



# Level C Fundamental Market Analysis

Absolute Auction  
4682 North Patterson Avenue, Winston Salem, North Carolina, 27105  
Ring: 1 mile radius

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

2023 Key Demographic Indicators (Esri)	
2023 Total Population (Esri)	2,154
2028 Total Population (Esri)	2,133

2023 Key Demographic Indicators (Esri)	
2023 Owner Occupied Housing Units (Esri)	279
2023 Renter Occupied Housing Units (Esri)	645
2028 Owner Occupied Housing Units (Esri)	295
2028 Renter Occupied Housing Units (Esri)	620

2023 Key Demographic Indicators (Esri)	
2023 Total Households (Esri)	924
2023 Average Household Size (Esri)	2.32
2023 Total Family Households (Esri)	499
2023 Average Family Size (Esri)	3.14
2023 Housing Affordability Index (Esri)	93
2023 Percent of Income for Mortgage (Esri)	26.3%
2020-2023 Households: Compound Annual Growth Rate (Esri)	0.27%

2028 Key Demographic Indicators (Esri)	
2028 Total Households (Esri)	915
2028 Average Household Size (Esri)	2.32
2028 Total Family Households (Esri)	493
2028 Average Family Size (Esri)	3.14
2023-2028 Households: Compound Annual Growth Rate (Esri)	-0.20%
2023-2028 Families: Compound Annual Growth Rate (Esri)	-0.24%

2023 Income (Esri)	
2023 Household Income less than \$15,000 (Esri)	128
2023 Household Income \$15,000-\$24,999 (Esri)	167
2023 Household Income \$25,000-\$34,999 (Esri)	121
2023 Household Income \$35,000-\$49,999 (Esri)	174
2023 Household Income \$50,000-\$74,999 (Esri)	175
2023 Household Income \$75,000-\$99,999 (Esri)	106
2023 Household Income \$100,000-\$149,999 (Esri)	34
2023 Household Income \$150,000-\$199,999 (Esri)	7
2023 Household Income \$200,000 or greater (Esri)	13
2023 Median Household Income (Esri)	\$37,979
2023 Average Household Income (Esri)	\$51,255
2023 Per Capita Income (Esri)	\$21,853
2023 Aggregate Income (Esri)	\$47,070,361
2023 Aggregate Household Income (Esri)	\$47,359,612
2023 Households by Income Base (Esri)	924
2023 Gini Index (Esri)	39.9
2023 P90-P10 Ratio of Income Inequality (Esri)	8.0
2023 P90-P50 Ratio of Income Inequality (Esri)	2.3
2023 P50-P10 Ratio of Income Inequality (Esri)	3.5
2023 80-20 Share Ratio of Income Inequality (Esri)	13.6
2023 90-40 Share Ratio of Income Inequality (Esri)	2.8
2023 Households in Low Income Tier (Esri)	344
2023 Households in Middle Income Tier (Esri)	555
2023 Households in Upper Income Tier (Esri)	25



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2028 Income (Esri)	
2028 Household Income less than \$15,000 (Esri)	111
2028 Household Income \$15,000-\$24,999 (Esri)	146
2028 Household Income \$25,000-\$34,999 (Esri)	107
2028 Household Income \$35,000-\$49,999 (Esri)	156
2028 Household Income \$50,000-\$74,999 (Esri)	190
2028 Household Income \$75,000-\$99,999 (Esri)	131
2028 Household Income \$100,000-\$149,999 (Esri)	45
2028 Household Income \$150,000-\$199,999 (Esri)	10
2028 Household Income \$200,000 or greater (Esri)	19
2028 Median Household Income (Esri)	\$42,718
2028 Average Household Income (Esri)	\$59,799
2028 Per Capita Income (Esri)	\$25,524
2028 Aggregate Income (Esri)	\$54,442,734
2028 Aggregate Household Income (Esri)	\$54,715,632
2028 Households by Income Base (Esri)	915
2028 Gini Index (Esri)	40.0
2028 P90-P10 Ratio of Income Inequality (Esri)	7.6
2028 P90-P50 Ratio of Income Inequality (Esri)	2.2
2028 P50-P10 Ratio of Income Inequality (Esri)	3.5
2028 80-20 Share Ratio of Income Inequality (Esri 2023)	14.3
2028 90-40 Share Ratio of Income Inequality (Esri 2023)	3.0
2028 Households in Low Income Tier (Esri 2023)	301
2028 Households in Middle Income Tier (Esri 2023)	580
2028 Households in Upper Income Tier (Esri)	34
2023 Key Demographic Indicators (Esri)	
2023 Total Population (Esri)	38,715
2028 Total Population (Esri)	39,263

