



# Community Profile

Absolute Auction  
 4682 North Patterson Avenue, Winston Salem, North Carolina, 27105  
 Rings: 1, 3, 5 mile radii

Prepared By Kyle Swicegood, CCIM, Broker  
 Latitude: 36.18169  
 Longitude: -80.27321

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	2,056	35,513	84,984
2020 Total Population	1,958	37,517	90,213
2020 Group Quarters	12	1,110	5,100
2023 Total Population	2,154	38,715	92,350
2023 Group Quarters	12	1,106	5,103
2028 Total Population	2,133	39,263	93,730
2023-2028 Annual Rate	-0.20%	0.28%	0.30%
2023 Total Daytime Population	17,613	51,306	102,739
Workers	16,303	29,080	48,625
Residents	1,310	22,226	54,114
<b>Household Summary</b>			
2010 Households	788	14,611	33,360
2010 Average Household Size	2.31	2.37	2.42
2020 Total Households	916	15,713	35,594
2020 Average Household Size	2.12	2.32	2.39
2023 Households	924	16,103	36,463
2023 Average Household Size	2.32	2.34	2.39
2028 Households	915	16,390	37,124
2028 Average Household Size	2.32	2.33	2.39
2023-2028 Annual Rate	-0.20%	0.35%	0.36%
2010 Families	448	8,405	20,761
2010 Average Family Size	3.02	3.07	3.04
2023 Families	499	8,871	21,860
2023 Average Family Size	3.14	3.11	3.09
2028 Families	493	9,009	22,228
2028 Average Family Size	3.14	3.10	3.08
2023-2028 Annual Rate	-0.24%	0.31%	0.33%
<b>Housing Unit Summary</b>			
2000 Housing Units	827	14,517	34,245
Owner Occupied Housing Units	32.8%	45.1%	55.0%
Renter Occupied Housing Units	56.5%	47.0%	37.3%
Vacant Housing Units	10.8%	8.0%	7.7%
2010 Housing Units	918	16,640	37,652
Owner Occupied Housing Units	33.4%	39.0%	49.8%
Renter Occupied Housing Units	52.4%	48.8%	38.8%
Vacant Housing Units	14.2%	12.2%	11.4%
2020 Housing Units	982	17,322	39,358
Owner Occupied Housing Units	31.0%	37.9%	48.6%
Renter Occupied Housing Units	62.3%	52.8%	41.8%
Vacant Housing Units	6.3%	9.8%	9.5%
2023 Housing Units	982	17,846	40,278
Owner Occupied Housing Units	28.4%	38.7%	50.5%
Renter Occupied Housing Units	65.7%	51.6%	40.1%
Vacant Housing Units	5.9%	9.8%	9.5%
2028 Housing Units	982	18,169	40,989
Owner Occupied Housing Units	30.0%	39.9%	51.8%
Renter Occupied Housing Units	63.1%	50.3%	38.8%
Vacant Housing Units	6.8%	9.8%	9.4%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2023 Households by Income</b>			
Household Income Base	924	16,103	36,463
<\$15,000	13.9%	13.9%	12.6%
\$15,000 - \$24,999	18.1%	14.2%	11.5%
\$25,000 - \$34,999	13.1%	11.1%	9.4%
\$35,000 - \$49,999	18.8%	16.3%	13.7%
\$50,000 - \$74,999	18.9%	17.6%	17.4%
\$75,000 - \$99,999	11.5%	12.6%	12.6%
\$100,000 - \$149,999	3.7%	8.7%	12.0%
\$150,000 - \$199,999	0.8%	3.4%	5.1%
\$200,000+	1.4%	2.1%	5.7%
Average Household Income	\$51,255	\$62,101	\$80,173
<b>2028 Households by Income</b>			
Household Income Base	915	16,390	37,124
<\$15,000	12.1%	12.0%	10.9%
\$15,000 - \$24,999	16.0%	12.2%	9.6%
\$25,000 - \$34,999	11.7%	10.1%	8.3%
\$35,000 - \$49,999	17.0%	15.2%	12.4%
\$50,000 - \$74,999	20.8%	17.8%	17.1%
\$75,000 - \$99,999	14.3%	13.8%	13.5%
\$100,000 - \$149,999	4.9%	11.1%	14.5%
\$150,000 - \$199,999	1.1%	5.0%	7.1%
\$200,000+	2.1%	2.9%	6.7%
Average Household Income	\$59,799	\$73,064	\$93,051
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	278	6,891	20,321
<\$50,000	7.9%	8.2%	6.9%
\$50,000 - \$99,999	6.8%	10.1%	9.0%
\$100,000 - \$149,999	21.6%	19.6%	13.1%
\$150,000 - \$199,999	42.8%	24.7%	17.4%
\$200,000 - \$249,999	7.6%	17.8%	15.8%
\$250,000 - \$299,999	1.1%	5.8%	9.7%
\$300,000 - \$399,999	0.7%	5.6%	12.6%
\$400,000 - \$499,999	10.4%	4.3%	6.0%
\$500,000 - \$749,999	0.7%	3.1%	6.3%
\$750,000 - \$999,999	0.7%	0.4%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$188,530	\$202,594	\$266,302
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	294	7,239	21,210
<\$50,000	4.1%	3.9%	3.7%
\$50,000 - \$99,999	1.7%	4.6%	3.8%
\$100,000 - \$149,999	5.4%	6.9%	5.7%
\$150,000 - \$199,999	36.4%	18.2%	11.6%
\$200,000 - \$249,999	24.5%	24.8%	18.4%
\$250,000 - \$299,999	3.4%	12.4%	14.0%
\$300,000 - \$399,999	3.1%	14.7%	19.7%
\$400,000 - \$499,999	18.7%	8.5%	10.0%
\$500,000 - \$749,999	1.0%	4.5%	9.1%
\$750,000 - \$999,999	1.7%	1.0%	2.4%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.4%	0.6%
Average Home Value	\$256,780	\$273,215	\$329,760

