



# Market Profile

New River Valley Commerce Park  
 37.12996, -80.66701  
 Rings: 10, 30, 50 mile radii

Prepared by Esri  
 Latitude: 37.12996  
 Longitude: -80.66701

	10 miles	30 miles	50 miles
<b>Population Summary</b>			
2000 Total Population	54,093	243,511	778,995
2010 Total Population	55,048	259,488	806,781
2015 Total Population	57,006	266,153	821,003
2015 Group Quarters	4,262	16,724	30,245
2020 Total Population	58,510	271,695	834,912
2015-2020 Annual Rate	0.52%	0.41%	0.34%
<b>Household Summary</b>			
2000 Households	21,587	96,571	317,135
2000 Average Household Size	2.32	2.36	2.36
2010 Households	22,232	104,134	332,808
2010 Average Household Size	2.31	2.34	2.34
2015 Households	22,853	106,971	339,795
2015 Average Household Size	2.31	2.33	2.33
2020 Households	23,500	109,421	346,151
2020 Average Household Size	2.31	2.33	2.32
2015-2020 Annual Rate	0.56%	0.45%	0.37%
2010 Families	13,303	62,984	212,932
2010 Average Family Size	2.83	2.84	2.86
2015 Families	13,536	64,082	215,570
2015 Average Family Size	2.82	2.84	2.86
2020 Families	13,798	65,124	218,371
2020 Average Family Size	2.83	2.84	2.86
2015-2020 Annual Rate	0.38%	0.32%	0.26%
<b>Housing Unit Summary</b>			
2000 Housing Units	23,572	106,497	352,566
Owner Occupied Housing Units	60.4%	61.8%	65.1%
Renter Occupied Housing Units	31.1%	28.9%	24.9%
Vacant Housing Units	8.4%	9.3%	10.0%
2010 Housing Units	24,979	117,915	380,877
Owner Occupied Housing Units	57.0%	57.7%	61.1%
Renter Occupied Housing Units	32.0%	30.6%	26.3%
Vacant Housing Units	11.0%	11.7%	12.6%
2015 Housing Units	25,747	121,512	390,663
Owner Occupied Housing Units	54.4%	55.1%	58.6%
Renter Occupied Housing Units	34.3%	32.9%	28.4%
Vacant Housing Units	11.2%	12.0%	13.0%
2020 Housing Units	26,439	124,452	398,525
Owner Occupied Housing Units	54.2%	54.8%	58.3%
Renter Occupied Housing Units	34.7%	33.1%	28.6%
Vacant Housing Units	11.1%	12.1%	13.1%
<b>Median Household Income</b>			
2015	\$38,959	\$39,866	\$39,727
2020	\$43,877	\$45,092	\$45,141
<b>Median Home Value</b>			
2015	\$141,774	\$139,667	\$139,001
2020	\$187,658	\$168,601	\$164,962
<b>Per Capita Income</b>			
2015	\$21,241	\$22,519	\$23,477
2020	\$23,830	\$25,347	\$26,551
<b>Median Age</b>			
2010	37.1	36.4	40.7
2015	37.7	37.1	41.8
2020	38.6	38.3	43.0

