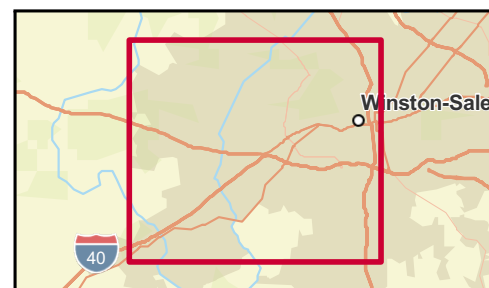
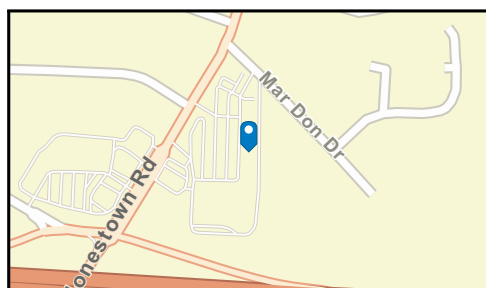
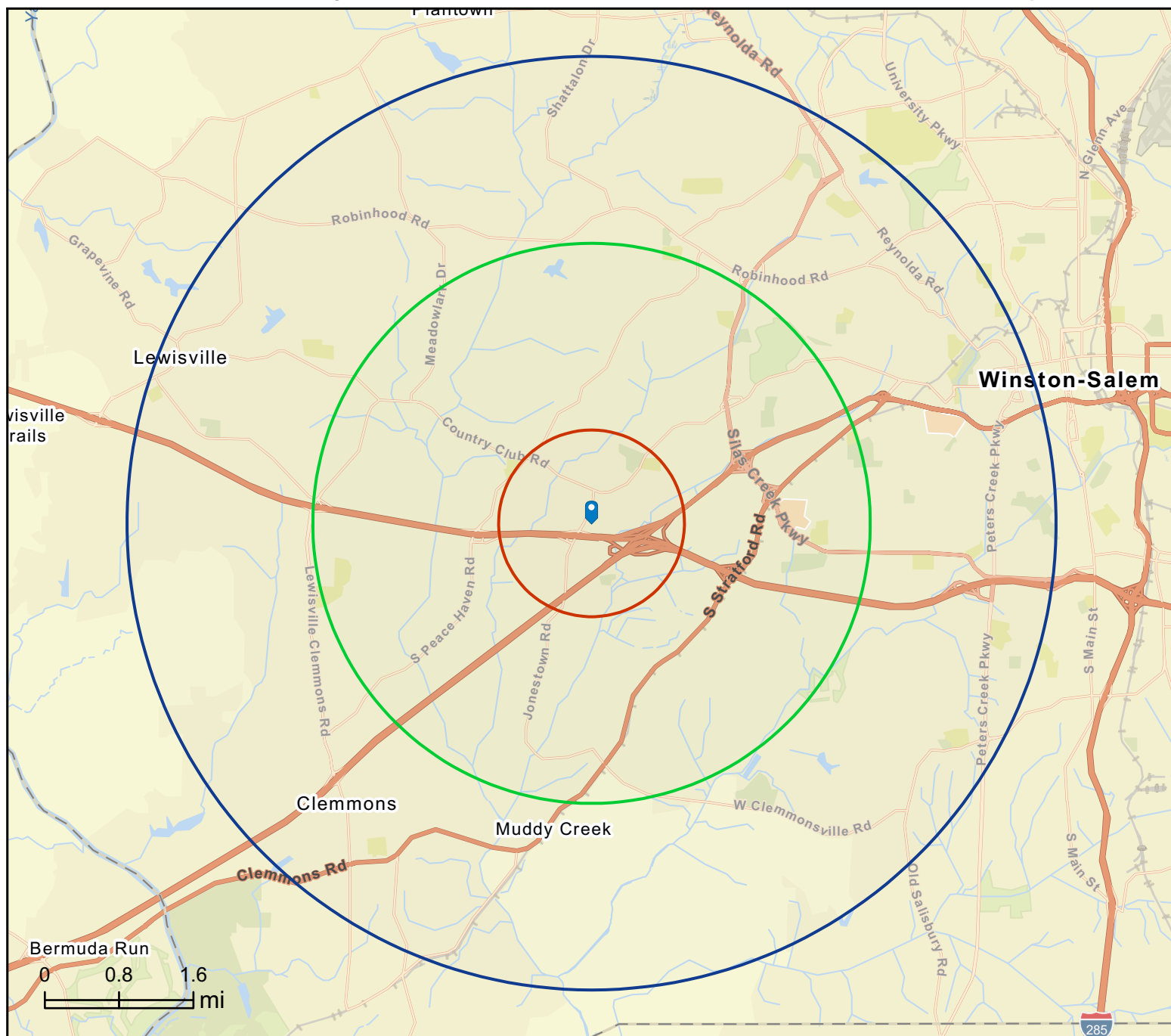


