to 1959	369	8.6%	1,934	9.6%	5,711	11.7%	14,713	12.6%
Homes Built Before 1949	97	2.2%	950	4.7%	4,705	9.7%	13,092	11.2%
Home Values (2015)								
Home Values $1,000,000 or More	2	0.1%	94	0.7%	396	1.2%	535	0.7%
Home Values $500,000 to $999,999	72	3.1%	980	7.7%	2,842	8.7%	4,257	5.8%
Home Values $400,000 to $499,999	57	2.5%	513	4.0%	1,201	3.7%	2,329	3.2%
Home Values $300,000 to $399,999	262	11.4%	2,166	16.9%	4,678	14.2%	7,683	10.5%
Home Values $200,000 to $299,999	545	23.6%	2,753	21.5%	6,994	21.3%	13,760	18.8%
Home Values $150,000 to $199,999	419	18.2%	2,554	20.0%	6,913	21.0%	15,115	20.7%
Home Values $100,000 to $149,999	513	22.3%	2,960	23.1%	8,121	24.7%	20,478	28.0%
Home Values $70,000 to $99,999	350	15.2%	1,064	8.3%	2,772	8.4%	8,702	11.9%
Home Values $50,000 to $69,999	58	2.5%	267	2.1%	722	2.2%	2,542	3.5%
Home Values $25,000 to $49,999	66	2.9%	241	1.9%	460	1.4%	2,784	3.8%
Home Values Under $25,000	32	1.4%	374	2.9%	763	2.3%	2,659	3.6%
Owner-Occupied Median Home Value	$174,223		$217,044		$217,634		$182,487	
Renter-Occupied Median Rent	$668		$676		$681		$627	
Transportation To Work (2015)								
Drive to Work Alone	3,602	84.4%	19,991	84.8%	48,894	84.6%	124,094	82.5%
Drive to Work in Carpool	404	9.5%	1,884	8.0%	4,189	7.2%	12,478	8.3%
Travel to Work by Public Transportation	34	0.8%	51	0.2%	170	0.3%	1,443	1.0%
Drive to Work on Motorcycle	-	-	11	-	22	-	41	-
Walk or Bicycle to Work	36	0.8%	190	0.8%	798	1.4%	3,004	2.0%
Other Means	29	0.7%	233	1.0%	414	0.7%	1,838	1.2%
Work at Home	162	3.8%	1,222	5.2%	3,326	5.8%	7,501	5.0%
Travel Time (2015)								
Travel to Work in 14 Minutes or Less	1,880	45.8%	8,737	39.1%	21,588	39.6%	46,018	32.2%
Travel to Work in 15 to 29 Minutes	2,097	51.1%	11,237	50.3%	25,957	47.6%	66,866	46.8%
Travel to Work in 30 to 59 Minutes	582	14.2%	3,499	15.7%	8,639	15.9%	23,412	16.4%
Travel to Work in 60 Minutes or More	160	3.9%	733	3.3%	1,755	3.2%	5,415	3.8%
Average Minutes Travel to Work	15.9		16.7		16.7		17.7	