**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	22,853	106,970	339,794
<\$15,000	19.6%	18.8%	17.0%
\$15,000 - \$24,999	12.0%	12.3%	13.0%
\$25,000 - \$34,999	12.3%	12.1%	13.6%
\$35,000 - \$49,999	17.6%	16.8%	16.3%
\$50,000 - \$74,999	18.1%	17.5%	17.0%
\$75,000 - \$99,999	8.5%	9.6%	9.8%
\$100,000 - \$149,999	9.0%	8.7%	8.3%
\$150,000 - \$199,999	1.8%	2.5%	2.9%
\$200,000+	0.9%	1.7%	2.2%
Average Household Income	\$50,525	\$53,942	\$55,957
<b>2020 Households by Income</b>			
Household Income Base	23,500	109,420	346,150
<\$15,000	19.4%	18.1%	16.2%
\$15,000 - \$24,999	10.0%	10.0%	10.6%
\$25,000 - \$34,999	9.4%	9.9%	11.4%
\$35,000 - \$49,999	16.6%	16.2%	15.8%
\$50,000 - \$74,999	19.5%	18.7%	18.1%
\$75,000 - \$99,999	12.0%	12.3%	12.3%
\$100,000 - \$149,999	9.7%	9.7%	9.3%
\$150,000 - \$199,999	2.2%	3.0%	3.6%
\$200,000+	1.2%	2.1%	2.6%
Average Household Income	\$56,881	\$60,847	\$63,275
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	14,018	66,930	228,796
<\$50,000	7.9%	8.5%	9.6%
\$50,000 - \$99,999	19.0%	23.0%	22.5%
\$100,000 - \$149,999	27.7%	23.3%	23.0%
\$150,000 - \$199,999	18.6%	16.9%	17.6%
\$200,000 - \$249,999	10.0%	10.0%	10.2%
\$250,000 - \$299,999	6.0%	6.0%	5.9%
\$300,000 - \$399,999	5.4%	6.4%	6.0%
\$400,000 - \$499,999	2.2%	2.9%	2.5%
\$500,000 - \$749,999	2.2%	2.2%	1.9%
\$750,000 - \$999,999	0.4%	0.4%	0.4%
\$1,000,000 +	0.6%	0.4%	0.4%
Average Home Value	\$176,093	\$175,194	\$171,138
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	14,333	68,166	232,308
<\$50,000	6.5%	6.3%	6.8%
\$50,000 - \$99,999	16.0%	19.4%	18.9%
\$100,000 - \$149,999	15.4%	18.1%	18.9%
\$150,000 - \$199,999	16.0%	16.8%	18.3%
\$200,000 - \$249,999	13.0%	11.5%	12.0%
\$250,000 - \$299,999	7.5%	6.9%	6.7%
\$300,000 - \$399,999	7.0%	8.0%	7.5%
\$400,000 - \$499,999	4.4%	4.1%	3.8%
\$500,000 - \$749,999	9.1%	5.9%	4.7%
\$750,000 - \$999,999	4.5%	2.6%	2.0%
\$1,000,000 +	0.6%	0.4%	0.6%
Average Home Value	\$258,329	\$224,327	\$213,656

**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.

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<b>2010 Population by Age</b>			
Total	55,048	259,487	806,782
0 - 4	4.8%	4.9%	5.4%
5 - 9	4.9%	5.1%	5.5%
10 - 14	5.1%	5.1%	5.8%
15 - 24	22.3%	21.8%	15.0%
25 - 34	10.4%	11.5%	11.2%
35 - 44	12.3%	12.0%	12.7%
45 - 54	13.0%	12.7%	14.4%
55 - 64	12.7%	12.3%	13.6%
65 - 74	8.3%	8.1%	8.9%
75 - 84	4.5%	4.6%	5.4%
85 +	1.7%	1.8%	2.1%
18 +	82.1%	81.7%	79.6%
<b>2015 Population by Age</b>			
Total	57,006	266,152	821,003
0 - 4	4.4%	4.6%	5.1%
5 - 9	4.6%	4.9%	5.4%
10 - 14	4.8%	5.0%	5.5%
15 - 24	22.6%	21.3%	14.7%
25 - 34	10.7%	12.0%	11.6%
35 - 44	11.2%	11.2%	11.8%
45 - 54	12.3%	12.1%	13.4%
55 - 64	12.7%	12.5%	14.1%
65 - 74	10.0%	9.8%	10.7%
75 - 84	4.7%	4.7%	5.4%
85 +	1.8%	2.0%	2.3%
18 +	83.4%	82.7%	80.8%
<b>2020 Population by Age</b>			
Total	58,510	271,695	834,912
0 - 4	4.2%	4.4%	4.9%
5 - 9	4.4%	4.7%	5.2%
10 - 14	4.9%	5.1%	5.7%
15 - 24	22.0%	20.5%	14.0%
25 - 34	10.7%	11.5%	11.3%
35 - 44	10.5%	10.8%	11.3%
45 - 54	11.7%	11.7%	12.7%
55 - 64	12.7%	12.4%	14.1%
65 - 74	11.2%	11.1%	12.2%
75 - 84	5.8%	5.7%	6.3%
85 +	1.9%	2.1%	2.4%
18 +	83.6%	82.7%	81.0%
<b>2010 Population by Sex</b>			
Males	26,898	129,933	394,723
Females	28,150	129,555	412,058
<b>2015 Population by Sex</b>			
Males	27,975	133,850	403,650
Females	29,032	132,302	417,352
<b>2020 Population by Sex</b>			
Males	28,805	136,933	411,864
Females	29,705	134,763	423,047

