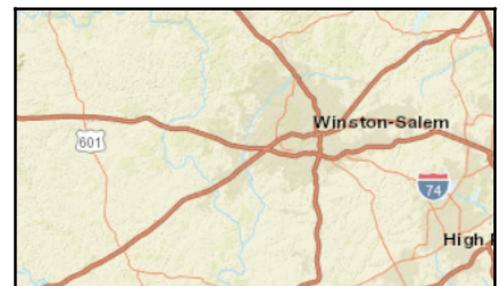
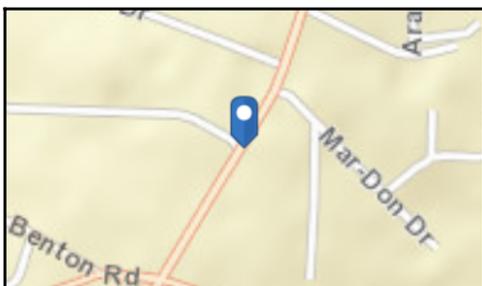
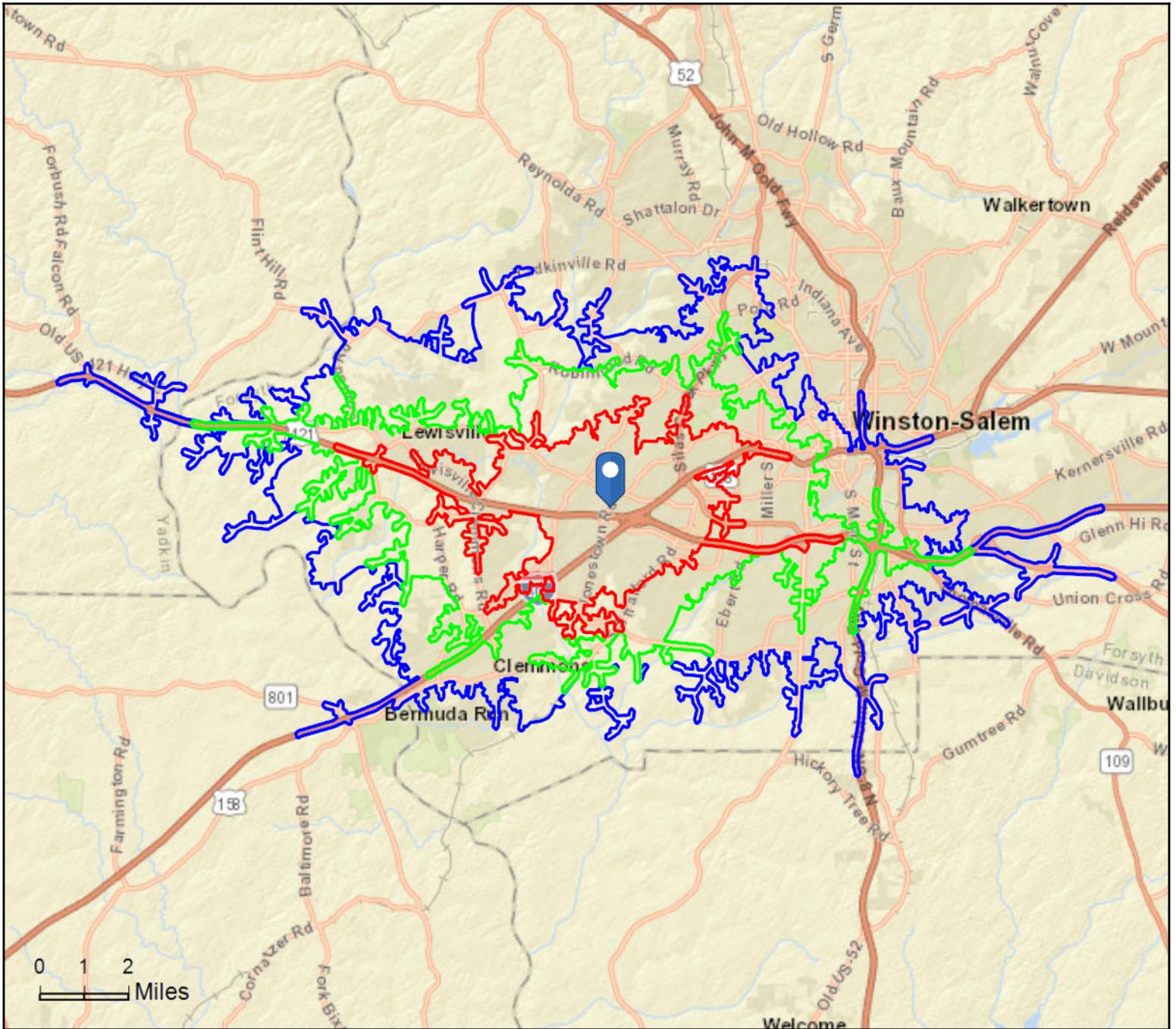


Centre Stage at Jonestown
397 Jonestown Rd, Winston Salem, North Carolina, 27104
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 36.07513
Longitude: -80.33650





Community Profile

Centre Stage at Jonestown
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 Drive Time: 7, 10, 13 minute radii

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	7 minutes	10 minutes	13 minutes
Population Summary			
2000 Total Population	29,095	70,856	131,237
2010 Total Population	33,951	81,410	149,517
2019 Total Population	36,117	87,704	162,633
2019 Group Quarters	183	902	7,831
2024 Total Population	37,687	91,645	170,163
2019-2024 Annual Rate	0.85%	0.88%	0.91%
2019 Total Daytime Population	49,557	131,878	204,267
Workers	32,131	88,238	119,662
Residents	17,426	43,640	84,605
Household Summary			
2000 Households	13,475	31,570	54,648
2000 Average Household Size	2.14	2.21	2.27
2010 Households	15,605	35,868	62,025
2010 Average Household Size	2.16	2.25	2.29
2019 Households	16,577	38,542	67,447
2019 Average Household Size	2.17	2.25	2.30
2024 Households	17,269	40,269	70,747
2024 Average Household Size	2.17	2.25	2.29
2019-2024 Annual Rate	0.82%	0.88%	0.96%
2010 Families	8,789	21,009	36,738
2010 Average Family Size	2.87	2.94	2.97
2019 Families	9,193	22,192	39,271
2019 Average Family Size	2.90	2.97	3.01
2024 Families	9,553	23,058	40,899
2024 Average Family Size	2.91	2.98	3.02
2019-2024 Annual Rate	0.77%	0.77%	0.82%
Housing Unit Summary			
2000 Housing Units	14,638	34,155	59,123
Owner Occupied Housing Units	55.2%	59.3%	59.3%
Renter Occupied Housing Units	36.8%	33.1%	33.1%
Vacant Housing Units	7.9%	7.6%	7.6%
2010 Housing Units	17,301	39,928	69,359
Owner Occupied Housing Units	51.6%	54.9%	54.9%
Renter Occupied Housing Units	38.6%	34.9%	34.6%
Vacant Housing Units	9.8%	10.2%	10.6%
2019 Housing Units	18,490	42,964	75,360
Owner Occupied Housing Units	48.6%	51.5%	51.2%
Renter Occupied Housing Units	41.1%	38.2%	38.3%
Vacant Housing Units	10.3%	10.3%	10.5%
2024 Housing Units	19,231	44,841	78,905
Owner Occupied Housing Units	49.3%	52.0%	51.7%
Renter Occupied Housing Units	40.5%	37.8%	37.9%
Vacant Housing Units	10.2%	10.2%	10.3%
Median Household Income			
2019	\$55,187	\$58,589	\$55,179
2024	\$64,193	\$67,647	\$63,237
Median Home Value			
2019	\$199,089	\$213,028	\$199,244
2024	\$221,038	\$234,751	\$222,039
Per Capita Income			
2019	\$39,500	\$39,652	\$35,857
2024	\$45,467	\$44,983	\$40,874
Median Age			
2010	38.4	38.2	36.4
2019	39.9	39.9	38.1
2024	40.6	40.8	39.0

