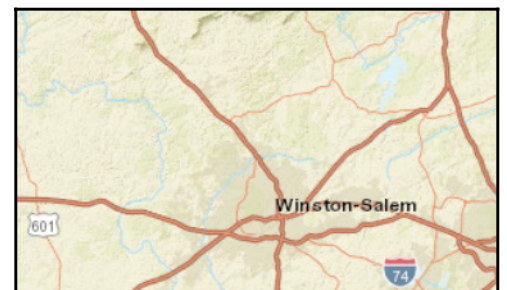
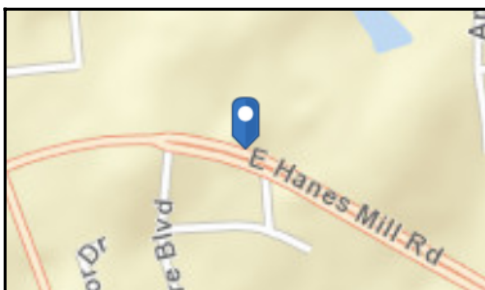
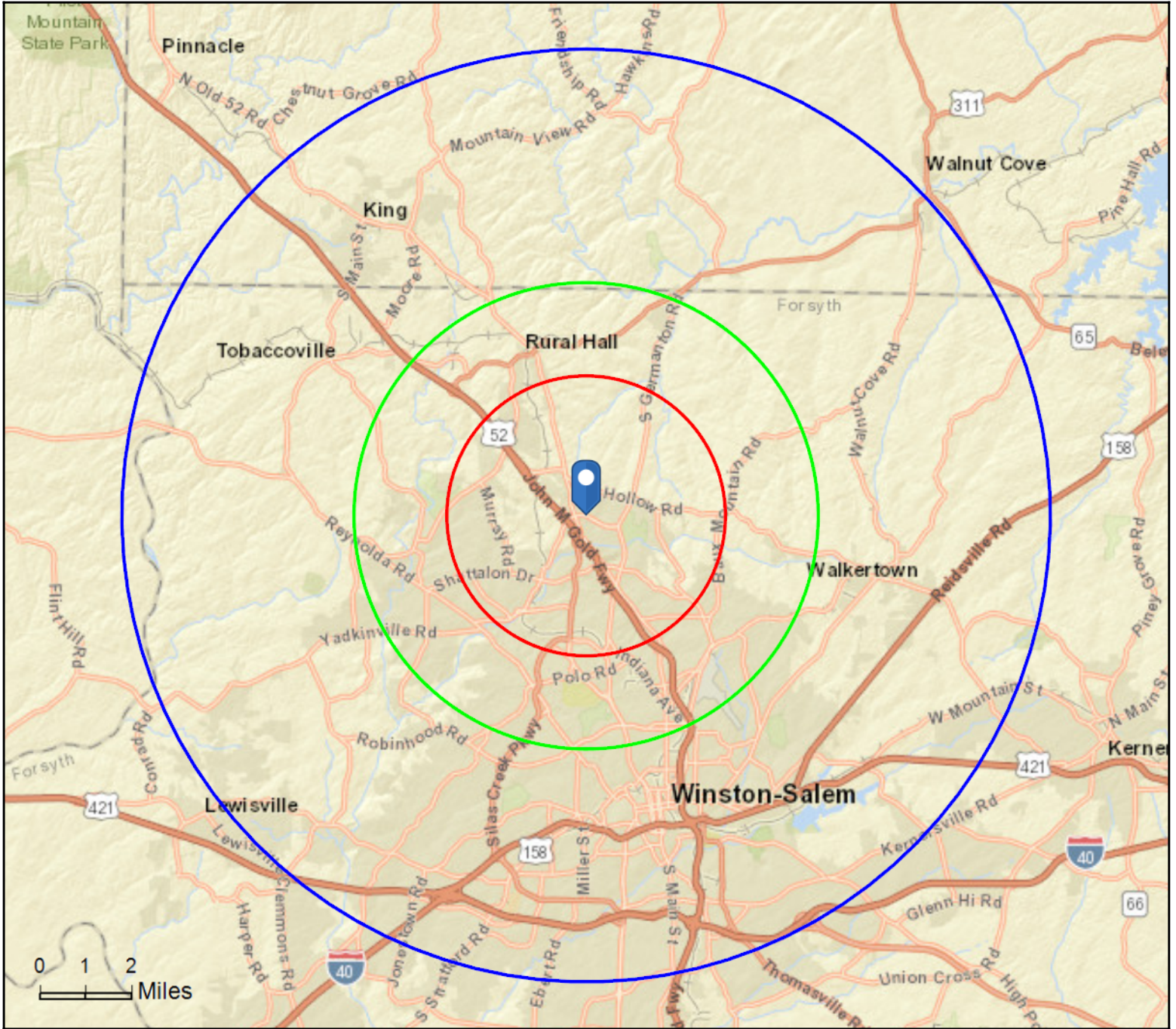


