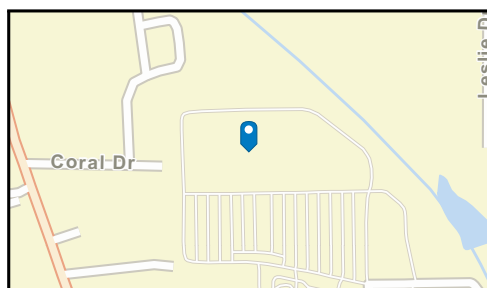
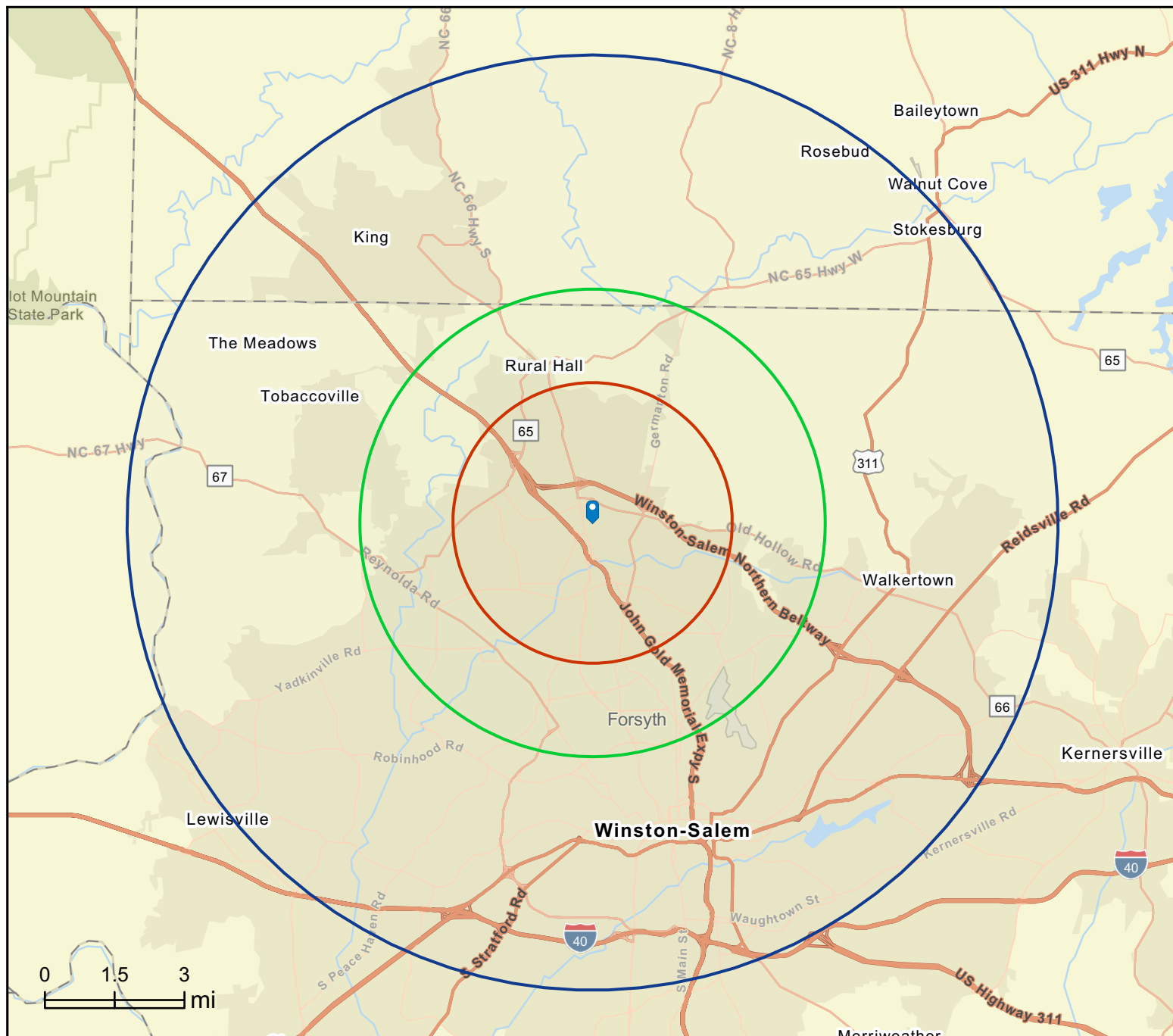