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	16,577	38,542	67,444
<\$15,000	10.0%	10.6%	12.9%
\$15,000 - \$24,999	10.6%	10.3%	10.4%
\$25,000 - \$34,999	10.8%	9.7%	9.3%
\$35,000 - \$49,999	14.3%	12.5%	13.1%
\$50,000 - \$74,999	15.7%	16.0%	15.8%
\$75,000 - \$99,999	12.1%	12.8%	12.1%
\$100,000 - \$149,999	12.7%	13.2%	12.6%
\$150,000 - \$199,999	5.5%	6.2%	5.9%
\$200,000+	8.4%	8.7%	8.0%
Average Household Income	\$86,705	\$90,214	\$85,365
2024 Households by Income			
Household Income Base	17,269	40,269	70,744
<\$15,000	7.9%	8.5%	10.6%
\$15,000 - \$24,999	9.0%	9.0%	9.1%
\$25,000 - \$34,999	9.3%	8.5%	8.2%
\$35,000 - \$49,999	13.5%	11.7%	12.2%
\$50,000 - \$74,999	15.8%	16.0%	15.9%
\$75,000 - \$99,999	12.8%	13.5%	12.9%
\$100,000 - \$149,999	14.5%	14.9%	14.3%
\$150,000 - \$199,999	7.3%	8.1%	7.6%
\$200,000+	9.8%	9.9%	9.1%
Average Household Income	\$99,912	\$102,460	\$97,219
2019 Owner Occupied Housing Units by Value			
Total	8,979	22,110	38,589
<\$50,000	2.7%	2.6%	3.0%
\$50,000 - \$99,999	9.5%	8.3%	10.6%
\$100,000 - \$149,999	17.7%	16.8%	18.7%
\$150,000 - \$199,999	20.5%	19.0%	18.0%
\$200,000 - \$249,999	12.2%	12.3%	11.2%
\$250,000 - \$299,999	10.5%	9.1%	8.4%
\$300,000 - \$399,999	13.6%	14.9%	13.7%
\$400,000 - \$499,999	4.6%	5.4%	4.9%
\$500,000 - \$749,999	5.9%	7.5%	7.4%
\$750,000 - \$999,999	1.2%	2.2%	2.1%
\$1,000,000 - \$1,499,999	1.2%	1.4%	1.5%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.2%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$259,436	\$282,218	\$273,534
2024 Owner Occupied Housing Units by Value			
Total	9,482	23,321	40,814
<\$50,000	2.4%	2.2%	2.6%
\$50,000 - \$99,999	8.4%	7.4%	9.5%
\$100,000 - \$149,999	15.5%	14.7%	16.6%
\$150,000 - \$199,999	18.9%	17.5%	16.5%
\$200,000 - \$249,999	11.6%	11.7%	10.7%
\$250,000 - \$299,999	11.5%	9.6%	8.8%
\$300,000 - \$399,999	15.8%	17.1%	15.8%
\$400,000 - \$499,999	6.0%	6.5%	6.0%
\$500,000 - \$749,999	6.7%	8.5%	8.7%
\$750,000 - \$999,999	1.4%	2.5%	2.4%
\$1,000,000 - \$1,499,999	1.6%	1.7%	1.9%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.2%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$280,065	\$303,427	\$295,820

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Centre Stage at Jonestown
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Prepared by Esri
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	7 minutes	10 minutes	13 minutes
2010 Population by Age			
Total	33,952	81,411	149,516
0 - 4	6.3%	6.7%	6.5%
5 - 9	6.1%	6.5%	6.4%
10 - 14	6.0%	6.1%	6.1%
15 - 24	12.8%	12.0%	15.7%
25 - 34	14.4%	14.4%	13.6%
35 - 44	13.1%	13.5%	12.9%
45 - 54	14.0%	14.3%	13.9%
55 - 64	12.4%	12.2%	11.6%
65 - 74	7.5%	7.2%	6.9%