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>Median Household Income</b>			
2023	\$37,979	\$43,758	\$52,740
2028	\$42,718	\$50,538	\$60,640
<b>Median Home Value</b>			
2023	\$166,176	\$174,472	\$211,322
2028	\$205,208	\$233,180	\$274,443
<b>Per Capita Income</b>			
2023	\$21,853	\$26,015	\$31,733
2028	\$25,524	\$30,695	\$36,924
<b>Median Age</b>			
2010	36.4	32.7	35.0
2020	34.5	34.6	35.9
2023	35.3	33.8	36.4
2028	35.9	34.7	37.4
<b>2020 Population by Age</b>			
Total	1,958	37,517	90,213
0 - 4	7.6%	5.9%	5.6%
5 - 9	6.9%	6.5%	6.3%
10 - 14	6.0%	6.8%	6.7%
15 - 24	13.7%	16.6%	17.9%
25 - 34	16.5%	14.7%	12.5%
35 - 44	12.2%	11.9%	11.3%
45 - 54	12.1%	11.0%	11.2%
55 - 64	12.1%	11.7%	12.3%
65 - 74	6.8%	8.1%	9.2%
75 - 84	3.6%	4.1%	4.7%
85 +	2.3%	2.6%	2.4%
18 +	75.6%	76.9%	77.4%
<b>2023 Population by Age</b>			
Total	2,153	38,712	92,349
0 - 4	7.0%	6.5%	5.7%
5 - 9	6.8%	6.2%	5.8%
10 - 14	7.1%	6.0%	5.9%
15 - 24	13.9%	17.2%	17.6%
25 - 34	14.8%	16.1%	13.4%
35 - 44	14.7%	11.9%	11.1%
45 - 54	11.7%	10.4%	10.7%
55 - 64	11.2%	10.6%	11.9%
65 - 74	8.0%	8.6%	10.2%
75 - 84	3.6%	4.3%	5.3%
85 +	1.3%	2.3%	2.2%
18 +	74.9%	77.5%	78.8%
<b>2028 Population by Age</b>			
Total	2,133	39,261	93,730
0 - 4	7.1%	6.6%	5.7%
5 - 9	6.4%	6.0%	5.6%
10 - 14	6.5%	5.8%	5.7%
15 - 24	15.0%	16.7%	17.1%
25 - 34	13.8%	15.3%	12.7%
35 - 44	14.0%	12.8%	11.9%
45 - 54	12.3%	10.3%	10.6%
55 - 64	10.8%	9.8%	10.9%
65 - 74	8.5%	8.9%	10.7%
75 - 84	4.3%	5.3%	6.6%
85 +	1.3%	2.4%	2.5%
18 +	75.7%	77.9%	79.3%
<b>2020 Population by Sex</b>			