Site Map

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

Prepared by Esri
Latitude: 36.19245
Longitude: -80.27432



Community Profile

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

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	3 miles	5 miles	10 miles
Population Summary			
2010 Total Population	27,459	70,836	253,090
2020 Total Population	28,906	75,383	268,410
2020 Group Quarters	236	5,028	10,542
2024 Total Population	30,350	77,839	277,117
2024 Group Quarters	240	5,119	10,727
2029 Total Population	31,067	79,297	283,699
2024-2029 Annual Rate	0.47%	0.37%	0.47%
2024 Total Daytime Population	40,969	86,194	315,430
Workers	24,026	41,627	163,553
Residents	16,943	44,567	151,877
Household Summary			
2010 Households	10,988	27,559	102,153
2010 Average Household Size	2.45	2.42	2.38
2020 Total Households	12,008	29,468	110,241
2020 Average Household Size	2.39	2.39	2.34
2024 Households	12,485	30,512	114,484
2024 Average Household Size	2.41	2.38	2.33
2029 Households	12,883	31,397	118,196
2029 Average Household Size	2.39	2.36	2.31
2024-2029 Annual Rate	0.63%	0.57%	0.64%
2010 Families	7,009	17,007	63,422
2010 Average Family Size	3.05	3.04	3.02
2024 Families	7,541	18,346	68,081
2024 Average Family Size	3.08	3.08	3.04
2029 Families	7,755	18,789	69,970
2029 Average Family Size	3.06	3.06	3.02
2024-2029 Annual Rate	0.56%	0.48%	0.55%
Housing Unit Summary			
2000 Housing Units	10,544	27,575	102,622
Owner Occupied Housing Units	55.5%	55.5%	58.1%
Renter Occupied Housing Units	38.5%	37.1%	34.5%
Vacant Housing Units	6.0%	7.4%	7.3%
2010 Housing Units	12,295	31,107	114,460
Owner Occupied Housing Units	49.3%	49.8%	53.8%
Renter Occupied Housing Units	40.1%	38.8%	35.4%
Vacant Housing Units	10.6%	11.4%	10.8%
2020 Housing Units	13,019	32,490	121,144
Owner Occupied Housing Units	47.8%	48.8%	52.3%
Renter Occupied Housing Units	44.4%	41.9%	38.7%
Vacant Housing Units	8.5%	9.3%	8.9%
2024 Housing Units	13,588	33,590	125,755
Owner Occupied Housing Units	49.7%	50.5%	53.4%
Renter Occupied Housing Units	42.1%	40.4%	37.7%
Vacant Housing Units	8.1%	9.2%	9.0%
2029 Housing Units	14,029	34,533	129,606
Owner Occupied Housing Units	52.2%	52.5%	55.2%
Renter Occupied Housing Units	39.6%	38.4%	36.0%
Vacant Housing Units	8.2%	9.1%	8.8%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 18, 2024

