



# Market Profile

International Parkway and South Center Drive, Daleville, VA  
 Rings: 10, 30, 50 mile radii

Latitude: 37.437407  
 Longitude: -79.9061902

	10 mile	30 mile	50 mile
<b>Population Summary</b>			
2000 Total Population	67,745	346,974	781,877
2010 Total Population	73,712	366,364	838,390
2015 Total Population	75,309	373,700	859,466
2015 Group Quarters	1,240	7,443	41,112
2020 Total Population	77,160	382,171	880,584
2015-2020 Annual Rate	0.49%	0.45%	0.49%
<b>Household Summary</b>			
2000 Households	27,435	143,314	314,207
2000 Average Household Size	2.40	2.36	2.37
2010 Households	30,231	152,961	340,119
2010 Average Household Size	2.40	2.35	2.35
2015 Households	30,958	156,523	349,667
2015 Average Household Size	2.39	2.34	2.34
2020 Households	31,736	160,275	359,151
2020 Average Household Size	2.39	2.34	2.34
2015-2020 Annual Rate	0.50%	0.47%	0.54%
2010 Families	20,406	99,987	216,821
2010 Average Family Size	2.91	2.88	2.87
2015 Families	20,776	101,556	221,139
2015 Average Family Size	2.91	2.88	2.87
2020 Families	21,213	103,497	225,941
2020 Average Family Size	2.91	2.88	2.87
2015-2020 Annual Rate	0.42%	0.38%	0.43%
<b>Housing Unit Summary</b>			
2000 Housing Units	28,733	155,721	346,865
Owner Occupied Housing Units	73.2%	66.8%	64.3%
Renter Occupied Housing Units	22.2%	25.2%	26.3%
Vacant Housing Units	4.5%	8.0%	9.4%
2010 Housing Units	32,398	172,039	388,505
Owner Occupied Housing Units	70.1%	63.6%	60.3%
Renter Occupied Housing Units	23.2%	25.3%	27.3%
Vacant Housing Units	6.7%	11.1%	12.5%
2015 Housing Units	33,124	176,595	401,001
Owner Occupied Housing Units	68.4%	61.4%	57.9%
Renter Occupied Housing Units	25.1%	27.2%	29.3%
Vacant Housing Units	6.5%	11.4%	12.8%
2020 Housing Units	33,897	180,832	411,969
Owner Occupied Housing Units	68.5%	61.3%	57.7%
Renter Occupied Housing Units	25.2%	27.4%	29.5%
Vacant Housing Units	6.4%	11.4%	12.8%
<b>Median Household Income</b>			
2015	\$52,134	\$45,855	\$43,375
2020	\$58,878	\$52,426	\$50,135
<b>Median Home Value</b>			
2015	\$187,893	\$176,240	\$165,391
2020	\$220,688	\$212,777	\$197,236
<b>Per Capita Income</b>			
2015	\$29,117	\$27,109	\$25,223
2020	\$32,552	\$30,721	\$28,529
<b>Median Age</b>			
2010	42.5	42.6	39.8
2015	43.9	44.0	40.9
2020	45.0	45.2	41.9