Site Map

Centre Stage at Jonestown
397 Jonestown Rd, Winston Salem, North Carolina, 27104
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 36.07446
Longitude: -80.33554



Community Profile

Centre Stage at Jonestown
 397 Jonestown Rd, Winston Salem, North Carolina, 27104
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 36.07446
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	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	7,549	50,124	117,249
2020 Total Population	8,167	55,543	129,719
2020 Group Quarters	33	421	1,314
2024 Total Population	8,375	56,517	133,729
2024 Group Quarters	34	429	1,347
2029 Total Population	8,408	57,259	137,840
2024-2029 Annual Rate	0.08%	0.26%	0.61%
2024 Total Daytime Population	8,713	70,732	159,245
Workers	5,247	43,000	93,376
Residents	3,466	27,732	65,869
Household Summary			
2010 Households	3,759	22,427	51,587
2010 Average Household Size	2.01	2.21	2.25
2020 Total Households	4,211	24,854	57,416
2020 Average Household Size	1.93	2.22	2.24
2024 Households	4,314	25,395	59,520
2024 Average Household Size	1.93	2.21	2.22
2029 Households	4,366	25,882	61,615
2029 Average Household Size	1.92	2.20	2.22
2024-2029 Annual Rate	0.24%	0.38%	0.69%
2010 Families	1,741	13,047	30,521
2010 Average Family Size	2.82	2.90	2.93
2024 Families	1,976	14,500	34,383
2024 Average Family Size	2.80	2.91	2.94
2029 Families	1,986	14,677	35,446
2029 Average Family Size	2.78	2.90	2.93
2024-2029 Annual Rate	0.10%	0.24%	0.61%
Housing Unit Summary			
2000 Housing Units	3,988	20,400	48,255
Owner Occupied Housing Units	22.9%	61.5%	60.9%
Renter Occupied Housing Units	65.2%	31.2%	31.8%
Vacant Housing Units	11.9%	7.3%	7.3%
2010 Housing Units	4,252	24,691	57,192
Owner Occupied Housing Units	21.5%	57.2%	57.5%
Renter Occupied Housing Units	66.9%	33.6%	32.7%
Vacant Housing Units	11.6%	9.2%	9.8%
2020 Housing Units	4,515	26,573	62,218
Owner Occupied Housing Units	21.6%	55.0%	55.4%
Renter Occupied Housing Units	71.7%	38.5%	36.9%
Vacant Housing Units	6.5%	6.5%	7.7%
2024 Housing Units	4,618	27,085	64,580
Owner Occupied Housing Units	23.3%	56.6%	56.2%
Renter Occupied Housing Units	70.1%	37.1%	35.9%
Vacant Housing Units	6.6%	6.2%	7.8%
2029 Housing Units	4,672	27,594	66,746
Owner Occupied Housing Units	24.7%	58.2%	57.9%
Renter Occupied Housing Units	68.7%	35.6%	34.4%
Vacant Housing Units	6.5%	6.2%	7.7%

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.

