



Market Profile

Brockman Business & Industrial Park
 Lat.: 37.580 Long.: -79.034
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.57962
 Longitude: -79.03361

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	25,451	155,864	360,322
2010 Total Population	25,725	173,795	398,558
2016 Total Population	26,409	182,830	419,020
2016 Group Quarters	1,401	12,216	26,918
2021 Total Population	26,714	189,828	436,577
2016-2021 Annual Rate	0.23%	0.75%	0.82%
2016 Total Daytime Population	23,511	193,875	434,190
Workers	8,807	91,615	202,193
Residents	14,704	102,260	231,997
Household Summary			
2000 Households	9,575	60,950	141,439
2000 Average Household Size	2.48	2.41	2.38
2010 Households	10,049	67,813	156,516
2010 Average Household Size	2.43	2.39	2.37
2016 Households	10,153	71,035	164,455
2016 Average Household Size	2.46	2.40	2.38
2021 Households	10,250	73,778	171,451
2021 Average Household Size	2.47	2.41	2.39
2016-2021 Annual Rate	0.19%	0.76%	0.84%
2010 Families	6,910	43,801	97,520
2010 Average Family Size	2.91	2.92	2.91
2016 Families	6,929	45,442	101,473
2016 Average Family Size	2.95	2.95	2.94
2021 Families	6,966	46,927	105,116
2021 Average Family Size	2.97	2.97	2.95
2016-2021 Annual Rate	0.11%	0.65%	0.71%
Housing Unit Summary			
2000 Housing Units	10,281	65,689	154,277
Owner Occupied Housing Units	71.1%	65.3%	61.1%
Renter Occupied Housing Units	22.0%	27.5%	30.6%
Vacant Housing Units	6.9%	7.2%	8.3%
2010 Housing Units	11,076	75,285	177,151
Owner Occupied Housing Units	67.2%	60.2%	57.1%
Renter Occupied Housing Units	23.5%	29.9%	31.2%
Vacant Housing Units	9.3%	9.9%	11.6%
2016 Housing Units	11,385	79,350	187,646
Owner Occupied Housing Units	64.7%	58.2%	55.0%
Renter Occupied Housing Units	24.5%	31.3%	32.6%
Vacant Housing Units	10.8%	10.5%	12.4%
2021 Housing Units	11,577	82,586	196,141
Owner Occupied Housing Units	64.2%	57.7%	54.6%
Renter Occupied Housing Units	24.4%	31.6%	32.8%
Vacant Housing Units	11.5%	10.7%	12.6%
Median Household Income			
2016	\$44,139	\$44,993	\$47,144
2021	\$41,920	\$41,958	\$44,110
Median Home Value			
2016	\$136,130	\$155,667	\$175,410
2021	\$141,777	\$157,976	\$182,131
Per Capita Income			
2016	\$21,740	\$24,079	\$26,021
2021	\$22,285	\$25,020	\$27,467
Median Age			
2010	41.2	37.3	37.0
2016	42.4	38.3	37.9
2021	43.4	39.3	38.9

