



Market Profile

Roanoke County Center for Research & Technology
 Prunty Dr, Salem, Virginia, 24153
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.26064
 Longitude: -80.17221

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	59,894	336,950	460,110
2010 Total Population	63,552	358,325	490,186
2017 Total Population	65,546	374,151	509,644
2017 Group Quarters	2,927	19,838	21,475
2022 Total Population	66,887	384,617	522,948
2017-2022 Annual Rate	0.41%	0.55%	0.52%
2017 Total Daytime Population	80,569	408,243	534,929
Workers	45,851	207,255	259,555
Residents	34,718	200,988	275,374
Household Summary			
2000 Households	23,998	136,242	186,584
2000 Average Household Size	2.39	2.33	2.35
2010 Households	25,506	145,887	200,796
2010 Average Household Size	2.38	2.33	2.34
2017 Households	26,058	151,310	207,576
2017 Average Household Size	2.40	2.34	2.35
2022 Households	26,522	155,372	212,737
2022 Average Household Size	2.41	2.35	2.36
2017-2022 Annual Rate	0.35%	0.53%	0.49%
2010 Families	16,604	86,884	124,359
2010 Average Family Size	2.92	2.88	2.87
2017 Families	16,789	88,821	126,810
2017 Average Family Size	2.95	2.91	2.90
2022 Families	17,001	90,544	129,077
2022 Average Family Size	2.96	2.92	2.91
2017-2022 Annual Rate	0.25%	0.38%	0.36%
Housing Unit Summary			
2000 Housing Units	25,143	144,172	199,526
Owner Occupied Housing Units	68.5%	60.7%	63.6%
Renter Occupied Housing Units	27.0%	33.8%	29.9%
Vacant Housing Units	4.6%	5.5%	6.5%
2010 Housing Units	27,424	158,464	221,233
Owner Occupied Housing Units	64.7%	57.8%	60.3%
Renter Occupied Housing Units	28.3%	34.2%	30.5%
Vacant Housing Units	7.0%	7.9%	9.2%
2017 Housing Units	28,120	164,149	229,454
Owner Occupied Housing Units	62.1%	55.2%	57.5%
Renter Occupied Housing Units	30.6%	37.0%	32.9%
Vacant Housing Units	7.3%	7.8%	9.5%
2022 Housing Units	28,638	168,534	235,811
Owner Occupied Housing Units	62.0%	55.0%	57.2%
Renter Occupied Housing Units	30.6%	37.2%	33.0%
Vacant Housing Units	7.4%	7.8%	9.8%
Median Household Income			
2017	\$48,621	\$48,530	\$48,430
2022	\$50,243	\$50,736	\$50,937
Median Home Value			
2017	\$158,004	\$179,885	\$173,154
2022	\$165,467	\$190,335	\$185,703
Per Capita Income			
2017	\$25,811	\$26,749	\$26,379
2022	\$28,437	\$29,832	\$29,576
Median Age			
2010	40.1	36.8	38.9
2017	41.4	38.0	40.3
2022	41.8	38.9	41.3

