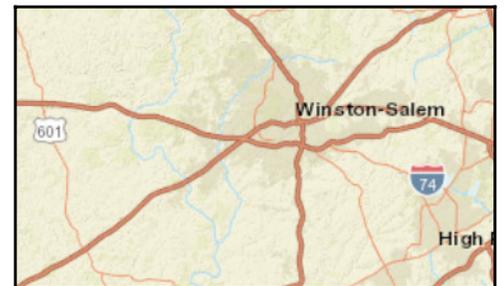
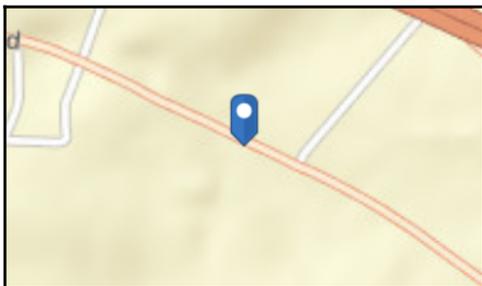
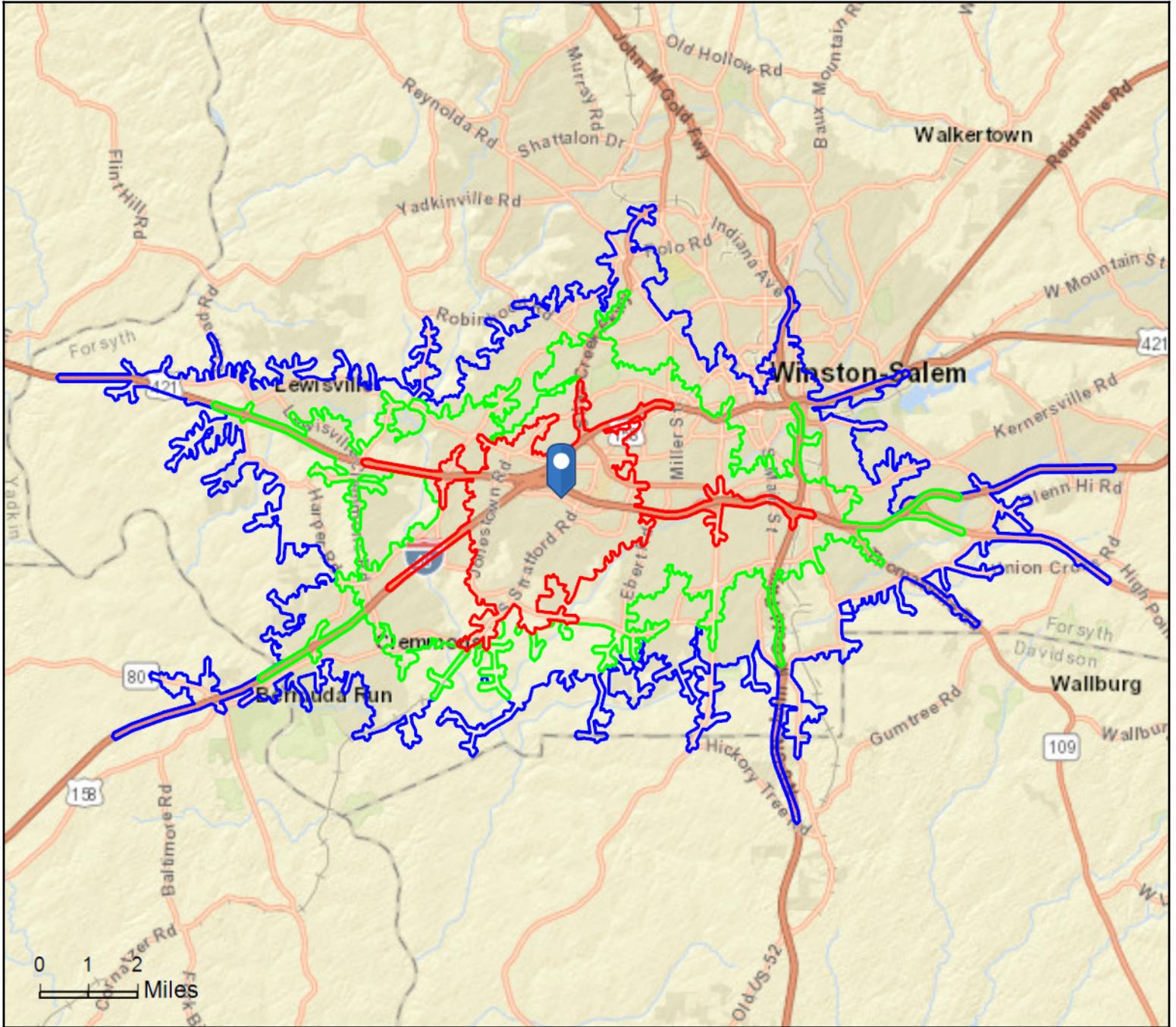