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	10,153	71,032	164,452
<\$15,000	15.3%	15.7%	15.2%
\$15,000 - \$24,999	12.0%	11.5%	11.0%
\$25,000 - \$34,999	11.6%	11.1%	10.8%
\$35,000 - \$49,999	16.2%	16.0%	15.2%
\$50,000 - \$74,999	21.6%	18.7%	18.4%
\$75,000 - \$99,999	11.5%	11.5%	11.5%
\$100,000 - \$149,999	9.4%	10.5%	10.9%
\$150,000 - \$199,999	1.4%	2.7%	3.4%
\$200,000+	1.0%	2.5%	3.4%
Average Household Income	\$53,199	\$59,393	\$63,936
2021 Households by Income			
Household Income Base	10,250	73,775	171,448
<\$15,000	18.3%	17.7%	16.9%
\$15,000 - \$24,999	11.4%	10.8%	10.4%
\$25,000 - \$34,999	9.9%	9.9%	9.5%
\$35,000 - \$49,999	18.8%	20.8%	19.2%
\$50,000 - \$74,999	15.3%	11.2%	11.5%
\$75,000 - \$99,999	13.4%	12.3%	12.4%
\$100,000 - \$149,999	10.1%	11.2%	11.9%
\$150,000 - \$199,999	1.8%	3.3%	4.2%
\$200,000+	1.1%	2.9%	4.0%
Average Household Income	\$54,813	\$61,892	\$67,709
2016 Owner Occupied Housing Units by Value			
Total	7,365	46,162	103,282
<\$50,000	14.6%	12.5%	10.9%
\$50,000 - \$99,999	18.5%	14.8%	13.3%
\$100,000 - \$149,999	23.4%	20.4%	17.1%
\$150,000 - \$199,999	19.0%	20.8%	17.2%
\$200,000 - \$249,999	8.9%	10.5%	11.1%
\$250,000 - \$299,999	5.6%	6.7%	7.8%
\$300,000 - \$399,999	4.3%	6.1%	9.0%
\$400,000 - \$499,999	1.8%	3.4%	4.8%
\$500,000 - \$749,999	1.5%	2.6%	4.3%
\$750,000 - \$999,999	1.4%	1.6%	2.9%
\$1,000,000 +	1.0%	0.7%	1.6%
Average Home Value	\$172,400	\$193,286	\$236,162
2021 Owner Occupied Housing Units by Value			
Total	7,427	47,691	107,041
<\$50,000	10.8%	10.4%	9.0%
\$50,000 - \$99,999	18.8%	16.7%	13.6%
\$100,000 - \$149,999	24.4%	19.8%	16.7%
\$150,000 - \$199,999	24.1%	19.0%	16.6%
\$200,000 - \$249,999	5.6%	9.8%	9.0%
\$250,000 - \$299,999	3.4%	5.2%	6.0%
\$300,000 - \$399,999	4.6%	6.6%	9.8%
\$400,000 - \$499,999	3.0%	5.6%	7.9%
\$500,000 - \$749,999	2.1%	3.7%	5.7%
\$750,000 - \$999,999	1.9%	2.1%	3.7%
\$1,000,000 +	1.3%	0.9%	2.0%
Average Home Value	\$186,913	\$211,165	\$261,567

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	25,725	173,795	398,560
0 - 4	5.6%	5.7%	5.5%
5 - 9	5.6%	5.6%	5.4%
10 - 14	6.3%	5.8%	5.5%
15 - 24	14.7%	18.9%	18.9%
25 - 34	10.3%	11.4%	12.4%
35 - 44	12.3%	11.5%	11.6%
45 - 54	15.5%	13.9%	13.7%
55 - 64	13.4%	12.2%	12.1%
65 - 74	9.0%	8.0%	7.9%
75 - 84	5.4%	4.9%	4.8%
85 +	1.9%	2.1%	2.1%
18 +	78.4%	79.0%	80.0%
2016 Population by Age			
Total	26,405	182,833	419,021
0 - 4	5.2%	5.4%	5.2%
5 - 9	5.5%	5.4%	5.2%
10 - 14	5.6%	5.5%	5.3%
15 - 24	13.9%	17.4%	17.7%
25 - 34	11.7%	12.9%	13.4%
35 - 44	11.2%	10.7%	11.0%
45 - 54	13.9%	12.4%	12.4%
55 - 64	14.3%	13.1%	12.9%
65 - 74	10.9%	9.7%	9.6%
75 - 84	5.5%	5.2%	5.1%
85 +	2.1%	2.3%	2.2%
18 +	80.1%	80.5%	81.1%
2021 Population by Age			
Total	26,717	189,826	436,577
0 - 4	4.9%	5.2%	5.0%
5 - 9	5.4%	5.2%	5.0%
10 - 14	5.9%	5.5%	5.3%
15 - 24	12.9%	16.2%	16.8%
25 - 34	11.3%	12.7%	13.2%
35 - 44	11.4%	11.2%	11.3%
45 - 54	12.6%	11.3%	11.3%
55 - 64	14.8%	13.1%	12.9%
65 - 74	12.0%	11.0%	10.8%
75 - 84	6.4%	6.1%	5.9%
85 +	2.3%	2.4%	2.3%
18 +	80.2%	80.8%	81.5%
2010 Population by Sex			
Males	12,141	83,064	193,187
Females	13,584	90,731	205,371
2016 Population by Sex			
Males	12,537	87,707	203,787
Females	13,872	95,123	215,233
2021 Population by Sex			
Males	12,743	91,403	212,986
Females	13,971	98,425	223,591