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Males	903	17,284	42,211
Females	1,055	20,233	48,002
<b>2023 Population by Sex</b>			
Males	1,048	18,532	44,184
Females	1,106	20,183	48,166
<b>2028 Population by Sex</b>			
Males	1,042	18,767	44,816
Females	1,091	20,496	48,914
<b>2010 Population by Race/Ethnicity</b>			
Total	2,056	35,514	84,983
White Alone	42.0%	42.7%	50.6%
Black Alone	39.9%	40.1%	36.1%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	3.6%	1.6%	1.5%
Pacific Islander Alone	0.0%	0.2%	0.1%
Some Other Race Alone	11.3%	12.3%	9.0%
Two or More Races	2.6%	2.6%	2.3%
Hispanic Origin	19.0%	19.0%	14.0%
Diversity Index	75.7	75.1	70.0
<b>2020 Population by Race/Ethnicity</b>			
Total	1,958	37,517	90,213
White Alone	30.5%	35.2%	44.8%
Black Alone	45.6%	39.8%	34.5%
American Indian Alone	0.9%	1.0%	0.8%
Asian Alone	1.4%	1.4%	1.7%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	13.6%	14.6%	11.0%
Two or More Races	7.9%	7.8%	7.0%
Hispanic Origin	21.3%	22.1%	17.0%
Diversity Index	78.4	79.7	75.8
<b>2023 Population by Race/Ethnicity</b>			
Total	2,155	38,716	92,350
White Alone	29.2%	34.3%	43.8%
Black Alone	46.2%	39.6%	34.5%
American Indian Alone	0.8%	1.0%	0.8%
Asian Alone	1.6%	1.5%	1.9%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	13.8%	15.3%	11.5%
Two or More Races	8.2%	8.1%	7.3%
Hispanic Origin	21.8%	23.1%	17.8%
Diversity Index	78.6	80.3	76.7
<b>2028 Population by Race/Ethnicity</b>			
Total	2,132	39,263	93,730
White Alone	27.3%	32.6%	42.2%
Black Alone	46.1%	39.3%	34.3%
American Indian Alone	0.9%	1.1%	0.8%
Asian Alone	1.6%	1.7%	2.1%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	15.2%	16.6%	12.6%
Two or More Races	8.6%	8.5%	7.8%
Hispanic Origin	23.5%	24.7%	19.1%
Diversity Index	79.7	81.4	78.0