Hanes Commons
1033 Hanes Mall Blvd, Winston Salem, North Carolina, 27103
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 36.06604
Longitude: -80.31575





Community Profile

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	7 minutes	10 minutes	13 minutes
Population Summary			
2000 Total Population	14,711	66,332	124,547
2010 Total Population	18,345	76,141	143,411
2019 Total Population	20,578	81,240	156,095
2019 Group Quarters	145	877	5,510
2024 Total Population	21,796	84,444	163,265
2019-2024 Annual Rate	1.16%	0.78%	0.90%
2019 Total Daytime Population	45,939	128,636	202,773
Workers	36,025	87,199	120,342
Residents	9,914	41,437	82,431
Household Summary			
2000 Households	7,008	29,972	53,206
2000 Average Household Size	2.07	2.18	2.26
2010 Households	8,727	33,975	60,433
2010 Average Household Size	2.09	2.22	2.29
2019 Households	9,750	36,156	65,603
2019 Average Household Size	2.10	2.22	2.30
2024 Households	10,308	37,534	68,818
2024 Average Household Size	2.10	2.23	2.29
2019-2024 Annual Rate	1.12%	0.75%	0.96%
2010 Families	4,590	18,753	35,492
2010 Average Family Size	2.83	2.96	2.99
2019 Families	5,058	19,536	37,807
2019 Average Family Size	2.87	3.00	3.03
2024 Families	5,339	20,191	39,365
2024 Average Family Size	2.88	3.01	3.04
2019-2024 Annual Rate	1.09%	0.66%	0.81%
Housing Unit Summary			
2000 Housing Units	7,716	32,540	57,471
Owner Occupied Housing Units	47.5%	55.2%	56.8%
Renter Occupied Housing Units	43.4%	37.0%	35.8%
Vacant Housing Units	9.2%	7.9%	7.4%
2010 Housing Units	9,807	38,326	67,885
Owner Occupied Housing Units	44.7%	48.8%	52.3%
Renter Occupied Housing Units	44.3%	39.8%	36.7%
Vacant Housing Units	11.0%	11.4%	11.0%
2019 Housing Units	11,076	40,931	73,591
Owner Occupied Housing Units	43.0%	45.0%	48.6%
Renter Occupied Housing Units	45.0%	43.4%	40.5%
Vacant Housing Units	12.0%	11.7%	10.9%
2024 Housing Units	11,678	42,455	77,058
Owner Occupied Housing Units	43.8%	45.9%	49.2%
Renter Occupied Housing Units	44.5%	42.5%	40.1%
Vacant Housing Units	11.7%	11.6%	10.7%
Median Household Income			
2019	\$47,037	\$47,223	\$50,600
2024	\$55,650	\$54,373	\$57,330
Median Home Value			
2019	\$168,270	\$167,182	\$180,475
2024	\$179,091	\$177,470	\$191,371
Per Capita Income			
2019	\$32,787	\$31,488	\$32,512
2024	\$39,133	\$36,543	\$37,092
Median Age			
2010	36.2	35.9	35.7
2019	37.7	37.7	37.5
2024	38.5	38.4	38.2