August 15, 2024

Community Profile

Centre Stage at Jonestown
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	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	4,314	25,395	59,520
<\$15,000	7.1%	5.8%	7.4%
\$15,000 - \$24,999	10.4%	6.6%	6.2%
\$25,000 - \$34,999	11.8%	8.0%	7.4%
\$35,000 - \$49,999	20.2%	13.4%	11.8%
\$50,000 - \$74,999	19.8%	14.8%	15.4%
\$75,000 - \$99,999	17.4%	17.1%	15.9%
\$100,000 - \$149,999	9.1%	14.9%	14.8%
\$150,000 - \$199,999	2.2%	7.7%	7.9%
\$200,000+	2.1%	11.8%	13.2%
Average Household Income	\$64,835	\$108,584	\$112,282
2029 Households by Income			
Household Income Base	4,366	25,882	61,615
<\$15,000	5.7%	4.5%	5.9%
\$15,000 - \$24,999	7.3%	4.6%	4.4%
\$25,000 - \$34,999	9.6%	6.6%	6.0%
\$35,000 - \$49,999	19.0%	11.6%	10.0%
\$50,000 - \$74,999	20.9%	14.1%	14.6%
\$75,000 - \$99,999	20.0%	17.3%	16.3%
\$100,000 - \$149,999	11.8%	17.3%	17.0%
\$150,000 - \$199,999	3.0%	9.8%	10.0%
\$200,000+	2.8%	14.2%	15.8%
Average Household Income	\$75,635	\$126,456	\$130,649
2024 Owner Occupied Housing Units by Value			
Total	1,076	15,336	36,314
<\$50,000	3.3%	2.0%	1.8%
\$50,000 - \$99,999	5.3%	1.9%	2.1%
\$100,000 - \$149,999	12.7%	6.0%	5.2%
\$150,000 - \$199,999	9.9%	10.6%	9.2%
\$200,000 - \$249,999	21.6%	11.4%	10.7%
\$250,000 - \$299,999	12.5%	13.3%	14.0%
\$300,000 - \$399,999	15.8%	26.0%	24.9%
\$400,000 - \$499,999	8.3%	15.3%	13.7%
\$500,000 - \$749,999	2.5%	7.3%	12.5%
\$750,000 - \$999,999	4.6%	3.0%	3.1%
\$1,000,000 - \$1,499,999	1.6%	1.8%	1.9%
\$1,500,000 - \$1,999,999	0.6%	0.5%	0.4%
\$2,000,000 +	1.4%	1.0%	0.6%
Average Home Value	\$330,692	\$375,527	\$384,246
2029 Owner Occupied Housing Units by Value			
Total	1,155	16,065	38,664
<\$50,000	2.2%	0.8%	0.7%
\$50,000 - \$99,999	2.2%	0.8%	0.6%
\$100,000 - \$149,999	7.0%	2.9%	1.9%
\$150,000 - \$199,999	4.2%	4.7%	3.5%
\$200,000 - \$249,999	12.2%	7.2%	6.9%
\$250,000 - \$299,999	10.8%	9.8%	11.2%
\$300,000 - \$399,999	22.2%	28.3%	27.0%
\$400,000 - \$499,999	16.5%	22.6%	19.4%
\$500,000 - \$749,999	5.5%	12.6%	19.4%
\$750,000 - \$999,999	10.4%	5.1%	5.1%
\$1,000,000 - \$1,499,999	3.0%	2.7%	3.0%
\$1,500,000 - \$1,999,999	1.6%	0.7%	0.5%
\$2,000,000 +	2.3%	1.7%	0.9%
Average Home Value	\$469,740	\$465,550	\$468,425

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.