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	25,725	173,795	398,559
White Alone	74.3%	74.1%	76.2%
Black Alone	21.3%	20.8%	17.6%
American Indian Alone	0.8%	0.4%	0.3%
Asian Alone	0.5%	1.7%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.0%	1.4%
Two or More Races	2.2%	1.9%	2.1%
Hispanic Origin	2.0%	2.5%	3.4%
Diversity Index	42.5	43.5	42.7
2016 Population by Race/Ethnicity			
Total	26,408	182,830	419,020
White Alone	73.9%	73.8%	75.6%
Black Alone	21.1%	20.1%	17.1%
American Indian Alone	0.8%	0.4%	0.4%
Asian Alone	0.6%	2.0%	2.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	1.2%	1.6%
Two or More Races	2.6%	2.3%	2.4%
Hispanic Origin	2.5%	3.1%	3.9%
Diversity Index	43.7	44.9	44.3
2021 Population by Race/Ethnicity			
Total	26,715	189,829	436,577
White Alone	73.4%	73.3%	74.9%
Black Alone	20.9%	19.6%	16.8%
American Indian Alone	0.8%	0.5%	0.4%
Asian Alone	0.7%	2.4%	3.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.2%	1.5%	1.8%
Two or More Races	3.0%	2.7%	2.8%
Hispanic Origin	3.1%	3.8%	4.5%
Diversity Index	45.3	46.6	46.1
2010 Population by Relationship and Household Type			
Total	25,725	173,795	398,558
In Households	95.0%	93.1%	93.1%
In Family Households	80.5%	75.7%	73.2%
Householder	26.8%	25.2%	24.5%
Spouse	19.1%	18.2%	18.0%
Child	29.1%	27.5%	26.0%
Other relative	3.1%	2.7%	2.7%
Nonrelative	2.4%	2.1%	2.1%
In Nonfamily Households	14.5%	17.4%	19.9%
In Group Quarters	5.0%	6.9%	6.9%
Institutionalized Population	2.0%	1.4%	1.7%
Noninstitutionalized Population	3.1%	5.5%	5.2%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	18,436	121,355	278,768
Less than 9th Grade	6.9%	5.3%	5.5%
9th - 12th Grade, No Diploma	12.5%	8.1%	7.9%
High School Graduate	28.5%	24.4%	24.2%
GED/Alternative Credential	6.2%	4.9%	5.0%
Some College, No Degree	20.3%	21.3%	19.1%
Associate Degree	7.1%	7.8%	6.8%
Bachelor's Degree	12.6%	17.6%	17.7%
Graduate/Professional Degree	6.0%	10.7%	13.8%
2016 Population 15+ by Marital Status			
Total	22,099	153,208	353,128
Never Married	32.3%	35.4%	36.7%
Married	48.4%	48.0%	47.0%
Widowed	8.0%	6.5%	6.4%
Divorced	11.2%	10.0%	10.0%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	93.9%	94.2%	95.0%
Civilian Unemployed	6.1%	5.8%	5.0%
2016 Employed Population 16+ by Industry			
Total	11,595	81,066	185,838
Agriculture/Mining	1.5%	0.9%	1.0%
Construction	8.2%	6.5%	6.6%
Manufacturing	14.7%	12.6%	11.1%
Wholesale Trade	2.5%	2.4%	1.9%
Retail Trade	11.0%	11.2%	10.6%
Transportation/Utilities	5.0%	4.6%	4.3%
Information	0.6%	1.2%	1.4%
Finance/Insurance/Real Estate	5.9%	5.1%	4.8%
Services	46.0%	51.7%	54.0%
Public Administration	4.6%	3.8%	4.2%
2016 Employed Population 16+ by Occupation			
Total	11,597	81,064	185,839
White Collar	53.5%	59.6%	60.1%
Management/Business/Financial	10.4%	13.2%	13.2%
Professional	17.7%	22.6%	24.8%
Sales	9.7%	9.9%	9.2%
Administrative Support	15.7%	13.9%	12.9%
Services	19.6%	18.9%	19.1%
Blue Collar	26.9%	21.5%	20.8%
Farming/Forestry/Fishing	0.6%	0.4%	0.5%
Construction/Extraction	7.6%	4.8%	4.9%
Installation/Maintenance/Repair	3.6%	3.1%	2.8%
Production	7.6%	6.9%	6.7%
Transportation/Material Moving	7.4%	6.3%	6.0%
2010 Population By Urban/ Rural Status			
Total Population	25,725	173,795	398,558
Population Inside Urbanized Area	43.5%	64.3%	51.0%
Population Inside Urbanized Cluster	0.0%	0.0%	7.6%
Rural Population	56.5%	35.7%	41.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	10,049	67,813	156,516
Households with 1 Person	26.4%	28.7%	29.3%
Households with 2+ People	73.6%	71.3%	70.7%
Family Households	68.8%	64.6%	62.3%
Husband-wife Families	49.1%	46.6%	45.8%
With Related Children	18.5%	18.2%	17.8%
Other Family (No Spouse Present)	19.7%	18.0%	16.5%
Other Family with Male Householder	5.2%	4.3%	4.1%
With Related Children	3.1%	2.3%	2.3%
Other Family with Female Householder	14.5%	13.7%	12.4%
With Related Children	9.3%	8.8%	7.9%
Nonfamily Households	4.8%	6.7%	8.4%
All Households with Children	31.4%	29.8%	28.4%
Multigenerational Households	4.3%	3.5%	3.2%
Unmarried Partner Households	6.6%	5.4%	5.9%
Male-female	5.9%	4.9%	5.3%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	10,049	67,814	156,517
1 Person Household	26.4%	28.7%	29.3%
2 Person Household	35.8%	35.3%	35.5%
3 Person Household	17.8%	16.5%	16.0%
4 Person Household	12.2%	11.7%	11.7%
5 Person Household	5.0%	5.0%	4.8%
6 Person Household	1.8%	1.8%	1.8%
7 + Person Household	1.0%	0.9%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	10,049	67,813	156,516
Owner Occupied	74.1%	66.8%	64.6%
Owned with a Mortgage/Loan	46.7%	43.9%	42.0%
Owned Free and Clear	27.4%	22.9%	22.7%
Renter Occupied	25.9%	33.2%	35.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,076	75,285	177,151
Housing Units Inside Urbanized Area	41.0%	63.1%	49.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	7.4%
Rural Housing Units	59.0%	36.9%	43.5%