2023 Key Demographic Indicators (Esri)	
2023 Owner Occupied Housing Units (Esri)	6,899
2023 Renter Occupied Housing Units (Esri)	9,204
2028 Owner Occupied Housing Units (Esri)	7,248
2028 Renter Occupied Housing Units (Esri)	9,142

2023 Key Demographic Indicators (Esri)	
2023 Total Households (Esri)	16,103
2023 Average Household Size (Esri)	2.34
2023 Total Family Households (Esri)	8,871
2023 Average Family Size (Esri)	3.11
2023 Housing Affordability Index (Esri)	101
2023 Percent of Income for Mortgage (Esri)	24.0%
2020-2023 Households: Compound Annual Growth Rate (Esri)	0.76%
2028 Key Demographic Indicators (Esri)	
2028 Total Households (Esri)	16,390
2028 Average Household Size (Esri)	2.33
2028 Total Family Households (Esri)	9,009
2028 Average Family Size (Esri)	3.10
2023-2028 Households: Compound Annual Growth Rate (Esri)	0.35%
2023-2028 Families: Compound Annual Growth Rate (Esri)	0.31%



# Level C Fundamental Market Analysis

Absolute Auction  
4682 North Patterson Avenue, Winston Salem, North Carolina, 27105  
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2023 Income (Esri)	
2023 Household Income less than \$15,000 (Esri)	2,233
2023 Household Income \$15,000-\$24,999 (Esri)	2,294
2023 Household Income \$25,000-\$34,999 (Esri)	1,787
2023 Household Income \$35,000-\$49,999 (Esri)	2,625
2023 Household Income \$50,000-\$74,999 (Esri)	2,836
2023 Household Income \$75,000-\$99,999 (Esri)	2,037
2023 Household Income \$100,000-\$149,999 (Esri)	1,407
2023 Household Income \$150,000-\$199,999 (Esri)	553
2023 Household Income \$200,000 or greater (Esri)	332
2023 Median Household Income (Esri)	\$43,758
2023 Average Household Income (Esri)	\$62,101
2023 Per Capita Income (Esri)	\$26,015
2023 Aggregate Income (Esri)	\$1,007,168,509
2023 Aggregate Household Income (Esri)	\$1,000,016,248
2023 Households by Income Base (Esri)	16,103
2023 Gini Index (Esri)	42.9
2023 P90-P10 Ratio of Income Inequality (Esri)	10.7
2023 P90-P50 Ratio of Income Inequality (Esri)	2.7
2023 P50-P10 Ratio of Income Inequality (Esri)	4.0
2023 80-20 Share Ratio of Income Inequality (Esri)	14.5
2023 90-40 Share Ratio of Income Inequality (Esri)	2.8
2023 Households in Low Income Tier (Esri)	5,258
2023 Households in Middle Income Tier (Esri)	9,787
2023 Households in Upper Income Tier (Esri)	1,058
2028 Income (Esri)	
2028 Household Income less than \$15,000 (Esri)	1,969
2028 Household Income \$15,000-\$24,999 (Esri)	1,992
2028 Household Income \$25,000-\$34,999 (Esri)	1,656
2028 Household Income \$35,000-\$49,999 (Esri)	2,484
2028 Household Income \$50,000-\$74,999 (Esri)	2,910
2028 Household Income \$75,000-\$99,999 (Esri)	2,264
2028 Household Income \$100,000-\$149,999 (Esri)	1,823
2028 Household Income \$150,000-\$199,999 (Esri)	822
2028 Household Income \$200,000 or greater (Esri)	470
2028 Median Household Income (Esri)	\$50,538
2028 Average Household Income (Esri)	\$73,064
2028 Per Capita Income (Esri)	\$30,695
2028 Aggregate Income (Esri)	\$1,205,186,321
2028 Aggregate Household Income (Esri)	\$1,197,512,754
2028 Households by Income Base (Esri)	16,390
2028 Gini Index (Esri)	42.5
2028 P90-P10 Ratio of Income Inequality (Esri)	10.8
2028 P90-P50 Ratio of Income Inequality (Esri)	2.7
2028 P50-P10 Ratio of Income Inequality (Esri)	4.0
2028 80-20 Share Ratio of Income Inequality (Esri 2023)	14.8
2028 90-40 Share Ratio of Income Inequality (Esri 2023)	3.0
2028 Households in Low Income Tier (Esri 2023)	4,642
2028 Households in Middle Income Tier (Esri 2023)	10,235
2028 Households in Upper Income Tier (Esri)	1,513
2023 Key Demographic Indicators (Esri)	
2023 Total Population (Esri)	92,350
2028 Total Population (Esri)	93,730