August 15, 2024

Community Profile

Centre Stage at Jonestown
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 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 36.07446
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	1 mile	3 miles	5 miles
Median Household Income			
2024	\$50,415	\$76,537	\$77,172
2029	\$57,660	\$85,408	\$87,111
Median Home Value			
2024	\$243,750	\$318,835	\$328,250
2029	\$351,758	\$384,044	\$393,461
Per Capita Income			
2024	\$32,533	\$48,915	\$50,000
2029	\$38,213	\$57,346	\$58,406
Median Age			
2010	30.1	39.4	38.9
2020	33.2	41.1	40.6
2024	33.9	41.3	40.9
2029	35.6	42.4	42.0
2020 Population by Age			
Total	8,167	55,543	129,719
0 - 4	5.9%	5.3%	5.3%
5 - 9	5.5%	5.6%	5.7%
10 - 14	5.3%	6.0%	6.0%
15 - 24	14.6%	11.1%	11.5%
25 - 34	21.9%	14.3%	14.3%
35 - 44	12.3%	12.2%	12.5%
45 - 54	11.1%	12.4%	12.5%
55 - 64	10.5%	12.8%	13.2%
65 - 74	7.4%	11.3%	11.0%
75 - 84	3.8%	6.1%	5.6%
85 +	1.7%	2.7%	2.4%
18 +	80.5%	79.5%	79.2%
2024 Population by Age			
Total	8,377	56,516	133,730
0 - 4	5.9%	5.3%	5.3%
5 - 9	5.2%	5.4%	5.5%
10 - 14	4.7%	5.4%	5.6%
15 - 24	13.6%	11.1%	11.6%
25 - 34	22.9%	14.3%	14.2%
35 - 44	13.4%	13.0%	13.1%
45 - 54	10.5%	11.9%	12.1%
55 - 64	9.9%	12.0%	12.3%
65 - 74	7.7%	11.3%	11.2%
75 - 84	4.5%	7.3%	6.6%
85 +	1.6%	2.9%	2.5%
18 +	81.6%	80.6%	80.3%
2029 Population by Age			
Total	8,410	57,259	137,840
0 - 4	5.7%	5.2%	5.1%
5 - 9	5.1%	5.1%	5.1%
10 - 14	4.6%	5.4%	5.5%
15 - 24	13.1%	10.6%	11.1%
25 - 34	20.3%	13.1%	13.2%
35 - 44	15.5%	14.0%	13.9%
45 - 54	10.3%	11.7%	12.2%
55 - 64	9.5%	11.3%	11.5%
65 - 74	8.6%	11.6%	11.5%
75 - 84	5.4%	8.6%	7.9%
85 +	1.9%	3.4%	2.9%
18 +	81.9%	81.3%	81.0%

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

August 15, 2024

Community Profile

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 Latitude: 36.07446
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	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	3,749	25,515	60,653
Females	4,418	30,028	69,066
2024 Population by Sex			
Males	3,918	26,410	63,643
Females	4,457	30,107	70,086
2029 Population by Sex			
Males	3,922	26,670	65,415
Females	4,487	30,589	72,426
2010 Population by Race/Ethnicity			
Total	7,549	50,123	117,249
White Alone	52.0%	73.4%	72.7%
Black Alone	31.6%	16.5%	16.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.9%	3.8%	3.1%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	6.1%	3.8%	5.0%
Two or More Races	2.9%	2.2%	2.2%
Hispanic Origin	12.5%	8.0%	9.4%
Diversity Index	70.4	51.5	53.5
2020 Population by Race/Ethnicity			
Total	8,167	55,543	129,719
White Alone	47.1%	65.4%	65.7%
Black Alone	30.6%	16.9%	17.0%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	5.9%	5.0%	4.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	7.0%	4.3%	4.9%
Two or More Races	8.5%	7.8%	7.7%
Hispanic Origin	14.1%	10.0%	10.4%
Diversity Index	74.9	61.7	61.7
2024 Population by Race/Ethnicity			
Total	8,377	56,518	133,729
White Alone	45.2%	63.6%	63.9%
Black Alone	30.9%	17.5%	17.4%
American Indian Alone	0.8%	0.5%	0.5%
Asian Alone	6.2%	5.3%	4.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	7.6%	4.7%	5.4%
Two or More Races	9.1%	8.4%	8.3%
Hispanic Origin	15.3%	10.9%	11.4%
Diversity Index	76.4	64.0	64.1
2029 Population by Race/Ethnicity			
Total	8,409	57,259	137,840
White Alone	43.1%	61.5%	61.9%
Black Alone	31.7%	18.1%	17.9%
American Indian Alone	0.9%	0.6%	0.6%
Asian Alone	6.4%	5.6%	4.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	8.3%	5.2%	5.8%
Two or More Races	9.6%	9.0%	8.9%
Hispanic Origin	16.4%	11.8%	12.3%
Diversity Index	77.8	66.4	66.4

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.