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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Top 3 Tapestry Segments			
	1. Southern Satellites (10A)	Old and Newcomers (8F)	Southern Satellites (10A)
	2. Midlife Constants (5E)	In Style (5B)	Salt of the Earth (6B)
	3. Salt of the Earth (6B)	Salt of the Earth (6B)	Old and Newcomers (8F)
2016 Consumer Spending			
Apparel & Services: Total \$	\$13,761,042	\$109,347,582	\$275,240,408
Average Spent	\$1,355.37	\$1,539.35	\$1,673.65
Spending Potential Index	67	76	83
Education: Total \$	\$8,578,404	\$74,283,415	\$188,034,214
Average Spent	\$844.91	\$1,045.73	\$1,143.38
Spending Potential Index	60	74	81
Entertainment/Recreation: Total \$	\$21,112,605	\$161,941,957	\$404,666,239
Average Spent	\$2,079.44	\$2,279.75	\$2,460.65
Spending Potential Index	71	78	84
Food at Home: Total \$	\$36,899,717	\$282,398,993	\$706,795,036
Average Spent	\$3,634.37	\$3,975.49	\$4,297.80
Spending Potential Index	73	80	86
Food Away from Home: Total \$	\$21,680,459	\$170,324,620	\$428,737,012
Average Spent	\$2,135.37	\$2,397.76	\$2,607.02
Spending Potential Index	69	78	84
Health Care: Total \$	\$41,284,252	\$304,322,487	\$753,121,672
Average Spent	\$4,066.21	\$4,284.12	\$4,579.50
Spending Potential Index	77	81	86
HH Furnishings & Equipment: Total \$	\$12,435,885	\$97,169,121	\$242,067,630
Average Spent	\$1,224.85	\$1,367.90	\$1,471.94
Spending Potential Index	69	77	83
Personal Care Products & Services: Total \$	\$5,111,651	\$40,134,202	\$100,158,288
Average Spent	\$503.46	\$564.99	\$609.03
Spending Potential Index	69	77	83
Shelter: Total \$	\$101,557,751	\$834,121,203	\$2,084,358,555
Average Spent	\$10,002.73	\$11,742.40	\$12,674.34
Spending Potential Index	64	75	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,418,559	\$131,881,424	\$325,075,348
Average Spent	\$1,715.61	\$1,856.57	\$1,976.68
Spending Potential Index	74	80	85
Travel: Total \$	\$12,353,395	\$98,732,016	\$244,054,768
Average Spent	\$1,216.72	\$1,389.91	\$1,484.02
Spending Potential Index	65	75	80
Vehicle Maintenance & Repairs: Total \$	\$7,693,346	\$58,401,294	\$145,976,143
Average Spent	\$757.74	\$822.15	\$887.64
Spending Potential Index	73	79	86

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.