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<b>2010 Population by Race/Ethnicity</b>			
Total	55,048	259,488	806,781
White Alone	91.2%	91.7%	87.8%
Black Alone	5.5%	3.6%	7.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.8%	2.3%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	1.2%
Two or More Races	1.7%	1.6%	1.6%
Hispanic Origin	1.6%	1.9%	2.8%
Diversity Index	19.2	18.8	26.6
<b>2015 Population by Race/Ethnicity</b>			
Total	57,005	266,153	821,002
White Alone	89.9%	90.7%	86.7%
Black Alone	6.2%	3.9%	7.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.0%	2.6%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	1.4%
Two or More Races	1.9%	1.9%	2.0%
Hispanic Origin	2.2%	2.3%	3.4%
Diversity Index	22.2	21.2	29.1
<b>2020 Population by Race/Ethnicity</b>			
Total	58,509	271,696	834,911
White Alone	88.8%	89.7%	85.6%
Black Alone	6.7%	4.1%	8.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.2%	2.9%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.8%	1.7%
Two or More Races	2.1%	2.2%	2.3%
Hispanic Origin	2.7%	2.7%	3.9%
Diversity Index	24.9	23.5	31.6
<b>2010 Population by Relationship and Household Type</b>			
Total	55,048	259,488	806,782
In Households	93.4%	93.9%	96.4%
In Family Households	70.1%	70.8%	77.5%
Householder	24.2%	24.3%	26.4%
Spouse	18.0%	18.8%	19.9%
Child	23.6%	23.6%	26.5%
Other relative	2.4%	2.3%	2.7%
Nonrelative	1.8%	1.8%	2.0%
In Nonfamily Households	23.3%	23.1%	18.9%
In Group Quarters	6.6%	6.1%	3.6%
Institutionalized Population	1.7%	1.4%	1.5%
Noninstitutionalized Population	4.8%	4.7%	2.1%

**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.

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<b>2015 Population 25+ by Educational Attainment</b>			
Total	36,203	170,854	569,456
Less than 9th Grade	6.3%	5.7%	6.4%
9th - 12th Grade, No Diploma	9.6%	8.7%	9.5%
High School Graduate	24.6%	25.4%	26.2%
GED/Alternative Credential	5.9%	5.6%	5.8%
Some College, No Degree	20.7%	19.2%	20.3%
Associate Degree	12.0%	9.1%	8.7%
Bachelor's Degree	13.3%	15.0%	14.3%
Graduate/Professional Degree	7.5%	11.3%	8.8%
<b>2015 Population 15+ by Marital Status</b>			
Total	49,106	227,600	689,900
Never Married	36.8%	35.8%	29.4%
Married	46.0%	46.9%	51.3%
Widowed	6.1%	6.4%	7.3%
Divorced	11.1%	10.9%	12.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.0%	93.8%	94.7%
Civilian Unemployed	8.0%	6.2%	5.3%
<b>2015 Employed Population 16+ by Industry</b>			
Total	25,357	118,971	359,325
Agriculture/Mining	0.9%	2.0%	2.1%
Construction	3.7%	5.6%	6.4%
Manufacturing	15.6%	12.5%	12.2%
Wholesale Trade	1.0%	1.3%	2.0%
Retail Trade	13.5%	12.1%	12.9%
Transportation/Utilities	3.8%	3.4%	4.7%
Information	1.5%	1.2%	1.4%
Finance/Insurance/Real Estate	4.4%	4.1%	5.2%
Services	51.8%	54.2%	48.9%
Public Administration	3.8%	3.7%	4.2%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	25,354	118,971	359,323
White Collar	52.3%	56.8%	57.0%
Management/Business/Financial	10.4%	11.4%	11.2%
Professional	18.7%	24.5%	22.1%
Sales	10.8%	9.7%	10.6%
Administrative Support	12.4%	11.2%	13.1%
Services	22.4%	20.3%	18.3%
Blue Collar	25.3%	22.9%	24.7%
Farming/Forestry/Fishing	0.3%	0.4%	0.6%
Construction/Extraction	4.0%	5.0%	5.6%
Installation/Maintenance/Repair	4.2%	3.5%	4.0%
Production	9.6%	7.8%	8.1%
Transportation/Material Moving	7.2%	6.2%	6.5%