Community Profile

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	3 miles	5 miles	10 miles
2024 Households by Income			
Household Income Base	12,485	30,512	114,484
<\$15,000	11.5%	11.8%	11.3%
\$15,000 - \$24,999	9.0%	8.4%	8.1%
\$25,000 - \$34,999	9.4%	8.8%	8.3%
\$35,000 - \$49,999	15.7%	14.2%	13.0%
\$50,000 - \$74,999	20.1%	19.1%	16.3%
\$75,000 - \$99,999	17.0%	15.4%	14.5%
\$100,000 - \$149,999	9.4%	11.0%	12.8%
\$150,000 - \$199,999	4.7%	5.7%	6.8%
\$200,000+	3.2%	5.6%	8.9%
Average Household Income	\$70,965	\$80,512	\$93,148
2029 Households by Income			
Household Income Base	12,883	31,397	118,196
<\$15,000	8.8%	9.3%	9.2%
\$15,000 - \$24,999	6.4%	6.2%	5.9%
\$25,000 - \$34,999	8.0%	7.3%	6.8%
\$35,000 - \$49,999	14.8%	12.8%	11.6%
\$50,000 - \$74,999	19.8%	19.1%	16.0%
\$75,000 - \$99,999	18.6%	16.9%	15.3%
\$100,000 - \$149,999	12.1%	13.4%	15.2%
\$150,000 - \$199,999	6.9%	7.8%	9.1%
\$200,000+	4.6%	7.1%	10.9%
Average Household Income	\$85,612	\$95,369	\$109,861
2024 Owner Occupied Housing Units by Value			
Total	6,748	16,947	67,087
<\$50,000	6.0%	7.0%	5.4%
\$50,000 - \$99,999	4.1%	5.0%	5.1%
\$100,000 - \$149,999	10.8%	9.4%	7.8%
\$150,000 - \$199,999	23.5%	16.1%	12.9%
\$200,000 - \$249,999	12.7%	13.2%	12.0%
\$250,000 - \$299,999	14.6%	13.8%	12.1%
\$300,000 - \$399,999	12.4%	15.6%	20.1%
\$400,000 - \$499,999	8.7%	8.6%	11.0%
\$500,000 - \$749,999	4.7%	7.3%	9.2%
\$750,000 - \$999,999	0.4%	1.2%	2.1%
\$1,000,000 - \$1,499,999	0.7%	1.2%	1.3%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.4%
\$2,000,000 +	1.0%	1.1%	0.7%
Average Home Value	\$280,209	\$309,455	\$331,696
2029 Owner Occupied Housing Units by Value			
Total	7,318	18,135	71,525
<\$50,000	3.0%	3.6%	3.0%
\$50,000 - \$99,999	2.1%	2.2%	2.0%
\$100,000 - \$149,999	3.1%	3.1%	3.0%
\$150,000 - \$199,999	12.8%	8.6%	6.7%
\$200,000 - \$249,999	9.1%	10.6%	8.7%
\$250,000 - \$299,999	16.5%	15.0%	11.4%
\$300,000 - \$399,999	21.5%	21.3%	24.2%
\$400,000 - \$499,999	16.3%	14.5%	17.0%
\$500,000 - \$749,999	10.5%	13.4%	16.2%
\$750,000 - \$999,999	0.9%	2.5%	3.7%
\$1,000,000 - \$1,499,999	1.8%	2.3%	2.2%
\$1,500,000 - \$1,999,999	0.5%	0.7%	0.7%
\$2,000,000 +	1.8%	2.1%	1.2%
Average Home Value	\$389,105	\$420,557	\$429,480

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 18, 2024

Community Profile

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

Prepared by Esri
 Latitude: 36.19245
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	3 miles	5 miles	10 miles
Median Household Income			
2024	\$53,847	\$56,668	\$62,116
2029	\$62,758	\$66,894	\$75,623
Median Home Value			
2024	\$221,671	\$247,124	\$278,433
2029	\$315,681	\$332,078	\$362,627
Per Capita Income			
2024	\$29,486	\$31,873	\$38,636
2029	\$35,815	\$38,081	\$45,933
Median Age			
2010	35.2	34.4	37.0
2020	37.3	35.5	38.4
2024	37.8	36.0	38.8
2029	39.0	37.2	39.9
2020 Population by Age			
Total	28,906	75,383	268,410
0 - 4	6.0%	5.4%	5.5%
5 - 9	6.7%	6.1%	6.1%
10 - 14	7.0%	6.5%	6.4%
15 - 24	13.5%	18.9%	14.8%
25 - 34	13.8%	12.5%	13.1%
35 - 44	12.2%	11.2%	11.7%
45 - 54	11.8%	11.2%	12.0%
55 - 64	13.0%	12.3%	13.1%
65 - 74	8.9%	9.0%	10.0%
75 - 84	4.5%	4.6%	5.0%
85 +	2.4%	2.4%	2.2%
18 +	76.1%	78.1%	78.1%
2024 Population by Age			
Total	30,350	77,839	277,114
0 - 4	5.9%	5.4%	5.4%
5 - 9	6.5%	5.8%	5.8%
10 - 14	6.6%	6.0%	5.9%
15 - 24	13.2%	18.5%	14.9%
25 - 34	14.3%	13.1%	13.3%
35 - 44	12.6%	11.6%	12.2%
45 - 54	11.6%	10.9%	11.6%
55 - 64	12.0%	11.4%	12.3%
65 - 74	9.5%	9.5%	10.5%
75 - 84	5.3%	5.4%	5.9%
85 +	2.6%	2.4%	2.3%
18 +	77.2%	79.1%	79.3%
2029 Population by Age			
Total	31,068	79,295	283,700
0 - 4	5.8%	5.3%	5.4%
5 - 9	5.9%	5.4%	5.3%
10 - 14	6.2%	5.7%	5.7%
15 - 24	12.6%	17.8%	14.2%
25 - 34	14.0%	13.0%	13.0%
35 - 44	13.0%	12.0%	12.7%
45 - 54	11.4%	10.7%	11.4%
55 - 64	11.1%	10.6%	11.4%
65 - 74	10.6%	10.3%	11.1%
75 - 84	6.6%	6.5%	7.1%
85 +	2.8%	2.7%	2.6%
18 +	78.4%	80.2%	80.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 18, 2024