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	26,058	151,309	207,575
<\$15,000	13.1%	14.9%	14.3%
\$15,000 - \$24,999	11.0%	10.8%	11.0%
\$25,000 - \$34,999	11.0%	11.0%	11.1%
\$35,000 - \$49,999	15.9%	14.4%	14.7%
\$50,000 - \$74,999	20.4%	18.5%	19.1%
\$75,000 - \$99,999	13.0%	12.5%	12.5%
\$100,000 - \$149,999	10.1%	11.0%	10.8%
\$150,000 - \$199,999	3.0%	3.6%	3.3%
\$200,000+	2.4%	3.3%	3.0%
Average Household Income	\$61,262	\$64,407	\$63,266
2022 Households by Income			
Household Income Base	26,522	155,371	212,736
<\$15,000	13.7%	15.2%	14.6%
\$15,000 - \$24,999	10.8%	10.5%	10.7%
\$25,000 - \$34,999	10.4%	10.3%	10.3%
\$35,000 - \$49,999	14.8%	13.3%	13.5%
\$50,000 - \$74,999	18.3%	16.6%	17.2%
\$75,000 - \$99,999	13.4%	12.9%	13.0%
\$100,000 - \$149,999	11.7%	12.6%	12.7%
\$150,000 - \$199,999	3.8%	4.5%	4.3%
\$200,000+	3.0%	4.1%	3.8%
Average Household Income	\$68,101	\$72,162	\$71,244
2017 Owner Occupied Housing Units by Value			
Total	17,451	90,605	132,034
<\$50,000	5.5%	4.2%	5.5%
\$50,000 - \$99,999	10.3%	10.7%	13.1%
\$100,000 - \$149,999	30.4%	22.6%	22.1%
\$150,000 - \$199,999	24.1%	20.9%	20.0%
\$200,000 - \$249,999	11.1%	13.1%	12.2%
\$250,000 - \$299,999	5.7%	8.2%	7.7%
\$300,000 - \$399,999	6.6%	10.0%	9.2%
\$400,000 - \$499,999	3.1%	4.3%	4.1%
\$500,000 - \$749,999	2.2%	4.1%	4.0%
\$750,000 - \$999,999	0.5%	0.9%	1.0%
\$1,000,000 +	0.6%	0.9%	1.1%
Average Home Value	\$192,243	\$225,959	\$220,030
2022 Owner Occupied Housing Units by Value			
Total	17,759	92,650	134,858
<\$50,000	4.0%	2.8%	3.7%
\$50,000 - \$99,999	9.1%	9.5%	11.6%
\$100,000 - \$149,999	29.8%	22.0%	21.5%
\$150,000 - \$199,999	22.9%	19.5%	18.7%
\$200,000 - \$249,999	10.7%	12.0%	11.4%
\$250,000 - \$299,999	5.8%	8.0%	7.6%
\$300,000 - \$399,999	7.6%	10.9%	10.2%
\$400,000 - \$499,999	4.1%	5.3%	5.2%
\$500,000 - \$749,999	3.6%	6.2%	6.1%
\$750,000 - \$999,999	1.1%	1.8%	1.9%
\$1,000,000 +	1.2%	2.0%	2.2%
Average Home Value	\$217,815	\$259,739	\$257,532

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	63,550	358,325	490,188
0 - 4	5.9%	5.4%	5.4%
5 - 9	5.7%	5.3%	5.5%
10 - 14	5.8%	5.5%	5.6%
15 - 24	14.3%	19.6%	17.2%
25 - 34	11.8%	12.1%	11.5%
35 - 44	12.7%	12.2%	12.5%
45 - 54	14.5%	13.6%	14.2%
55 - 64	13.4%	12.3%	13.1%
65 - 74	8.1%	7.4%	8.1%
75 - 84	5.5%	4.7%	4.9%
85 +	2.3%	2.0%	2.0%
18 +	78.7%	80.4%	80.0%
2017 Population by Age			
Total	65,546	374,150	509,643
0 - 4	5.5%	4.9%	4.9%
5 - 9	5.6%	5.1%	5.2%
10 - 14	5.5%	5.2%	5.3%
15 - 24	13.1%	19.0%	16.7%
25 - 34	12.7%	12.4%	12.0%
35 - 44	11.9%	11.2%	11.3%
45 - 54	12.7%	12.2%	12.8%
55 - 64	13.9%	12.9%	13.7%
65 - 74	10.7%	9.8%	10.6%
75 - 84	5.7%	4.9%	5.3%
85 +	2.7%	2.4%	2.3%
18 +	80.2%	81.7%	81.5%
2022 Population by Age			
Total	66,887	384,618	522,950
0 - 4	5.4%	4.8%	4.8%
5 - 9	5.5%	4.9%	5.0%
10 - 14	5.7%	5.2%	5.4%
15 - 24	12.4%	18.3%	16.0%
25 - 34	12.3%	12.1%	11.6%
35 - 44	12.4%	11.4%	11.4%
45 - 54	11.8%	11.4%	11.8%
55 - 64	13.2%	12.4%	13.3%
65 - 74	12.0%	11.0%	11.8%
75 - 84	6.6%	6.0%	6.4%
85 +	2.7%	2.4%	2.4%
18 +	80.1%	81.9%	81.8%
2010 Population by Sex			
Males	30,509	175,316	240,150
Females	33,043	183,009	250,036
2017 Population by Sex			
Males	31,623	183,843	250,671
Females	33,923	190,307	258,973
2022 Population by Sex			
Males	32,402	189,318	257,771
Females	34,485	195,299	265,178