Oak Summit  
344 E Hanes Mill Rd, Winston Salem, North Carolina, 27105  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.18968  
Longitude: -80.27276





# Community Profile

Oak Summit  
 344 E Hanes Mill Rd, Winston Salem, North Carolina, 27105  
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	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	25,432	68,634	237,895
2010 Total Population	29,150	74,512	259,072
2019 Total Population	31,836	79,756	277,838
2019 Group Quarters	584	4,487	10,278
2024 Total Population	33,404	82,865	289,073
2019-2024 Annual Rate	0.97%	0.77%	0.80%
2019 Total Daytime Population	42,973	88,377	319,099
Workers	25,536	43,468	167,227
Residents	17,437	44,909	151,872
<b>Household Summary</b>			
2000 Households	10,486	27,242	96,617
2000 Average Household Size	2.37	2.36	2.37
2010 Households	11,670	29,189	104,626
2010 Average Household Size	2.45	2.41	2.38
2019 Households	12,619	31,057	112,214
2019 Average Household Size	2.48	2.42	2.38
2024 Households	13,208	32,226	116,961
2024 Average Household Size	2.48	2.43	2.38
2019-2024 Annual Rate	0.92%	0.74%	0.83%
2010 Families	7,248	18,015	64,909
2010 Average Family Size	3.08	3.03	3.02
2019 Families	7,719	18,939	68,471
2019 Average Family Size	3.14	3.07	3.05
2024 Families	8,061	19,628	70,927
2024 Average Family Size	3.16	3.08	3.06
2019-2024 Annual Rate	0.87%	0.72%	0.71%
<b>Housing Unit Summary</b>			
2000 Housing Units	11,272	29,419	104,152
Owner Occupied Housing Units	53.0%	55.9%	58.3%
Renter Occupied Housing Units	40.0%	36.7%	34.5%
Vacant Housing Units	7.0%	7.4%	7.2%
2010 Housing Units	13,195	32,940	117,039
Owner Occupied Housing Units	46.3%	50.0%	53.9%
Renter Occupied Housing Units	42.1%	38.6%	35.5%
Vacant Housing Units	11.6%	11.4%	10.6%
2019 Housing Units	14,209	34,955	125,332
Owner Occupied Housing Units	42.9%	46.8%	50.4%
Renter Occupied Housing Units	46.0%	42.0%	39.1%
Vacant Housing Units	11.2%	11.2%	10.5%
2024 Housing Units	14,825	36,216	130,592
Owner Occupied Housing Units	43.8%	47.7%	51.0%
Renter Occupied Housing Units	45.3%	41.3%	38.6%
Vacant Housing Units	10.9%	11.0%	10.4%
<b>Median Household Income</b>			
2019	\$40,385	\$43,715	\$47,961
2024	\$47,735	\$51,284	\$55,119
<b>Median Home Value</b>			
2019	\$133,876	\$148,419	\$170,843
2024	\$139,859	\$159,775	\$185,671
<b>Per Capita Income</b>			
2019	\$22,640	\$26,069	\$29,846
2024	\$26,605	\$30,189	\$34,494
<b>Median Age</b>			
2010	34.3	34.8	36.9
2019	35.3	36.0	38.5
2024	35.8	37.0	39.4