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2020 Population by Relationship and Household Type</b>			
Total	1,958	37,517	90,213
In Households	99.4%	97.0%	94.3%
Householder	45.7%	41.9%	39.3%
Opposite-Sex Spouse	11.0%	12.4%	14.2%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.0%	2.9%	2.4%
Same-Sex Unmarried Partner	0.3%	0.2%	0.2%
Biological Child	27.3%	26.7%	26.6%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	0.8%	1.1%	1.0%
Grandchild	2.7%	2.8%	2.7%
Brother or Sister	1.3%	1.6%	1.4%
Parent	1.6%	1.3%	1.1%
Parent-in-law	0.1%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.3%
Other Relatives	1.5%	1.6%	1.4%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	3.3%	3.4%	2.9%
In Group Quarters	0.6%	3.0%	5.7%
Institutionalized	0.6%	1.0%	0.6%
Noninstitutionalized	0.0%	2.0%	5.0%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	1,405	24,853	60,019
Less than 9th Grade	6.9%	5.6%	4.6%
9th - 12th Grade, No Diploma	6.9%	7.6%	7.4%
High School Graduate	35.9%	26.8%	23.7%
GED/Alternative Credential	3.3%	4.8%	4.1%
Some College, No Degree	19.7%	20.8%	18.7%
Associate Degree	6.3%	10.5%	8.7%
Bachelor's Degree	11.7%	17.1%	20.4%
Graduate/Professional Degree	9.3%	6.8%	12.3%
<b>2023 Population 15+ by Marital Status</b>			
Total	1,707	31,520	76,260
Never Married	54.5%	45.8%	41.5%
Married	19.9%	37.1%	42.3%
Widowed	12.8%	6.5%	6.3%
Divorced	12.8%	10.5%	9.9%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	952	17,804	41,151
Population 16+ Employed	90.3%	93.7%	94.2%
Population 16+ Unemployment rate	9.6%	6.3%	5.8%
Population 16-24 Employed	15.7%	17.8%	14.3%
Population 16-24 Unemployment rate	3.6%	4.5%	6.9%
Population 25-54 Employed	71.3%	64.2%	61.7%
Population 25-54 Unemployment rate	11.2%	7.4%	6.1%
Population 55-64 Employed	11.0%	13.7%	16.9%
Population 55-64 Unemployment rate	8.7%	5.5%	4.9%
Population 65+ Employed	2.0%	4.2%	7.1%
Population 65+ Unemployment rate	5.6%	0.8%	2.7%