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	9,750	36,156	65,600
<\$15,000	12.4%	13.6%	14.8%
\$15,000 - \$24,999	11.8%	12.4%	11.4%
\$25,000 - \$34,999	13.1%	11.6%	10.0%
\$35,000 - \$49,999	14.9%	14.6%	13.3%
\$50,000 - \$74,999	16.5%	17.3%	16.0%
\$75,000 - \$99,999	11.0%	10.9%	11.5%
\$100,000 - \$149,999	11.9%	10.7%	11.5%
\$150,000 - \$199,999	3.4%	4.1%	5.1%
\$200,000+	5.0%	4.9%	6.4%
Average Household Income	\$70,772	\$70,874	\$77,754
2024 Households by Income			
Household Income Base	10,308	37,534	68,815
<\$15,000	9.7%	10.9%	12.4%
\$15,000 - \$24,999	9.9%	10.8%	10.1%
\$25,000 - \$34,999	11.2%	10.3%	8.9%
\$35,000 - \$49,999	14.2%	13.7%	12.5%
\$50,000 - \$74,999	16.8%	17.7%	16.3%
\$75,000 - \$99,999	12.1%	12.0%	12.5%
\$100,000 - \$149,999	14.6%	12.9%	13.3%
\$150,000 - \$199,999	5.0%	5.7%	6.7%
\$200,000+	6.5%	5.9%	7.3%
Average Household Income	\$84,526	\$82,349	\$88,655
2019 Owner Occupied Housing Units by Value			
Total	4,764	18,399	35,783
<\$50,000	2.8%	3.9%	3.7%
\$50,000 - \$99,999	14.4%	15.8%	12.8%
\$100,000 - \$149,999	23.3%	22.9%	21.7%
\$150,000 - \$199,999	26.0%	21.6%	19.3%
\$200,000 - \$249,999	10.2%	11.2%	10.5%
\$250,000 - \$299,999	9.1%	7.5%	7.7%
\$300,000 - \$399,999	6.2%	7.3%	11.1%
\$400,000 - \$499,999	2.3%	2.4%	4.1%
\$500,000 - \$749,999	2.6%	4.5%	5.8%
\$750,000 - \$999,999	1.6%	1.6%	1.6%
\$1,000,000 - \$1,499,999	1.0%	1.0%	1.3%
\$1,500,000 - \$1,999,999	0.5%	0.3%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$218,829	\$222,528	\$247,935
2024 Owner Occupied Housing Units by Value			
Total	5,116	19,498	37,881
<\$50,000	2.5%	3.5%	3.3%
\$50,000 - \$99,999	12.4%	14.4%	11.7%
\$100,000 - \$149,999	20.7%	20.8%	19.8%
\$150,000 - \$199,999	24.7%	20.6%	18.2%
\$200,000 - \$249,999	10.5%	11.3%	10.1%
\$250,000 - \$299,999	10.8%	8.4%	8.3%
\$300,000 - \$399,999	7.7%	8.8%	12.7%
\$400,000 - \$499,999	3.5%	3.1%	5.0%
\$500,000 - \$749,999	3.0%	5.6%	6.8%
\$750,000 - \$999,999	2.1%	1.9%	1.8%
\$1,000,000 - \$1,499,999	1.3%	1.2%	1.6%
\$1,500,000 - \$1,999,999	0.7%	0.3%	0.2%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$242,054	\$241,879	\$267,315

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

Hanes Commons
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 Drive Time: 7, 10, 13 minute radii

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	7 minutes	10 minutes	13 minutes
2010 Population by Age			
Total	18,345	76,142	143,410
0 - 4	6.8%	7.2%	7.1%
5 - 9	5.7%	6.4%	6.6%
10 - 14	5.4%	5.8%	6.1%
15 - 24	14.1%	13.1%	14.8%
25 - 34	16.6%	16.3%	14.4%
35 - 44	12.5%	13.1%	13.0%
45 - 54	12.7%	13.2%	13.6%
55 - 64	11.2%	11.0%	11.3%
65 - 74	7.3%	6.8%	6.8%
75 - 84	5.3%	5.0%	4.6%
85 +	2.5%	2.1%	1.8%
18 +	78.8%	77.0%	76.3%
2019 Population by Age			
Total	20,579	81,241	156,094
0 - 4	6.1%	6.5%	6.4%
5 - 9	5.6%	6.1%	6.2%
10 - 14	5.3%	5.9%	6.1%
15 - 24	12.3%	12.4%	14.4%
25 - 34	16.6%	15.1%	13.6%
35 - 44	13.2%	13.6%	12.7%
45 - 54	11.3%	11.8%	12.0%
55 - 64	11.7%	11.8%	12.2%
65 - 74	9.8%	9.2%	9.3%
75 - 84	5.3%	5.0%	4.8%
85 +	2.8%	2.5%	2.2%
18 +	79.9%	78.1%	77.9%
2024 Population by Age			
Total	21,795	84,443	163,266
0 - 4	6.1%	6.4%	6.3%
5 - 9	5.5%	5.9%	6.0%
10 - 14	5.3%	5.8%	5.9%
15 - 24	12.4%	12.7%	14.4%
25 - 34	15.7%	14.7%	13.5%
35 - 44	13.7%	13.4%	12.5%
45 - 54	10.9%	11.7%	11.6%
55 - 64	11.0%	11.2%	11.6%
65 - 74	10.3%	9.9%	10.1%
75 - 84	6.4%	5.9%	5.9%
85 +	2.7%	2.5%	2.3%
18 +	79.9%	78.5%	78.3%
2010 Population by Sex			
Males	8,282	35,274	66,957
Females	10,063	40,867	76,454
2019 Population by Sex			
Males	9,416	37,965	73,427
Females	11,162	43,275	82,668
2024 Population by Sex			
Males	10,027	39,620	77,061
Females	11,769	44,824	86,204