75 - 84	5.3%	5.0%	4.6%
85 +	2.1%	2.1%	1.9%
18 +	77.7%	76.8%	77.2%
2019 Population by Age			
Total	36,118	87,705	162,630
0 - 4	5.7%	5.9%	5.8%
5 - 9	5.6%	5.9%	5.8%
10 - 14	5.8%	6.1%	5.9%
15 - 24	12.2%	11.8%	15.4%
25 - 34	14.0%	13.5%	13.1%
35 - 44	12.9%	13.1%	12.3%
45 - 54	12.4%	12.6%	12.2%
55 - 64	13.0%	13.1%	12.6%
65 - 74	10.5%	10.1%	9.6%
75 - 84	5.4%	5.3%	5.0%
85 +	2.6%	2.5%	2.3%
18 +	79.3%	78.4%	79.0%
2024 Population by Age			
Total	37,687	91,646	170,163
0 - 4	5.7%	5.9%	5.7%
5 - 9	5.4%	5.7%	5.6%
10 - 14	5.6%	5.8%	5.7%
15 - 24	12.3%	11.8%	15.1%
25 - 34	13.9%	13.4%	13.1%
35 - 44	12.8%	12.9%	12.3%
45 - 54	11.7%	12.1%	11.6%
55 - 64	12.2%	12.5%	12.0%
65 - 74	11.2%	11.0%	10.5%
75 - 84	6.6%	6.4%	6.1%
85 +	2.6%	2.5%	2.3%
18 +	79.8%	79.0%	79.6%
2010 Population by Sex			
Males	15,552	38,028	70,140
Females	18,399	43,382	79,377
2019 Population by Sex			
Males	16,674	41,165	76,763
Females	19,444	46,540	85,870
2024 Population by Sex			
Males	17,446	43,134	80,550
Females	20,240	48,511	89,612

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	33,952	81,411	149,516
White Alone	70.4%	72.0%	67.1%
Black Alone	18.6%	16.1%	20.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.0%	3.3%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	5.9%	6.8%
Two or More Races	2.5%	2.3%	2.3%
Hispanic Origin	8.7%	10.6%	11.5%
Diversity Index	55.2	55.8	60.6
2019 Population by Race/Ethnicity			
Total	36,117	87,706	162,632
White Alone	66.7%	68.6%	64.1%
Black Alone	19.4%	16.6%	21.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.5%	4.7%	4.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.8%	6.8%	7.5%
Two or More Races	3.1%	2.9%	2.8%
Hispanic Origin	10.0%	12.0%	12.8%
Diversity Index	60.1	60.5	64.5
2024 Population by Race/Ethnicity			
Total	37,686	91,645	170,164
White Alone	64.2%	66.2%	61.9%
Black Alone	19.6%	16.8%	21.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	6.6%	5.6%	4.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.6%	7.6%	8.5%
Two or More Races	3.6%	3.3%	3.2%
Hispanic Origin	11.3%	13.3%	14.1%
Diversity Index	63.6	63.9	67.5
2010 Population by Relationship and Household Type			
Total	33,951	81,410	149,517
In Households	99.5%	98.9%	95.1%
In Family Households	76.1%	77.5%	74.8%
Householder	25.8%	25.8%	24.5%
Spouse	18.6%	19.1%	17.6%
Child	26.9%	27.9%	27.6%
Other relative	3.1%	3.0%	3.3%
Nonrelative	1.7%	1.7%	1.8%
In Nonfamily Households	23.4%	21.5%	20.2%
In Group Quarters	0.5%	1.1%	4.9%
Institutionalized Population	0.4%	0.9%	0.9%
Noninstitutionalized Population	0.1%	0.2%	4.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	25,542	61,623	109,171
Less than 9th Grade	2.3%	2.8%	3.1%