**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:** 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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	3 miles	5 miles	10 miles
<b>2019 Households by Income</b>			
Household Income Base	12,619	31,057	112,211
<\$15,000	17.2%	16.6%	16.1%
\$15,000 - \$24,999	12.6%	12.3%	11.5%
\$25,000 - \$34,999	13.6%	11.4%	10.0%
\$35,000 - \$49,999	15.2%	14.8%	13.8%
\$50,000 - \$74,999	17.6%	17.2%	16.1%
\$75,000 - \$99,999	10.7%	10.9%	11.8%
\$100,000 - \$149,999	8.5%	9.6%	10.7%
\$150,000 - \$199,999	2.5%	3.1%	4.3%
\$200,000+	2.1%	4.1%	5.6%
Average Household Income	\$56,706	\$64,844	\$73,033
<b>2024 Households by Income</b>			
Household Income Base	13,208	32,226	116,958
<\$15,000	14.1%	13.5%	13.3%
\$15,000 - \$24,999	10.9%	10.6%	10.1%
\$25,000 - \$34,999	11.9%	10.1%	8.9%
\$35,000 - \$49,999	14.7%	14.4%	13.1%
\$50,000 - \$74,999	18.4%	18.0%	16.5%
\$75,000 - \$99,999	12.7%	12.4%	12.8%
\$100,000 - \$149,999	10.6%	11.6%	12.6%
\$150,000 - \$199,999	3.8%	4.4%	5.9%
\$200,000+	2.7%	5.0%	6.6%
Average Household Income	\$66,825	\$75,647	\$84,429
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	6,087	16,368	63,218
<\$50,000	8.6%	7.4%	5.5%
\$50,000 - \$99,999	18.2%	17.9%	15.2%
\$100,000 - \$149,999	34.3%	25.5%	22.0%
\$150,000 - \$199,999	21.6%	19.7%	17.6%
\$200,000 - \$249,999	6.8%	7.9%	9.9%
\$250,000 - \$299,999	2.8%	5.7%	6.8%
\$300,000 - \$399,999	2.5%	6.1%	9.9%
\$400,000 - \$499,999	2.1%	3.3%	4.3%
\$500,000 - \$749,999	1.7%	4.5%	5.9%
\$750,000 - \$999,999	1.0%	1.0%	1.5%
\$1,000,000 - \$1,499,999	0.2%	0.7%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$164,163	\$203,684	\$237,896
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	6,491	17,280	66,539
<\$50,000	7.8%	6.8%	4.9%
\$50,000 - \$99,999	16.5%	16.2%	13.6%
\$100,000 - \$149,999	32.2%	23.4%	19.7%
\$150,000 - \$199,999	21.2%	18.7%	16.5%
\$200,000 - \$249,999	7.3%	8.1%	9.8%
\$250,000 - \$299,999	3.4%	6.4%	7.4%
\$300,000 - \$399,999	3.5%	7.7%	11.9%
\$400,000 - \$499,999	3.3%	4.4%	5.4%
\$500,000 - \$749,999	2.7%	5.8%	7.2%
\$750,000 - \$999,999	1.5%	1.3%	1.8%
\$1,000,000 - \$1,499,999	0.3%	0.8%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.2%	0.4%	0.5%
Average Home Value	\$183,802	\$225,632	\$261,573

**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

Oak Summit  
 344 E Hanes Mill Rd, Winston Salem, North Carolina, 27105  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
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	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	29,149	74,513	259,072
0 - 4	7.6%	6.5%	6.6%
5 - 9	7.2%	6.5%	6.6%
10 - 14	7.0%	6.4%	6.5%
15 - 24	15.2%	18.6%	15.2%
25 - 34	14.1%	12.4%	12.6%
35 - 44	12.7%	11.9%	12.8%
45 - 54	13.3%	13.4%	14.3%
55 - 64	10.5%	11.1%	11.7%
65 - 74	5.8%	6.5%	7.0%
75 - 84	4.4%	4.7%	4.6%
85 +	2.4%	2.2%	1.9%
18 +	74.3%	76.8%	76.2%
<b>2019 Population by Age</b>			
Total	31,834	79,756	277,837
0 - 4	6.9%	5.9%	5.9%
5 - 9	6.6%	5.8%	6.0%
10 - 14	6.4%	5.9%	6.1%
15 - 24	14.1%	17.4%	14.4%
25 - 34	15.6%	13.9%	13.2%
35 - 44	12.0%	11.0%	11.9%
45 - 54	11.5%	11.3%	12.4%
55 - 64	11.5%	12.1%	13.0%
65 - 74	8.3%	9.2%	9.8%
75 - 84	4.3%	4.9%	4.9%
85 +	2.7%	2.6%	2.3%
18 +	76.5%	79.0%	78.3%
<b>2024 Population by Age</b>			
Total	33,404	82,863	289,073
0 - 4	6.9%	5.9%	5.9%
5 - 9	6.5%	5.7%	5.8%
10 - 14	6.4%	5.7%	6.0%
15 - 24	13.6%	16.7%	14.0%
25 - 34	15.5%	13.6%	12.9%
35 - 44	12.7%	11.7%	12.2%
45 - 54	10.8%	10.6%	11.7%
55 - 64	10.9%	11.3%	12.3%
65 - 74	9.1%	10.2%	10.8%
75 - 84	5.1%	5.9%	6.0%
85 +	2.6%	2.7%	2.3%
18 +	76.6%	79.3%	78.8%
<b>2010 Population by Sex</b>			
Males	13,637	35,305	122,397
Females	15,513	39,207	136,675
<b>2019 Population by Sex</b>			
Males	15,058	38,070	132,039
Females	16,778	41,687	145,798
<b>2024 Population by Sex</b>			
Males	15,879	39,658	137,758
Females	17,526	43,207	151,315