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	18,346	76,141	143,411
White Alone	60.2%	61.7%	61.6%
Black Alone	27.7%	23.3%	24.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.8%	3.0%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.1%	9.0%	8.3%
Two or More Races	2.8%	2.6%	2.4%
Hispanic Origin	10.5%	14.7%	13.6%
Diversity Index	64.3	67.4	66.3
2019 Population by Race/Ethnicity			
Total	20,577	81,240	156,095
White Alone	56.7%	58.1%	58.5%
Black Alone	28.1%	23.8%	25.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.4%	4.1%	3.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.9%	10.2%	9.3%
Two or More Races	3.5%	3.2%	2.9%
Hispanic Origin	12.0%	16.6%	15.2%
Diversity Index	68.2	71.3	69.8
2024 Population by Race/Ethnicity			
Total	21,796	84,444	163,264
White Alone	54.3%	55.6%	56.3%
Black Alone	28.1%	23.8%	25.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.4%	5.0%	4.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	6.8%	11.5%	10.4%
Two or More Races	4.0%	3.6%	3.3%
Hispanic Origin	13.4%	18.3%	16.7%
Diversity Index	71.0	74.2	72.4
2010 Population by Relationship and Household Type			
Total	18,345	76,141	143,411
In Households	99.3%	98.9%	96.4%
In Family Households	72.8%	75.1%	75.9%
Householder	24.7%	24.6%	24.6%
Spouse	16.2%	16.4%	16.9%
Child	26.0%	27.9%	28.7%
Other relative	3.9%	4.0%	3.7%
Nonrelative	1.9%	2.2%	2.0%
In Nonfamily Households	26.4%	23.8%	20.4%
In Group Quarters	0.7%	1.1%	3.6%
Institutionalized Population	0.7%	0.7%	0.8%
Noninstitutionalized Population	0.0%	0.4%	2.9%

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	14,532	56,120	104,496
Less than 9th Grade	3.4%	3.8%	3.9%
9th - 12th Grade, No Diploma	5.9%	5.9%	5.8%
High School Graduate	18.7%	18.4%	17.6%
GED/Alternative Credential	4.1%	3.4%	3.3%
Some College, No Degree	23.0%	21.7%	20.3%
Associate Degree	9.1%	8.1%	7.7%
Bachelor's Degree	21.8%	22.7%	24.1%
Graduate/Professional Degree	14.0%	15.9%	17.4%
2019 Population 15+ by Marital Status			
Total	17,070	66,233	127,030
Never Married	38.9%	37.3%	38.0%
Married	45.1%	45.0%	45.6%
Widowed	6.6%	6.0%	5.6%
Divorced	9.4%	11.6%	10.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	96.1%	95.9%
Civilian Unemployed (Unemployment Rate)	4.1%	3.9%	4.1%
2019 Employed Population 16+ by Industry			
Total	10,840	40,423	74,861
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	4.3%	4.8%	4.7%
Manufacturing	10.1%	9.8%	10.9%
Wholesale Trade	2.3%	2.4%	2.4%
Retail Trade	15.1%	11.4%	10.8%
Transportation/Utilities	5.3%	4.0%	3.7%
Information	0.5%	1.0%	1.2%
Finance/Insurance/Real Estate	6.6%	6.8%	7.2%
Services	52.4%	57.1%	55.9%
Public Administration	3.3%	2.4%	2.7%
2019 Employed Population 16+ by Occupation			
Total	10,840	40,425	74,860
White Collar	63.6%	62.4%	63.3%
Management/Business/Financial	13.2%	14.3%	15.2%
Professional	25.0%	25.8%	26.0%
Sales	12.9%	10.8%	10.3%
Administrative Support	12.5%	11.5%	11.8%
Services	19.5%	20.0%	19.5%
Blue Collar	16.8%	17.6%	17.2%
Farming/Forestry/Fishing	0.1%	0.3%	0.3%
Construction/Extraction	2.8%	3.8%	3.6%
Installation/Maintenance/Repair	2.3%	2.6%	2.4%
Production	6.4%	5.9%	6.0%
Transportation/Material Moving	5.2%	5.0%	4.9%
2010 Population By Urban/ Rural Status			
Total Population	18,345	76,141	143,411
Population Inside Urbanized Area	98.7%	99.2%	98.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.3%	0.8%	1.2%