9th - 12th Grade, No Diploma	4.1%	4.2%	5.0%
High School Graduate	17.1%	15.6%	16.3%
GED/Alternative Credential	3.3%	2.8%	3.0%
Some College, No Degree	20.6%	19.2%	19.6%
Associate Degree	8.6%	7.5%	7.7%
Bachelor's Degree	25.8%	27.0%	25.9%
Graduate/Professional Degree	18.2%	20.9%	19.4%
2019 Population 15+ by Marital Status			
Total	29,963	71,961	134,208
Never Married	33.3%	32.9%	36.9%
Married	51.2%	51.0%	47.1%
Widowed	5.8%	5.6%	5.3%
Divorced	9.7%	10.4%	10.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	96.8%	96.3%
Civilian Unemployed (Unemployment Rate)	3.6%	3.2%	3.7%
2019 Employed Population 16+ by Industry			
Total	18,939	44,740	78,852
Agriculture/Mining	0.3%	0.4%	0.3%
Construction	4.2%	4.2%	4.3%
Manufacturing	9.7%	9.1%	10.4%
Wholesale Trade	2.6%	2.5%	2.4%
Retail Trade	13.1%	10.5%	10.6%
Transportation/Utilities	4.6%	3.5%	3.5%
Information	1.0%	1.0%	1.2%
Finance/Insurance/Real Estate	8.1%	8.3%	7.9%
Services	53.4%	58.0%	56.8%
Public Administration	3.2%	2.6%	2.5%
2019 Employed Population 16+ by Occupation			
Total	18,937	44,742	78,850
White Collar	68.7%	68.4%	66.8%
Management/Business/Financial	16.4%	17.7%	16.4%
Professional	26.5%	29.3%	28.3%
Sales	12.5%	10.3%	10.4%
Administrative Support	13.2%	11.2%	11.7%
Services	16.1%	17.6%	18.0%
Blue Collar	15.3%	14.0%	15.2%
Farming/Forestry/Fishing	0.3%	0.4%	0.2%
Construction/Extraction	2.5%	2.7%	3.1%
Installation/Maintenance/Repair	3.1%	2.4%	2.3%
Production	4.6%	4.2%	5.3%
Transportation/Material Moving	4.8%	4.3%	4.4%
2010 Population By Urban/ Rural Status			
Total Population	33,951	81,410	149,517
Population Inside Urbanized Area	99.8%	98.7%	98.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	1.3%	2.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	15,605	35,868	62,026
Households with 1 Person	37.5%	35.0%	34.2%
Households with 2+ People	62.5%	65.0%	65.8%
Family Households	56.3%	58.6%	59.2%
Husband-wife Families	40.6%	43.3%	42.5%
With Related Children	16.6%	18.6%	18.3%
Other Family (No Spouse Present)	15.8%	15.3%	16.7%
Other Family with Male Householder	3.5%	3.5%	3.7%
With Related Children	2.1%	2.1%	2.2%
Other Family with Female Householder	12.3%	11.8%	13.0%
With Related Children	8.4%	7.9%	8.8%
Nonfamily Households	6.2%	6.4%	6.6%
All Households with Children	27.4%	29.0%	29.6%
Multigenerational Households	2.2%	2.3%	2.7%
Unmarried Partner Households	5.5%	5.5%	5.6%
Male-female	4.6%	4.6%	4.7%
Same-sex	0.9%	1.0%	0.9%
2010 Households by Size			
Total	15,604	35,869	62,025
1 Person Household	37.5%	35.0%	34.2%
2 Person Household	33.1%	33.4%	33.0%
3 Person Household	13.7%	14.0%	14.4%
4 Person Household	9.7%	10.7%	10.9%
5 Person Household	4.0%	4.5%	4.7%