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

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	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	29,151	74,511	259,072
White Alone	44.8%	51.7%	59.2%
Black Alone	38.3%	34.3%	29.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.2%	1.5%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.5%	9.5%	7.2%
Two or More Races	2.5%	2.3%	2.2%
Hispanic Origin	19.2%	14.8%	11.6%
Diversity Index	76.0	71.1	65.3
<b>2019 Population by Race/Ethnicity</b>			
Total	31,836	79,757	277,838
White Alone	42.0%	49.3%	57.1%
Black Alone	38.5%	34.3%	29.4%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.7%	2.2%	2.4%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	14.1%	10.8%	8.0%
Two or More Races	3.0%	2.8%	2.7%
Hispanic Origin	21.4%	16.6%	13.0%
Diversity Index	78.5	73.9	68.1
<b>2024 Population by Race/Ethnicity</b>			
Total	33,404	82,865	289,073
White Alone	39.9%	47.3%	55.3%
Black Alone	38.1%	34.0%	29.2%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	2.0%	2.6%	2.9%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	15.9%	12.2%	9.0%
Two or More Races	3.4%	3.2%	3.0%
Hispanic Origin	23.7%	18.5%	14.4%
Diversity Index	80.6	76.2	70.4
<b>2010 Population by Relationship and Household Type</b>			
Total	29,150	74,512	259,072
In Households	98.1%	94.3%	96.3%
In Family Households	79.4%	75.6%	77.8%
Householder	25.0%	24.1%	25.1%
Spouse	15.0%	15.3%	16.9%
Child	31.9%	29.5%	29.9%
Other relative	4.8%	4.3%	3.8%
Nonrelative	2.8%	2.4%	2.2%
In Nonfamily Households	18.7%	18.7%	18.5%
In Group Quarters	1.9%	5.7%	3.7%
Institutionalized Population	1.8%	1.3%	1.1%
Noninstitutionalized Population	0.1%	4.4%	2.7%

**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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<b>2019 Population 25+ by Educational Attainment</b>			
Total	21,004	51,924	187,545
Less than 9th Grade	6.7%	5.8%	4.5%
9th - 12th Grade, No Diploma	8.3%	7.6%	7.4%
High School Graduate	25.2%	22.9%	21.6%
GED/Alternative Credential	5.3%	4.1%	3.8%
Some College, No Degree	21.1%	20.8%	20.4%
Associate Degree	9.0%	7.9%	7.8%
Bachelor's Degree	18.0%	20.1%	21.3%
Graduate/Professional Degree	6.4%	10.7%	13.3%
<b>2019 Population 15+ by Marital Status</b>			
Total	25,508	65,769	227,517
Never Married	40.3%	41.7%	37.2%
Married	43.6%	42.5%	45.9%
Widowed	5.9%	5.8%	5.8%
Divorced	10.2%	10.0%	11.1%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.7%	95.2%	95.5%
Civilian Unemployed (Unemployment Rate)	5.3%	4.8%	4.5%
<b>2019 Employed Population 16+ by Industry</b>			
Total	14,658	35,312	127,494
Agriculture/Mining	0.1%	0.2%	0.4%
Construction	11.0%	8.8%	6.2%
Manufacturing	13.8%	12.6%	12.4%
Wholesale Trade	1.9%	2.2%	2.3%
Retail Trade	10.2%	9.7%	10.5%
Transportation/Utilities	4.8%	4.9%	4.7%
Information	1.2%	1.3%	1.2%
Finance/Insurance/Real Estate	6.8%	6.5%	7.1%
Services	47.2%	51.4%	52.7%
Public Administration	3.0%	2.4%	2.5%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	14,659	35,312	127,494
White Collar	48.8%	54.0%	59.9%
Management/Business/Financial	9.0%	11.1%	13.9%
Professional	15.8%	20.2%	23.6%
Sales	10.6%	9.4%	9.7%
Administrative Support	13.3%	13.2%	12.7%
Services	21.1%	20.5%	19.2%
Blue Collar	30.2%	25.6%	20.9%
Farming/Forestry/Fishing	0.2%	0.3%	0.3%
Construction/Extraction	8.5%	6.7%	4.6%
Installation/Maintenance/Repair	3.6%	3.3%	3.0%
Production	9.9%	8.0%	7.1%
Transportation/Material Moving	8.0%	7.2%	5.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	29,150	74,512	259,072
Population Inside Urbanized Area	96.9%	94.7%	91.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.1%	5.3%	8.4%