August 15, 2024

Community Profile

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	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	8,167	55,543	129,719
In Households	99.6%	99.2%	99.0%
Householder	50.2%	45.0%	44.2%
Opposite-Sex Spouse	12.0%	18.2%	18.5%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	4.1%	2.4%	2.4%
Same-Sex Unmarried Partner	0.3%	0.2%	0.2%
Biological Child	23.5%	25.0%	25.0%
Adopted Child	0.3%	0.5%	0.5%
Stepchild	0.7%	0.8%	0.9%
Grandchild	1.3%	1.4%	1.4%
Brother or Sister	1.4%	1.0%	0.9%
Parent	1.2%	1.1%	1.0%
Parent-in-law	0.1%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.0%	0.8%	0.9%
Foster Child	0.1%	0.0%	0.1%
Other Nonrelatives	3.0%	2.1%	2.3%
In Group Quarters	0.4%	0.8%	1.0%
Institutionalized	0.3%	0.6%	0.6%
Noninstitutionalized	0.1%	0.1%	0.4%
2024 Population 25+ by Educational Attainment			
Total	5,913	41,069	96,335
Less than 9th Grade	5.2%	2.4%	2.5%
9th - 12th Grade, No Diploma	3.8%	2.4%	3.3%
High School Graduate	18.6%	15.6%	15.6%
GED/Alternative Credential	3.3%	3.0%	2.7%
Some College, No Degree	16.4%	15.5%	15.4%
Associate Degree	12.8%	9.8%	9.1%
Bachelor's Degree	30.0%	29.8%	29.3%
Graduate/Professional Degree	9.9%	21.6%	22.1%
2024 Population 15+ by Marital Status			
Total	7,054	47,354	111,833
Never Married	42.3%	32.7%	32.1%
Married	40.5%	51.0%	52.2%
Widowed	4.6%	5.5%	5.0%
Divorced	12.6%	10.8%	10.7%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,154	30,304	71,508
Population 16+ Employed	96.6%	96.4%	96.2%
Population 16+ Unemployment rate	3.4%	3.6%	3.8%
Population 16-24 Employed	14.7%	10.7%	10.4%
Population 16-24 Unemployment rate	5.2%	7.3%	9.4%
Population 25-54 Employed	69.3%	64.7%	64.6%
Population 25-54 Unemployment rate	3.6%	3.3%	3.1%
Population 55-64 Employed	11.0%	16.3%	16.7%
Population 55-64 Unemployment rate	0.2%	2.8%	3.3%
Population 65+ Employed	5.0%	8.3%	8.3%
Population 65+ Unemployment rate	2.0%	2.4%	2.4%

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August 15, 2024

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	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	4,981	29,217	68,792
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	2.3%	4.2%	4.2%
Manufacturing	6.6%	9.9%	10.8%
Wholesale Trade	1.3%	1.4%	1.3%
Retail Trade	17.6%	12.0%	9.9%
Transportation/Utilities	6.6%	4.5%	4.3%
Information	0.3%	0.6%	0.9%
Finance/Insurance/Real Estate	9.5%	9.7%	9.3%
Services	50.9%	53.8%	55.8%
Public Administration	4.6%	3.7%	3.1%
2024 Employed Population 16+ by Occupation			
Total	4,980	29,217	68,790
White Collar	69.2%	72.6%	71.3%
Management/Business/Financial	16.6%	20.7%	21.5%
Professional	25.8%	31.7%	32.1%
Sales	9.3%	8.7%	7.6%
Administrative Support	17.5%	11.5%	10.2%
Services	15.6%	13.6%	14.5%
Blue Collar	15.2%	13.8%	14.2%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	1.2%	2.1%	2.4%
Installation/Maintenance/Repair	2.7%	2.0%	1.9%
Production	4.6%	3.2%	3.9%
Transportation/Material Moving	6.5%	6.3%	6.0%
2020 Households by Type			
Total	4,211	24,854	57,416
Married Couple Households	24.6%	41.1%	42.4%
With Own Children <18	9.1%	15.4%	16.0%
Without Own Children <18	15.5%	25.7%	26.4%
Cohabiting Couple Households	8.8%	5.7%	5.9%
With Own Children <18	2.4%	1.6%	1.6%
Without Own Children <18	6.4%	4.1%	4.3%
Male Householder, No Spouse/Partner	25.1%	17.7%	18.2%
Living Alone	18.7%	13.0%	13.6%
65 Years and over	3.2%	3.7%	3.6%
With Own Children <18	1.8%	1.5%	1.4%
Without Own Children <18, With Relatives	2.3%	1.9%	2.0%
No Relatives Present	2.3%	1.3%	1.3%
Female Householder, No Spouse/Partner	41.6%	35.5%	33.5%
Living Alone	25.2%	23.0%	21.4%
65 Years and over	7.4%	10.9%	9.7%
With Own Children <18	8.6%	5.3%	5.2%
Without Own Children <18, With Relatives	6.5%	6.2%	5.7%
No Relatives Present	1.3%	1.0%	1.1%
2020 Households by Size			
Total	4,211	24,854	57,416
1 Person Household	43.9%	36.0%	35.0%
2 Person Household	32.6%	33.9%	33.6%
3 Person Household	11.4%	13.2%	13.6%
4 Person Household	6.9%	10.2%	10.7%
5 Person Household	3.6%	4.4%	4.7%
6 Person Household	1.0%	1.6%	1.6%
7 + Person Household	0.6%	0.7%	0.8%