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Households by Income</b>			
Household Income Base	30,958	156,523	349,663
<\$15,000	10.1%	12.6%	15.0%
\$15,000 - \$24,999	9.2%	11.1%	11.6%
\$25,000 - \$34,999	11.8%	13.3%	12.9%
\$35,000 - \$49,999	16.6%	16.6%	16.5%
\$50,000 - \$74,999	19.1%	18.3%	18.0%
\$75,000 - \$99,999	11.9%	10.6%	10.2%
\$100,000 - \$149,999	13.1%	10.3%	9.6%
\$150,000 - \$199,999	4.8%	4.2%	3.6%
\$200,000+	3.4%	3.1%	2.7%
Average Household Income	\$70,712	\$64,519	\$60,808
<b>2020 Households by Income</b>			
Household Income Base	31,736	160,275	359,147
<\$15,000	9.5%	12.1%	14.4%
\$15,000 - \$24,999	7.5%	9.1%	9.4%
\$25,000 - \$34,999	8.9%	10.3%	10.3%
\$35,000 - \$49,999	15.3%	15.8%	15.7%
\$50,000 - \$74,999	19.1%	19.0%	19.0%
\$75,000 - \$99,999	15.7%	13.6%	13.0%
\$100,000 - \$149,999	13.6%	11.2%	10.6%
\$150,000 - \$199,999	6.4%	5.1%	4.4%
\$200,000+	3.9%	3.7%	3.2%
Average Household Income	\$79,034	\$73,049	\$68,769
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	22,645	108,480	232,226
<\$50,000	0.9%	3.9%	6.0%
\$50,000 - \$99,999	5.7%	11.8%	15.5%
\$100,000 - \$149,999	21.9%	22.6%	22.2%
\$150,000 - \$199,999	28.4%	22.4%	20.4%
\$200,000 - \$249,999	16.7%	13.8%	12.7%
\$250,000 - \$299,999	9.9%	8.3%	7.4%
\$300,000 - \$399,999	9.9%	8.7%	7.8%
\$400,000 - \$499,999	3.6%	3.6%	3.4%
\$500,000 - \$749,999	2.2%	3.3%	3.0%
\$750,000 - \$999,999	0.2%	0.8%	0.7%
\$1,000,000 +	0.5%	0.8%	0.8%
Average Home Value	\$219,871	\$216,292	\$203,234
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	23,203	110,795	237,726
<\$50,000	0.6%	2.8%	4.3%
\$50,000 - \$99,999	4.6%	10.0%	13.0%
\$100,000 - \$149,999	12.7%	13.8%	14.9%
\$150,000 - \$199,999	24.5%	19.6%	18.8%
\$200,000 - \$249,999	18.4%	14.9%	14.2%
\$250,000 - \$299,999	10.5%	9.3%	8.4%
\$300,000 - \$399,999	13.3%	11.1%	9.9%
\$400,000 - \$499,999	5.7%	6.5%	5.6%
\$500,000 - \$749,999	7.0%	7.9%	7.0%
\$750,000 - \$999,999	2.3%	2.9%	3.0%
\$1,000,000 +	0.5%	1.1%	0.9%
Average Home Value	\$274,330	\$275,832	\$258,261

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	73,711	366,364	838,391
0 - 4	5.7%	5.6%	5.4%
5 - 9	5.9%	5.8%	5.5%
10 - 14	6.3%	6.1%	5.7%
15 - 24	11.3%	11.7%	16.7%
25 - 34	10.9%	11.0%	11.0%
35 - 44	13.4%	13.0%	12.2%
45 - 54	15.5%	15.7%	14.4%
55 - 64	14.5%	14.5%	13.2%
65 - 74	8.7%	9.0%	8.6%
75 - 84	5.6%	5.5%	5.1%
85 +	2.2%	2.2%	2.1%
18 +	78.3%	78.6%	79.8%
<b>2015 Population by Age</b>			
Total	75,310	373,701	859,468
0 - 4	5.3%	5.2%	5.0%
5 - 9	5.8%	5.6%	5.3%
10 - 14	6.0%	5.8%	5.4%
15 - 24	11.2%	11.5%	16.2%
25 - 34	11.0%	11.3%	11.8%
35 - 44	12.2%	11.9%	11.2%
45 - 54	14.4%	14.3%	13.3%
55 - 64	15.1%	15.2%	13.9%
65 - 74	10.9%	11.2%	10.5%
75 - 84	5.6%	5.5%	5.2%
85 +	2.5%	2.4%	2.3%
18 +	79.3%	80.0%	81.1%
<b>2020 Population by Age</b>			
Total	77,161	382,171	880,583
0 - 4	5.1%	5.0%	4.8%
5 - 9	5.5%	5.3%	5.0%
10 - 14	6.2%	5.8%	5.5%
15 - 24	10.7%	10.8%	15.3%
25 - 34	10.6%	11.2%	11.7%
35 - 44	11.9%	11.6%	11.0%
45 - 54	13.4%	13.2%	12.2%
55 - 64	14.7%	15.2%	14.0%
65 - 74	12.8%	12.9%	11.9%
75 - 84	6.5%	6.5%	6.2%
85 +	2.7%	2.6%	2.4%
18 +	79.7%	80.4%	81.4%
<b>2010 Population by Sex</b>			
Males	35,399	177,397	408,940
Females	38,313	188,967	429,450
<b>2015 Population by Sex</b>			
Males	36,284	181,608	420,959
Females	39,025	192,092	438,507
<b>2020 Population by Sex</b>			
Males	37,234	186,219	432,455
Females	39,926	195,952	448,129