Community Profile

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

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	3 miles	5 miles	10 miles
2020 Population by Sex			
Males	13,410	35,494	126,717
Females	15,496	39,889	141,693
2024 Population by Sex			
Males	14,274	37,110	132,920
Females	16,076	40,729	144,197
2029 Population by Sex			
Males	14,535	37,605	135,470
Females	16,532	41,692	148,229
2010 Population by Race/Ethnicity			
Total	27,460	70,836	253,090
White Alone	46.5%	53.3%	59.4%
Black Alone	37.2%	32.6%	29.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.2%	1.6%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.1%	9.6%	7.1%
Two or More Races	2.5%	2.3%	2.1%
Hispanic Origin	18.7%	15.0%	11.5%
Diversity Index	74.3	70.1	64.6
2020 Population by Race/Ethnicity			
Total	28,906	75,383	268,410
White Alone	38.6%	46.4%	54.4%
Black Alone	37.6%	31.6%	27.2%
American Indian Alone	1.0%	0.8%	0.6%
Asian Alone	1.2%	1.8%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	14.1%	11.8%	8.6%
Two or More Races	7.4%	7.3%	6.9%
Hispanic Origin	21.3%	18.2%	13.9%
Diversity Index	79.0	76.5	70.9
2024 Population by Race/Ethnicity			
Total	30,350	77,838	277,117
White Alone	37.3%	44.8%	53.0%
Black Alone	37.7%	31.9%	27.3%
American Indian Alone	1.1%	0.9%	0.7%
Asian Alone	1.2%	1.9%	2.4%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	14.8%	12.5%	9.1%
Two or More Races	7.8%	7.8%	7.4%
Hispanic Origin	22.2%	19.3%	14.9%
Diversity Index	79.8	77.6	72.4
2029 Population by Race/Ethnicity			
Total	31,067	79,297	283,699
White Alone	35.8%	43.1%	51.5%
Black Alone	38.0%	32.4%	27.6%
American Indian Alone	1.1%	0.9%	0.7%
Asian Alone	1.2%	2.0%	2.6%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	15.6%	13.2%	9.7%
Two or More Races	8.1%	8.2%	7.8%
Hispanic Origin	23.3%	20.4%	15.8%
Diversity Index	80.5	78.7	73.8