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	8,726	33,975	60,433
Households with 1 Person	39.9%	37.5%	34.6%
Households with 2+ People	60.1%	62.5%	65.4%
Family Households	52.6%	55.2%	58.7%
Husband-wife Families	34.7%	36.8%	40.4%
With Related Children	13.4%	15.6%	17.7%
Other Family (No Spouse Present)	17.9%	18.4%	18.3%
Other Family with Male Householder	3.9%	4.1%	3.9%
With Related Children	2.2%	2.4%	2.4%
Other Family with Female Householder	14.0%	14.3%	14.3%
With Related Children	9.5%	9.7%	9.7%
Nonfamily Households	7.5%	7.3%	6.6%
All Households with Children	25.6%	28.0%	30.1%
Multigenerational Households	2.5%	2.9%	3.0%
Unmarried Partner Households	6.2%	6.5%	6.0%
Male-female	5.2%	5.5%	5.1%
Same-sex	1.0%	1.1%	0.9%
2010 Households by Size			
Total	8,727	33,975	60,433
1 Person Household	39.9%	37.5%	34.6%
2 Person Household	32.9%	32.1%	32.3%
3 Person Household	13.2%	13.7%	14.4%
4 Person Household	8.2%	9.4%	10.7%
5 Person Household	3.6%	4.4%	4.9%
6 Person Household	1.5%	1.7%	1.8%
7 + Person Household	0.7%	1.2%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	8,727	33,975	60,433
Owner Occupied	50.2%	55.1%	58.8%
Owned with a Mortgage/Loan	35.9%	39.4%	42.9%
Owned Free and Clear	14.4%	15.6%	15.9%
Renter Occupied	49.8%	44.9%	41.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,807	38,326	67,885
Housing Units Inside Urbanized Area	98.7%	99.1%	98.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.3%	0.9%	1.2%

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)	Old and Newcomers (8F)	In Style (5B)
2.	Middleburg (4C)	In Style (5B)	Middleburg (4C)
3.	Emerald City (8B)	Young and Restless (11B)	Old and Newcomers (8F)
2019 Consumer Spending			
Apparel & Services: Total \$	\$17,399,649	\$64,677,047	\$127,714,688
Average Spent	\$1,784.58	\$1,788.83	\$1,946.78
Spending Potential Index	83	84	91
Education: Total \$	\$11,830,363	\$44,888,606	\$90,628,726
Average Spent	\$1,213.37	\$1,241.53	\$1,381.47
Spending Potential Index	76	78	87
Entertainment/Recreation: Total \$	\$25,814,890	\$95,593,828	\$189,906,022
Average Spent	\$2,647.68	\$2,643.93	\$2,894.78
Spending Potential Index	81	81	89
Food at Home: Total \$	\$42,196,958	\$156,153,825	\$307,459,740
Average Spent	\$4,327.89	\$4,318.89	\$4,686.67
Spending Potential Index	84	83	91
Food Away from Home: Total \$	\$30,123,120	\$111,148,362	\$219,524,526
Average Spent	\$3,089.55	\$3,074.13	\$3,346.26
Spending Potential Index	84	84	91
Health Care: Total \$	\$47,591,878	\$175,209,842	\$347,956,499
Average Spent	\$4,881.22	\$4,845.94	\$5,303.97
Spending Potential Index	82	82	89
HH Furnishings & Equipment: Total \$	\$17,218,330	\$63,728,927	\$126,407,764
Average Spent	\$1,765.98	\$1,762.61	\$1,926.86
Spending Potential Index	83	83	90
Personal Care Products & Services: Total \$	\$7,316,998	\$26,933,184	\$53,372,357
Average Spent	\$750.46	\$744.92	\$813.57
Spending Potential Index	85	84	92
Shelter: Total \$	\$148,103,271	\$551,441,724	\$1,092,122,685
Average Spent	\$15,190.08	\$15,251.73	\$16,647.45
Spending Potential Index	82	82	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,068,266	\$73,766,287	\$146,684,732
Average Spent	\$2,058.28	\$2,040.22	\$2,235.95
Spending Potential Index	83	82	90
Travel: Total \$	\$17,155,662	\$63,930,805	\$128,325,955
Average Spent	\$1,759.56	\$1,768.19	\$1,956.10
Spending Potential Index	78	79	87
Vehicle Maintenance & Repairs: Total \$	\$9,844,739	\$35,876,217	\$70,387,258
Average Spent	\$1,009.72	\$992.26	\$1,072.93
Spending Potential Index	88	87	94

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.