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

August 15, 2024

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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,211	24,854	57,416
Owner Occupied	23.2%	58.8%	60.0%
Owned with a Mortgage/Loan	15.9%	40.0%	41.7%
Owned Free and Clear	7.3%	18.8%	18.3%
Renter Occupied	76.8%	41.2%	40.0%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	81	94	92
Percent of Income for Mortgage	30.3%	26.1%	26.6%
Wealth Index	37	101	105
2020 Housing Units By Urban/ Rural Status			
Total	4,515	26,573	62,218
Urban Housing Units	100.0%	99.4%	98.9%
Rural Housing Units	0.0%	0.6%	1.1%
2020 Population By Urban/ Rural Status			
Total	8,167	55,543	129,719
Urban Population	100.0%	99.5%	98.9%
Rural Population	0.0%	0.5%	1.1%

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.

August 15, 2024

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Bright Young Professionals	Exurbanites (1E)	In Style (5B)
3.	Middleburg (4C)	In Style (5B)	Exurbanites (1E)
2024 Consumer Spending			
Apparel & Services: Total \$	\$6,602,425	\$58,835,926	\$143,248,359
Average Spent	\$1,530.46	\$2,316.83	\$2,406.73
Spending Potential Index	64	97	101
Education: Total \$	\$4,169,082	\$42,885,238	\$104,066,881
Average Spent	\$966.41	\$1,688.73	\$1,748.44
Spending Potential Index	56	98	101
Entertainment/Recreation: Total \$	\$9,974,587	\$99,627,125	\$241,315,870
Average Spent	\$2,312.14	\$3,923.10	\$4,054.37
Spending Potential Index	57	96	99
Food at Home: Total \$	\$19,221,864	\$178,103,280	\$432,061,315
Average Spent	\$4,455.69	\$7,013.32	\$7,259.09
Spending Potential Index	61	96	99
Food Away from Home: Total \$	\$10,522,258	\$96,461,583	\$234,647,290
Average Spent	\$2,439.10	\$3,798.45	\$3,942.33
Spending Potential Index	63	98	101
Health Care: Total \$	\$18,452,811	\$188,230,164	\$455,573,913
Average Spent	\$4,277.42	\$7,412.10	\$7,654.13
Spending Potential Index	56	96	100
HH Furnishings & Equipment: Total \$	\$8,003,386	\$77,416,542	\$187,671,054
Average Spent	\$1,855.21	\$3,048.50	\$3,153.08
Spending Potential Index	59	96	100
Personal Care Products & Services: Total \$	\$2,644,460	\$24,544,991	\$59,460,729
Average Spent	\$612.99	\$966.53	\$999.00
Spending Potential Index	62	97	100
Shelter: Total \$	\$68,459,095	\$649,250,415	\$1,572,202,301
Average Spent	\$15,869.05	\$25,566.07	\$26,414.69
Spending Potential Index	60	96	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,013,245	\$85,373,387	\$206,305,077
Average Spent	\$1,857.50	\$3,361.82	\$3,466.15
Spending Potential Index	53	96	99
Travel: Total \$	\$7,176,496	\$73,270,974	\$177,378,846
Average Spent	\$1,663.54	\$2,885.25	\$2,980.16
Spending Potential Index	55	95	98
Vehicle Maintenance & Repairs: Total \$	\$3,960,717	\$36,584,814	\$88,618,776
Average Spent	\$918.11	\$1,440.63	\$1,488.89
Spending Potential Index	62	97	101

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.

August 15, 2024