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	73,713	366,362	838,391
White Alone	85.1%	84.1%	83.6%
Black Alone	9.4%	11.4%	11.6%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.0%	1.5%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.0%	1.0%
Two or More Races	1.7%	1.8%	1.7%
Hispanic Origin	4.1%	2.8%	2.5%
Diversity Index	32.4	31.8	32.3
<b>2015 Population by Race/Ethnicity</b>			
Total	75,309	373,700	859,466
White Alone	83.5%	82.9%	82.7%
Black Alone	9.8%	11.5%	11.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.6%	1.8%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.2%	1.2%
Two or More Races	2.0%	2.2%	2.1%
Hispanic Origin	5.0%	3.4%	3.1%
Diversity Index	36.0	34.5	34.4
<b>2020 Population by Race/Ethnicity</b>			
Total	77,159	382,171	880,585
White Alone	81.7%	81.6%	81.7%
Black Alone	10.3%	11.8%	11.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.2%	2.2%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.5%	1.4%
Two or More Races	2.4%	2.6%	2.5%
Hispanic Origin	6.0%	4.1%	3.7%
Diversity Index	39.7	37.3	36.8
<b>2010 Population by Relationship and Household Type</b>			
Total	73,712	366,364	838,390
In Households	98.3%	98.0%	95.3%
In Family Households	82.3%	80.6%	76.2%
Householder	27.7%	27.3%	25.9%
Spouse	21.7%	20.5%	19.5%
Child	28.2%	27.8%	26.3%
Other relative	2.9%	2.9%	2.6%
Nonrelative	1.9%	2.1%	2.0%
In Nonfamily Households	15.9%	17.4%	19.1%
In Group Quarters	1.7%	2.0%	4.7%
Institutionalized Population	1.1%	1.2%	1.4%
Noninstitutionalized Population	0.7%	0.9%	3.4%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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<b>2015 Population 25+ by Educational Attainment</b>			
Total	53,996	268,589	585,077
Less than 9th Grade	4.2%	4.7%	5.3%
9th - 12th Grade, No Diploma	6.8%	8.0%	8.3%
High School Graduate	25.6%	25.5%	25.4%
GED/Alternative Credential	4.6%	5.3%	5.5%
Some College, No Degree	22.6%	21.5%	20.8%
Associate Degree	9.8%	8.5%	8.4%
Bachelor's Degree	19.1%	16.9%	16.3%
Graduate/Professional Degree	7.4%	9.5%	10.0%
<b>2015 Population 15+ by Marital Status</b>			
Total	62,439	311,580	724,151
Never Married	25.8%	26.6%	31.9%
Married	55.2%	53.2%	49.9%
Widowed	7.2%	7.2%	6.7%
Divorced	11.8%	12.9%	11.5%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.1%	95.8%	94.7%
Civilian Unemployed	2.9%	4.2%	5.3%
<b>2015 Employed Population 16+ by Industry</b>			
Total	38,304	176,812	391,499
Agriculture/Mining	0.9%	0.9%	1.3%
Construction	5.0%	6.9%	6.5%
Manufacturing	10.6%	12.0%	12.8%
Wholesale Trade	3.6%	2.7%	2.0%
Retail Trade	14.3%	13.5%	12.2%
Transportation/Utilities	7.2%	5.7%	4.7%
Information	1.4%	1.3%	1.4%
Finance/Insurance/Real Estate	8.0%	7.4%	5.9%
Services	43.5%	45.3%	49.4%
Public Administration	5.5%	4.3%	3.9%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	38,306	176,811	391,502
White Collar	64.8%	59.9%	58.4%
Management/Business/Financial	13.4%	12.4%	12.2%
Professional	20.9%	21.1%	21.9%
Sales	12.2%	11.3%	10.3%
Administrative Support	18.2%	15.1%	13.9%
Services	14.2%	16.8%	18.5%
Blue Collar	21.0%	23.3%	23.1%
Farming/Forestry/Fishing	0.3%	0.3%	0.5%
Construction/Extraction	3.9%	5.3%	5.3%
Installation/Maintenance/Repair	4.0%	3.7%	3.5%
Production	7.1%	7.5%	7.7%
Transportation/Material Moving	5.8%	6.5%	6.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	30,231	152,961	340,118
Households with 1 Person	27.2%	29.0%	28.7%
Households with 2+ People	72.8%	71.0%	71.3%
Family Households	67.5%	65.4%	63.7%
Husband-wife Families	53.0%	49.2%	48.0%
With Related Children	20.8%	18.5%	18.0%
Other Family (No Spouse Present)	14.5%	16.2%	15.8%
Other Family with Male Householder	3.9%	4.2%	4.2%
With Related Children	2.2%	2.4%	2.3%
Other Family with Female Householder	10.6%	12.0%	11.6%
With Related Children	6.6%	7.6%	7.3%
Nonfamily Households	5.3%	5.7%	7.5%
All Households with Children	30.0%	28.9%	28.0%
Multigenerational Households	3.2%	3.2%	3.0%
Unmarried Partner Households	5.4%	6.0%	5.8%
Male-female	4.7%	5.3%	5.2%
Same-sex	0.7%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	30,230	152,961	340,120
1 Person Household	27.2%	29.0%	28.7%
2 Person Household	36.9%	36.9%	36.8%
3 Person Household	16.1%	15.8%	16.1%
4 Person Household	12.3%	11.3%	11.6%
5 Person Household	4.9%	4.6%	4.5%
6 Person Household	1.7%	1.6%	1.5%
7 + Person Household	0.8%	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	30,231	152,961	340,119
Owner Occupied	75.2%	71.6%	68.9%
Owned with a Mortgage/Loan	53.2%	47.4%	43.5%
Owned Free and Clear	21.9%	24.1%	25.4%
Renter Occupied	24.8%	28.4%	31.1%