6 Person Household	1.4%	1.6%	1.7%
7 + Person Household	0.6%	0.9%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	15,605	35,868	62,025
Owner Occupied	57.2%	61.1%	61.3%
Owned with a Mortgage/Loan	41.5%	44.2%	44.7%
Owned Free and Clear	15.7%	16.9%	16.7%
Renter Occupied	42.8%	38.9%	38.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	17,301	39,928	69,359
Housing Units Inside Urbanized Area	99.8%	98.9%	98.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	1.1%	1.9%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	In Style (5B)	Old and Newcomers (8F)
2.	Young and Restless (11B)	Old and Newcomers (8F)	In Style (5B)
3.	In Style (5B)	Exurbanites (1E)	Exurbanites (1E)
2019 Consumer Spending			
Apparel & Services: Total \$	\$35,754,116	\$86,227,162	\$142,941,896
Average Spent	\$2,156.85	\$2,237.23	\$2,119.32
Spending Potential Index	101	104	99
Education: Total \$	\$25,219,055	\$62,339,270	\$103,474,038
Average Spent	\$1,521.33	\$1,617.44	\$1,534.15
Spending Potential Index	95	101	96
Entertainment/Recreation: Total \$	\$53,483,468	\$129,196,261	\$214,322,415
Average Spent	\$3,226.37	\$3,352.09	\$3,177.64
Spending Potential Index	99	103	97
Food at Home: Total \$	\$85,965,857	\$206,652,421	\$343,613,405
Average Spent	\$5,185.85	\$5,361.75	\$5,094.57
Spending Potential Index	100	104	98
Food Away from Home: Total \$	\$61,887,870	\$148,397,277	\$246,000,482
Average Spent	\$3,733.36	\$3,850.27	\$3,647.32
Spending Potential Index	102	105	99
Health Care: Total \$	\$97,844,809	\$235,277,985	\$392,269,483
Average Spent	\$5,902.44	\$6,104.46	\$5,815.97
Spending Potential Index	99	103	98
HH Furnishings & Equipment: Total \$	\$35,805,451	\$86,140,137	\$142,463,232
Average Spent	\$2,159.95	\$2,234.97	\$2,112.22
Spending Potential Index	101	105	99
Personal Care Products & Services: Total \$	\$15,150,992	\$36,281,345	\$60,028,813
Average Spent	\$913.98	\$941.35	\$890.01
Spending Potential Index	103	106	100
Shelter: Total \$	\$306,110,038	\$741,095,400	\$1,226,993,814
Average Spent	\$18,465.95	\$19,228.25	\$18,191.97
Spending Potential Index	100	104	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$41,797,221	\$100,883,021	\$166,283,473
Average Spent	\$2,521.40	\$2,617.48	\$2,465.39
Spending Potential Index	102	106	99
Travel: Total \$	\$36,521,560	\$88,848,837	\$146,164,506
Average Spent	\$2,203.15	\$2,305.25	\$2,167.10
Spending Potential Index	98	103	97
Vehicle Maintenance & Repairs: Total \$	\$20,142,582	\$47,914,627	\$79,081,856
Average Spent	\$1,215.09	\$1,243.18	\$1,172.50
Spending Potential Index	106	109	102

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.