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	22,231	104,134	332,808
Households with 1 Person	29.2%	28.2%	29.1%
Households with 2+ People	70.8%	71.8%	70.9%
Family Households	59.8%	60.5%	64.0%
Husband-wife Families	44.5%	46.7%	48.2%
With Related Children	15.8%	17.2%	17.9%
Other Family (No Spouse Present)	15.3%	13.8%	15.7%
Other Family with Male Householder	4.4%	4.1%	4.4%
With Related Children	2.6%	2.3%	2.5%
Other Family with Female Householder	10.9%	9.7%	11.4%
With Related Children	6.7%	6.0%	7.0%
Nonfamily Households	11.0%	11.4%	6.9%
All Households with Children	25.5%	25.9%	27.9%
Multigenerational Households	2.9%	2.5%	3.0%
Unmarried Partner Households	6.0%	5.8%	5.8%
Male-female	5.5%	5.2%	5.1%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	22,231	104,133	332,808
1 Person Household	29.2%	28.2%	29.1%
2 Person Household	37.1%	37.2%	36.7%
3 Person Household	16.3%	16.5%	16.0%
4 Person Household	11.2%	12.0%	11.6%
5 Person Household	4.2%	4.1%	4.4%
6 Person Household	1.3%	1.3%	1.5%
7 + Person Household	0.7%	0.7%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	22,232	104,134	332,808
Owner Occupied	64.0%	65.3%	69.9%
Owned with a Mortgage/Loan	38.9%	37.3%	40.7%
Owned Free and Clear	25.2%	28.0%	29.3%
Renter Occupied	36.0%	34.7%	30.1%

**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>			
<b>1.</b>	Heartland Communities	Rooted Rural (10B)	Rooted Rural (10B)
<b>2.</b>	Midlife Constants (5E)	Midlife Constants (5E)	Southern Satellites (10A)
<b>3.</b>	Rooted Rural (10B)	Dorms to Diplomas (14C)	Small Town Simplicity
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$35,359,045	\$177,513,294	\$579,703,170
Average Spent	\$1,547.24	\$1,659.45	\$1,706.04
Spending Potential Index	67	72	74
Computers & Accessories: Total \$	\$3,969,267	\$19,894,220	\$64,044,526
Average Spent	\$173.69	\$185.98	\$188.48
Spending Potential Index	68	73	74
Education: Total \$	\$21,734,051	\$109,435,103	\$338,783,243
Average Spent	\$951.04	\$1,023.04	\$997.02
Spending Potential Index	62	67	65
Entertainment/Recreation: Total \$	\$52,365,325	\$261,449,429	\$864,055,226
Average Spent	\$2,291.40	\$2,444.12	\$2,542.87
Spending Potential Index	69	74	77
Food at Home: Total \$	\$85,174,497	\$423,927,404	\$1,393,869,559
Average Spent	\$3,727.06	\$3,963.01	\$4,102.09
Spending Potential Index	71	76	79
Food Away from Home: Total \$	\$50,636,551	\$253,540,120	\$826,170,176
Average Spent	\$2,215.75	\$2,370.18	\$2,431.38
Spending Potential Index	67	72	74
Health Care: Total \$	\$78,943,274	\$390,903,087	\$1,313,332,674
Average Spent	\$3,454.39	\$3,654.29	\$3,865.07
Spending Potential Index	73	77	82
HH Furnishings & Equipment: Total \$	\$29,043,552	\$145,033,981	\$476,878,603
Average Spent	\$1,270.89	\$1,355.83	\$1,403.43
Spending Potential Index	69	74	76
Investments: Total \$	\$40,367,040	\$209,521,062	\$701,909,162
Average Spent	\$1,766.38	\$1,958.67	\$2,065.68
Spending Potential Index	64	71	75
Retail Goods: Total \$	\$418,682,752	\$2,085,107,716	\$6,881,637,363
Average Spent	\$18,320.69	\$19,492.27	\$20,252.32
Spending Potential Index	72	76	79
Shelter: Total \$	\$237,025,005	\$1,188,193,494	\$3,875,674,951
Average Spent	\$10,371.72	\$11,107.62	\$11,405.92
Spending Potential Index	63	68	69
TV/Video/Audio: Total \$	\$21,502,696	\$106,812,651	\$350,767,752
Average Spent	\$940.91	\$998.52	\$1,032.29
Spending Potential Index	72	76	79
Travel: Total \$	\$27,809,457	\$140,071,160	\$465,361,807
Average Spent	\$1,216.88	\$1,309.43	\$1,369.54
Spending Potential Index	62	67	70
Vehicle Maintenance & Repairs: Total \$	\$17,522,237	\$87,368,160	\$287,478,325
Average Spent	\$766.74	\$816.75	\$846.03
Spending Potential Index	69	73	76

**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.