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 18, 2024

Community Profile

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	3 miles	5 miles	10 miles
2020 Population by Relationship and Household Type			
Total	28,906	75,383	268,410
In Households	99.2%	93.3%	96.1%
Householder	41.5%	39.1%	41.1%
Opposite-Sex Spouse	14.5%	14.3%	16.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.6%	2.5%	2.4%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	27.8%	25.7%	25.8%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.2%	1.1%	1.0%
Grandchild	3.0%	2.6%	2.4%
Brother or Sister	1.5%	1.4%	1.2%
Parent	1.3%	1.1%	1.0%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.5%	1.3%	1.2%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.8%	2.9%	2.5%
In Group Quarters	0.8%	6.7%	3.9%
Institutionalized	0.6%	0.7%	0.9%
Noninstitutionalized	0.2%	6.0%	3.0%
2024 Population 25+ by Educational Attainment			
Total	20,579	50,017	188,456
Less than 9th Grade	4.0%	4.0%	3.4%
9th - 12th Grade, No Diploma	6.5%	7.1%	5.9%
High School Graduate	25.7%	24.3%	23.0%
GED/Alternative Credential	4.8%	4.1%	4.0%
Some College, No Degree	22.6%	19.7%	17.3%
Associate Degree	10.3%	8.9%	9.0%
Bachelor's Degree	17.8%	20.1%	22.2%
Graduate/Professional Degree	8.2%	11.7%	15.2%
2024 Population 15+ by Marital Status			
Total	24,596	64,424	229,656
Never Married	40.9%	43.3%	37.7%
Married	42.7%	42.2%	46.9%
Widowed	7.5%	6.2%	5.7%
Divorced	8.9%	8.3%	9.7%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,560	35,577	132,509
Population 16+ Employed	94.0%	94.8%	95.5%
Population 16+ Unemployment rate	6.0%	5.2%	4.5%
Population 16-24 Employed	12.3%	14.2%	12.4%
Population 16-24 Unemployment rate	6.3%	7.1%	9.0%
Population 25-54 Employed	66.5%	62.8%	63.7%
Population 25-54 Unemployment rate	6.6%	5.2%	4.1%
Population 55-64 Employed	16.4%	16.5%	17.0%
Population 55-64 Unemployment rate	4.6%	4.2%	3.1%
Population 65+ Employed	4.9%	6.5%	6.9%
Population 65+ Unemployment rate	0.9%	2.9%	3.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 18, 2024

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	3 miles	5 miles	10 miles
2024 Employed Population 16+ by Industry			
Total	13,690	33,740	126,532
Agriculture/Mining	0.2%	0.4%	0.4%
Construction	11.2%	9.0%	6.6%
Manufacturing	11.1%	13.4%	12.4%
Wholesale Trade	1.8%	1.7%	1.5%
Retail Trade	11.0%	9.8%	10.0%
Transportation/Utilities	6.1%	5.2%	4.9%
Information	1.4%	1.6%	1.1%
Finance/Insurance/Real Estate	8.0%	8.1%	7.9%
Services	46.0%	48.2%	52.3%
Public Administration	3.4%	2.7%	2.9%
2024 Employed Population 16+ by Occupation			
Total	13,689	33,738	126,529
White Collar	53.8%	58.2%	62.4%
Management/Business/Financial	12.1%	15.4%	18.4%
Professional	21.7%	23.6%	26.0%
Sales	7.1%	7.2%	7.4%
Administrative Support	12.9%	12.0%	10.7%
Services	17.5%	16.0%	16.4%
Blue Collar	28.7%	25.8%	21.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	5.8%	5.5%	4.3%
Installation/Maintenance/Repair	4.8%	3.4%	2.7%
Production	7.9%	6.8%	5.8%
Transportation/Material Moving	10.1%	9.9%	8.2%
2020 Households by Type			
Total	12,008	29,468	110,241
Married Couple Households	35.4%	37.2%	39.5%
With Own Children <18	12.1%	13.1%	14.2%
Without Own Children <18	23.3%	24.0%	25.3%
Cohabiting Couple Households	6.8%	6.8%	6.4%
With Own Children <18	2.7%	2.7%	2.2%
Without Own Children <18	4.1%	4.1%	4.2%
Male Householder, No Spouse/Partner	20.2%	20.2%	19.9%
Living Alone	13.9%	13.9%	14.3%
65 Years and over	3.9%	4.0%	4.1%
With Own Children <18	1.7%	1.7%	1.6%
Without Own Children <18, With Relatives	3.0%	2.9%	2.6%
No Relatives Present	1.5%	1.7%	1.4%
Female Householder, No Spouse/Partner	37.6%	35.8%	34.3%
Living Alone	18.7%	18.5%	19.1%
65 Years and over	8.6%	8.8%	8.9%
With Own Children <18	9.0%	7.8%	6.8%
Without Own Children <18, With Relatives	8.8%	8.1%	7.3%
No Relatives Present	1.2%	1.4%	1.1%
2020 Households by Size			
Total	12,008	29,468	110,241
1 Person Household	32.6%	32.4%	33.4%
2 Person Household	32.7%	32.7%	32.9%
3 Person Household	15.4%	15.1%	14.7%
4 Person Household	10.7%	11.2%	10.8%
5 Person Household	5.2%	5.3%	5.1%
6 Person Household	2.0%	2.0%	1.9%
7 + Person Household	1.3%	1.4%	1.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 18, 2024