# Level C Fundamental Market Analysis

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2023 Key Demographic Indicators (Esri)	
2023 Owner Occupied Housing Units (Esri)	20,329
2023 Renter Occupied Housing Units (Esri)	16,134
2028 Owner Occupied Housing Units (Esri)	21,219
2028 Renter Occupied Housing Units (Esri)	15,904

2023 Key Demographic Indicators (Esri)	
2023 Total Households (Esri)	36,463
2023 Average Household Size (Esri)	2.39
2023 Total Family Households (Esri)	21,860
2023 Average Family Size (Esri)	3.09
2023 Housing Affordability Index (Esri)	100
2023 Percent of Income for Mortgage (Esri)	24.1%
2020-2023 Households: Compound Annual Growth Rate (Esri)	0.74%

2028 Key Demographic Indicators (Esri)	
2028 Total Households (Esri)	37,124
2028 Average Household Size (Esri)	2.39
2028 Total Family Households (Esri)	22,228
2028 Average Family Size (Esri)	3.08
2023-2028 Households: Compound Annual Growth Rate (Esri)	0.36%
2023-2028 Families: Compound Annual Growth Rate (Esri)	0.33%

2023 Income (Esri)	
2023 Household Income less than \$15,000 (Esri)	4,597
2023 Household Income \$15,000-\$24,999 (Esri)	4,208
2023 Household Income \$25,000-\$34,999 (Esri)	3,445
2023 Household Income \$35,000-\$49,999 (Esri)	4,996
2023 Household Income \$50,000-\$74,999 (Esri)	6,336
2023 Household Income \$75,000-\$99,999 (Esri)	4,578
2023 Household Income \$100,000-\$149,999 (Esri)	4,377
2023 Household Income \$150,000-\$199,999 (Esri)	1,854
2023 Household Income \$200,000 or greater (Esri)	2,072
2023 Median Household Income (Esri)	\$52,740
2023 Average Household Income (Esri)	\$80,173
2023 Per Capita Income (Esri)	\$31,733
2023 Aggregate Income (Esri)	\$2,930,516,834
2023 Aggregate Household Income (Esri)	\$2,923,359,899
2023 Households by Income Base (Esri)	36,463
2023 Gini Index (Esri)	44.7
2023 P90-P10 Ratio of Income Inequality (Esri)	13.0
2023 P90-P50 Ratio of Income Inequality (Esri)	2.9
2023 P50-P10 Ratio of Income Inequality (Esri)	4.4
2023 80-20 Share Ratio of Income Inequality (Esri)	13.9
2023 90-40 Share Ratio of Income Inequality (Esri)	3.0
2023 Households in Low Income Tier (Esri)	10,216
2023 Households in Middle Income Tier (Esri)	21,786
2023 Households in Upper Income Tier (Esri)	4,461



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2028 Income (Esri)	
2028 Household Income less than \$15,000 (Esri)	4,035
2028 Household Income \$15,000-\$24,999 (Esri)	3,562
2028 Household Income \$25,000-\$34,999 (Esri)	3,082
2028 Household Income \$35,000-\$49,999 (Esri)	4,594
2028 Household Income \$50,000-\$74,999 (Esri)	6,342
2028 Household Income \$75,000-\$99,999 (Esri)	4,999
2028 Household Income \$100,000-\$149,999 (Esri)	5,379
2028 Household Income \$150,000-\$199,999 (Esri)	2,640
2028 Household Income \$200,000 or greater (Esri)	2,491
2028 Median Household Income (Esri)	\$60,640
2028 Average Household Income (Esri)	\$93,051
2028 Per Capita Income (Esri)	\$36,924
2028 Aggregate Income (Esri)	\$3,460,912,954
2028 Aggregate Household Income (Esri)	\$3,454,414,483
2028 Households by Income Base (Esri)	37,124
2028 Gini Index (Esri)	43.1
2028 P90-P10 Ratio of Income Inequality (Esri)	12.4
2028 P90-P50 Ratio of Income Inequality (Esri)	2.8
2028 P50-P10 Ratio of Income Inequality (Esri)	4.4
2028 80-20 Share Ratio of Income Inequality (Esri 2023)	13.4
2028 90-40 Share Ratio of Income Inequality (Esri 2023)	3.1
2028 Households in Low Income Tier (Esri 2023)	8,860
2028 Households in Middle Income Tier (Esri 2023)	22,481
2028 Households in Upper Income Tier (Esri)	5,783