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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<b>2010 Households by Type</b>			
Total	11,669	29,189	104,626
Households with 1 Person	31.2%	31.2%	31.9%
Households with 2+ People	68.8%	68.8%	68.1%
Family Households	62.1%	61.7%	62.0%
Husband-wife Families	37.2%	39.2%	41.6%
With Related Children	16.4%	16.3%	17.6%
Other Family (No Spouse Present)	24.9%	22.5%	20.4%
Other Family with Male Householder	5.7%	5.0%	4.4%
With Related Children	3.6%	2.9%	2.6%
Other Family with Female Householder	19.2%	17.5%	16.0%
With Related Children	13.4%	11.9%	10.9%
Nonfamily Households	6.7%	7.1%	6.1%
All Households with Children	34.0%	31.5%	31.4%
Multigenerational Households	4.2%	4.2%	3.7%
Unmarried Partner Households	6.9%	6.1%	5.9%
Male-female	6.2%	5.4%	5.1%
Same-sex	0.7%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	11,669	29,188	104,628
1 Person Household	31.2%	31.2%	31.9%
2 Person Household	31.8%	32.7%	32.8%
3 Person Household	15.8%	15.5%	15.5%
4 Person Household	11.5%	11.5%	11.4%
5 Person Household	5.6%	5.3%	5.2%
6 Person Household	2.4%	2.2%	2.0%
7 + Person Household	1.7%	1.6%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	11,670	29,189	104,626
Owner Occupied	52.4%	56.5%	60.3%
Owned with a Mortgage/Loan	38.3%	40.0%	43.2%
Owned Free and Clear	14.1%	16.4%	17.1%
Renter Occupied	47.6%	43.5%	39.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	13,195	32,940	117,039
Housing Units Inside Urbanized Area	97.0%	94.4%	91.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.0%	5.6%	8.3%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Metro Fusion (11C)	Metro Fusion (11C)	Old and Newcomers (8F)
2.	Rustbelt Traditions (5D)	Comfortable Empty Nesters	Salt of the Earth (6B)
3.	Middleburg (4C)	Young and Restless (11B)	Middleburg (4C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$18,150,789	\$50,547,085	\$203,853,009
Average Spent	\$1,438.37	\$1,627.56	\$1,816.65
Spending Potential Index	67	76	85
Education: Total \$	\$12,545,847	\$35,418,892	\$144,881,021
Average Spent	\$994.20	\$1,140.45	\$1,291.11
Spending Potential Index	62	72	81
Entertainment/Recreation: Total \$	\$26,734,071	\$75,746,088	\$308,315,818
Average Spent	\$2,118.56	\$2,438.94	\$2,747.57
Spending Potential Index	65	75	84
Food at Home: Total \$	\$44,146,149	\$123,778,565	\$498,504,763
Average Spent	\$3,498.39	\$3,985.53	\$4,442.45
Spending Potential Index	68	77	86
Food Away from Home: Total \$	\$31,277,482	\$87,254,889	\$351,249,959
Average Spent	\$2,478.60	\$2,809.51	\$3,130.18
Spending Potential Index	67	76	85
Health Care: Total \$	\$49,339,054	\$141,047,677	\$572,700,793
Average Spent	\$3,909.90	\$4,541.57	\$5,103.65
Spending Potential Index	66	77	86
HH Furnishings & Equipment: Total \$	\$17,780,251	\$49,922,812	\$202,350,660
Average Spent	\$1,409.01	\$1,607.46	\$1,803.26
Spending Potential Index	66	75	85
Personal Care Products & Services: Total \$	\$7,540,353	\$21,095,949	\$85,271,380
Average Spent	\$597.54	\$679.27	\$759.90
Spending Potential Index	67	77	86
Shelter: Total \$	\$153,979,720	\$428,013,423	\$1,729,157,213
Average Spent	\$12,202.21	\$13,781.54	\$15,409.46
Spending Potential Index	66	74	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,188,984	\$57,689,838	\$236,550,181
Average Spent	\$1,599.89	\$1,857.55	\$2,108.03
Spending Potential Index	65	75	85
Travel: Total \$	\$17,606,009	\$49,569,496	\$204,027,871
Average Spent	\$1,395.20	\$1,596.08	\$1,818.20
Spending Potential Index	62	71	81
Vehicle Maintenance & Repairs: Total \$	\$9,916,405	\$27,871,720	\$112,136,618
Average Spent	\$785.83	\$897.44	\$999.31
Spending Potential Index	69	78	87

**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.