Community Profile

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	3 miles	5 miles	10 miles
2020 Households by Tenure and Mortgage Status			
Total	12,008	29,468	110,241
Owner Occupied	51.8%	53.8%	57.5%
Owned with a Mortgage/Loan	36.7%	36.8%	39.1%
Owned Free and Clear	15.1%	17.0%	18.4%
Renter Occupied	48.2%	46.2%	42.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	95	90	88
Percent of Income for Mortgage	25.8%	27.3%	28.1%
Wealth Index	52	66	82
2020 Housing Units By Urban/ Rural Status			
Total	13,019	32,490	121,144
Urban Housing Units	94.2%	92.0%	90.7%
Rural Housing Units	5.8%	8.0%	9.3%
2020 Population By Urban/ Rural Status			
Total	28,906	75,383	268,410
Urban Population	94.3%	92.6%	90.7%
Rural Population	5.7%	7.4%	9.3%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 18, 2024

Community Profile

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	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Comfortable Empty Nesters	Old and Newcomers (8F)
2.	Rustbelt Traditions (5D)	Metro Fusion (11C)	Comfortable Empty Nesters
3.	Comfortable Empty Nesters	Young and Restless (11B)	Middleburg (4C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$19,848,825	\$54,522,715	\$232,886,858
Average Spent	\$1,589.81	\$1,786.93	\$2,034.23
Spending Potential Index	67	75	85
Education: Total \$	\$12,733,232	\$35,827,401	\$160,001,522
Average Spent	\$1,019.88	\$1,174.21	\$1,397.59
Spending Potential Index	59	68	81
Entertainment/Recreation: Total \$	\$31,877,784	\$88,652,258	\$385,858,858
Average Spent	\$2,553.29	\$2,905.49	\$3,370.42
Spending Potential Index	62	71	82
Food at Home: Total \$	\$60,351,782	\$166,477,541	\$709,998,162
Average Spent	\$4,833.94	\$5,456.13	\$6,201.72
Spending Potential Index	66	75	85
Food Away from Home: Total \$	\$31,765,335	\$88,058,059	\$377,578,865
Average Spent	\$2,544.28	\$2,886.01	\$3,298.09
Spending Potential Index	65	74	85
Health Care: Total \$	\$63,545,633	\$175,793,431	\$752,425,205
Average Spent	\$5,089.76	\$5,761.45	\$6,572.32
Spending Potential Index	66	75	85
HH Furnishings & Equipment: Total \$	\$25,334,850	\$70,253,387	\$302,908,091
Average Spent	\$2,029.22	\$2,302.48	\$2,645.86
Spending Potential Index	64	73	84
Personal Care Products & Services: Total \$	\$7,893,849	\$21,909,720	\$94,594,645
Average Spent	\$632.27	\$718.07	\$826.27
Spending Potential Index	63	72	83
Shelter: Total \$	\$208,073,923	\$575,564,651	\$2,492,324,065
Average Spent	\$16,665.91	\$18,863.55	\$21,770.06
Spending Potential Index	63	71	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$27,435,926	\$76,571,475	\$331,939,603
Average Spent	\$2,197.51	\$2,509.55	\$2,899.44
Spending Potential Index	63	72	83
Travel: Total \$	\$22,641,059	\$62,950,368	\$277,600,225
Average Spent	\$1,813.46	\$2,063.13	\$2,424.79
Spending Potential Index	60	68	80
Vehicle Maintenance & Repairs: Total \$	\$12,261,796	\$33,952,122	\$144,813,350
Average Spent	\$982.12	\$1,112.75	\$1,264.92
Spending Potential Index	66	75	85

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 18, 2024