**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.

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<b>Top 3 Tapestry Segments</b>			
	1. Comfortable Empty Nesters	Salt of the Earth (6B)	Rooted Rural (10B)
	2. Green Acres (6A)	Comfortable Empty Nesters	Salt of the Earth (6B)
	3. Old and Newcomers (8F)	Southern Satellites (10A)	Old and Newcomers (8F)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$66,011,654	\$305,949,274	\$648,391,585
Average Spent	\$2,132.30	\$1,954.66	\$1,854.31
Spending Potential Index	92	84	80
Computers & Accessories: Total \$	\$7,497,226	\$34,301,006	\$72,648,616
Average Spent	\$242.17	\$219.14	\$207.77
Spending Potential Index	93	84	80
Education: Total \$	\$43,486,242	\$191,326,861	\$401,549,377
Average Spent	\$1,404.69	\$1,222.36	\$1,148.38
Spending Potential Index	92	80	75
Entertainment/Recreation: Total \$	\$97,603,596	\$453,029,072	\$957,144,740
Average Spent	\$3,152.77	\$2,894.33	\$2,737.30
Spending Potential Index	95	87	83
Food at Home: Total \$	\$151,612,577	\$716,553,250	\$1,529,259,146
Average Spent	\$4,897.36	\$4,577.94	\$4,373.47
Spending Potential Index	94	88	84
Food Away from Home: Total \$	\$94,925,390	\$437,727,924	\$926,679,633
Average Spent	\$3,066.26	\$2,796.57	\$2,650.18
Spending Potential Index	93	85	81
Health Care: Total \$	\$145,836,175	\$681,544,874	\$1,435,553,829
Average Spent	\$4,710.78	\$4,354.28	\$4,105.49
Spending Potential Index	99	92	87
HH Furnishings & Equipment: Total \$	\$54,276,864	\$251,441,220	\$531,375,792
Average Spent	\$1,753.24	\$1,606.42	\$1,519.66
Spending Potential Index	95	87	83
Investments: Total \$	\$68,224,544	\$334,334,375	\$737,385,125
Average Spent	\$2,203.78	\$2,136.01	\$2,108.82
Spending Potential Index	80	78	77
Retail Goods: Total \$	\$751,472,123	\$3,540,296,194	\$7,537,475,103
Average Spent	\$24,273.92	\$22,618.38	\$21,556.15
Spending Potential Index	95	89	85
Shelter: Total \$	\$471,168,082	\$2,132,604,841	\$4,452,684,743
Average Spent	\$15,219.59	\$13,624.87	\$12,734.07
Spending Potential Index	93	83	77
TV/Video/Audio: Total \$	\$38,377,845	\$181,345,301	\$386,326,420
Average Spent	\$1,239.67	\$1,158.59	\$1,104.84
Spending Potential Index	95	89	84
Travel: Total \$	\$57,958,290	\$258,266,451	\$533,497,144
Average Spent	\$1,872.16	\$1,650.02	\$1,525.73
Spending Potential Index	96	84	78
Vehicle Maintenance & Repairs: Total \$	\$32,890,918	\$152,043,890	\$320,907,264
Average Spent	\$1,062.44	\$971.38	\$917.75
Spending Potential Index	95	87	82

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.