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<b>2023 Employed Population 16+ by Industry</b>			
Total	860	16,674	38,776
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	11.7%	11.2%	8.5%
Manufacturing	14.1%	12.4%	12.2%
Wholesale Trade	0.8%	1.6%	1.5%
Retail Trade	13.8%	10.3%	10.2%
Transportation/Utilities	2.2%	6.5%	5.9%
Information	1.3%	1.3%	1.5%
Finance/Insurance/Real Estate	11.3%	7.1%	8.3%
Services	38.5%	45.9%	49.1%
Public Administration	6.2%	3.4%	2.4%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	859	16,674	38,777
White Collar	42.9%	52.7%	60.1%
Management/Business/Financial	8.7%	11.9%	15.6%
Professional	17.2%	21.1%	25.2%
Sales	4.1%	7.0%	7.4%
Administrative Support	12.9%	12.6%	11.9%
Services	21.7%	17.9%	15.3%
Blue Collar	35.2%	29.4%	24.7%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	4.5%	5.8%	5.2%
Installation/Maintenance/Repair	0.6%	3.4%	2.8%
Production	17.6%	9.3%	6.8%
Transportation/Material Moving	12.6%	10.6%	9.7%
<b>2020 Households by Type</b>			
Total	916	15,713	35,594
Married Couple Households	24.1%	30.2%	36.7%
With Own Children <18	8.7%	10.6%	13.1%
Without Own Children <18	15.4%	19.6%	23.5%
Cohabiting Couple Households	7.4%	7.4%	6.6%
With Own Children <18	2.4%	3.0%	2.7%
Without Own Children <18	5.0%	4.4%	3.9%
Male Householder, No Spouse/Partner	25.2%	22.1%	19.8%
Living Alone	18.8%	15.3%	13.7%
65 Years and over	4.5%	4.0%	4.0%
With Own Children <18	2.1%	1.8%	1.7%
Without Own Children <18, With Relatives	3.2%	3.0%	2.8%
No Relatives Present	1.3%	2.0%	1.7%
Female Householder, No Spouse/Partner	43.2%	40.3%	36.9%
Living Alone	22.4%	20.8%	18.7%
65 Years and over	8.3%	8.9%	9.1%
With Own Children <18	11.1%	9.4%	8.4%
Without Own Children <18, With Relatives	8.3%	8.6%	8.4%
No Relatives Present	1.5%	1.6%	1.4%
<b>2020 Households by Size</b>			
Total	916	15,713	35,594
1 Person Household	41.0%	36.0%	32.4%
2 Person Household	27.4%	31.2%	32.5%
3 Person Household	15.1%	14.6%	15.2%
4 Person Household	9.3%	10.0%	11.3%
5 Person Household	4.4%	5.0%	5.3%
6 Person Household	1.7%	1.8%	2.0%
7 + Person Household	1.0%	1.4%	1.3%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	916	15,713	35,594
Owner Occupied	33.2%	41.8%	53.8%
Owned with a Mortgage/Loan	24.3%	29.5%	36.6%
Owned Free and Clear	8.8%	12.3%	17.2%
Renter Occupied	66.8%	58.2%	46.2%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	93	101	100
Percent of Income for Mortgage	26.3%	24.0%	24.1%
Wealth Index	31	41	69
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	982	17,322	39,358
Urban Housing Units	100.0%	97.4%	94.6%
Rural Housing Units	0.0%	2.6%	5.4%
<b>2020 Population By Urban/ Rural Status</b>			
Total	1,958	37,517	90,213
Urban Population	100.0%	97.4%	94.9%
Rural Population	0.0%	2.6%	5.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Set to Impress (11D)	Young and Restless (11B)	Comfortable Empty Nesters
2.	Front Porches (8E)	Metro Fusion (11C)	Metro Fusion (11C)
3.	Family Foundations (12A)	College Towns (14B)	Old and Newcomers (8F)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,028,606	\$21,706,425	\$61,895,710
Average Spent	\$1,113.21	\$1,347.97	\$1,697.49
Spending Potential Index	51	61	77
Education: Total \$	\$826,127	\$16,413,748	\$47,180,363
Average Spent	\$894.08	\$1,019.30	\$1,293.92
Spending Potential Index	50	57	72
Entertainment/Recreation: Total \$	\$1,646,678	\$35,066,829	\$103,457,693
Average Spent	\$1,782.12	\$2,177.66	\$2,837.33
Spending Potential Index	47	58	75
Food at Home: Total \$	\$3,156,490	\$65,907,511	\$190,425,141
Average Spent	\$3,416.11	\$4,092.87	\$5,222.42
Spending Potential Index	50	60	77
Food Away from Home: Total \$	\$1,713,383	\$36,816,671	\$104,392,035
Average Spent	\$1,854.31	\$2,286.32	\$2,862.96
Spending Potential Index	50	61	77
Health Care: Total \$	\$3,170,373	\$68,992,718	\$207,223,789
Average Spent	\$3,431.14	\$4,284.46	\$5,683.13
Spending Potential Index	47	58	77
HH Furnishings & Equipment: Total \$	\$1,303,931	\$27,899,280	\$81,362,941
Average Spent	\$1,411.18	\$1,732.55	\$2,231.38
Spending Potential Index	48	59	76
Personal Care Products & Services: Total \$	\$441,782	\$9,346,042	\$26,825,664
Average Spent	\$478.12	\$580.39	\$735.70
Spending Potential Index	50	61	77
Shelter: Total \$	\$11,486,162	\$237,442,172	\$680,356,722
Average Spent	\$12,430.91	\$14,745.21	\$18,658.82
Spending Potential Index	50	60	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,312,042	\$28,079,647	\$85,101,668
Average Spent	\$1,419.96	\$1,743.75	\$2,333.92
Spending Potential Index	45	56	75
Travel: Total \$	\$968,849	\$20,638,641	\$60,667,442
Average Spent	\$1,048.54	\$1,281.66	\$1,663.81
Spending Potential Index	47	57	74
Vehicle Maintenance & Repairs: Total \$	\$604,339	\$12,995,929	\$37,363,243
Average Spent	\$654.05	\$807.05	\$1,024.69
Spending Potential Index	50	62	78

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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