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	63,552	358,325	490,186
White Alone	77.5%	82.5%	85.1%
Black Alone	17.2%	11.2%	9.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.6%	2.8%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.1%	1.0%
Two or More Races	1.8%	2.0%	1.8%
Hispanic Origin	3.9%	3.1%	2.7%
Diversity Index	41.8	34.8	30.5
2017 Population by Race/Ethnicity			
Total	65,546	374,151	509,644
White Alone	75.0%	80.2%	83.1%
Black Alone	17.6%	11.7%	10.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.4%	3.8%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	1.5%	1.3%
Two or More Races	2.4%	2.6%	2.3%
Hispanic Origin	5.2%	4.1%	3.6%
Diversity Index	46.4	39.4	34.6
2022 Population by Race/Ethnicity			
Total	66,886	384,616	522,949
White Alone	73.1%	78.3%	81.6%
Black Alone	18.0%	12.1%	10.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.1%	4.6%	3.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.6%	1.7%	1.4%
Two or More Races	2.9%	3.0%	2.8%
Hispanic Origin	6.1%	4.9%	4.2%
Diversity Index	49.8	42.9	37.8
2010 Population by Relationship and Household Type			
Total	63,552	358,325	490,186
In Households	95.7%	94.7%	95.8%
In Family Households	78.4%	71.8%	74.8%
Householder	26.2%	24.2%	25.4%
Spouse	18.7%	17.9%	19.0%
Child	28.1%	25.2%	25.8%
Other relative	3.3%	2.6%	2.6%
Nonrelative	2.2%	1.9%	1.9%
In Nonfamily Households	17.3%	22.9%	21.0%
In Group Quarters	4.3%	5.3%	4.2%
Institutionalized Population	2.2%	1.3%	1.2%
Noninstitutionalized Population	2.2%	3.9%	3.0%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	46,103	245,989	346,321
Less than 9th Grade	4.1%	3.8%	4.5%
9th - 12th Grade, No Diploma	7.7%	6.2%	6.9%
High School Graduate	25.8%	22.1%	24.0%
GED/Alternative Credential	6.6%	5.0%	5.3%
Some College, No Degree	21.9%	20.5%	20.6%
Associate Degree	9.7%	9.3%	9.1%
Bachelor's Degree	15.4%	19.9%	18.0%
Graduate/Professional Degree	8.9%	13.0%	11.5%
2017 Population 15+ by Marital Status			
Total	54,698	317,145	431,288
Never Married	30.5%	36.2%	32.8%
Married	48.6%	45.9%	48.7%
Widowed	7.8%	6.3%	6.6%
Divorced	13.0%	11.6%	11.9%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	95.8%	95.7%
Civilian Unemployed (Unemployment Rate)	3.9%	4.2%	4.3%
2017 Employed Population 16+ by Industry			
Total	30,751	174,604	236,394
Agriculture/Mining	0.2%	0.5%	1.0%
Construction	6.0%	4.7%	5.6%
Manufacturing	10.5%	9.4%	10.9%
Wholesale Trade	2.9%	2.6%	2.4%
Retail Trade	12.2%	12.3%	12.0%
Transportation/Utilities	5.3%	4.5%	4.7%
Information	1.4%	1.3%	1.2%
Finance/Insurance/Real Estate	7.4%	6.7%	6.2%
Services	49.6%	54.0%	51.8%
Public Administration	4.5%	4.0%	4.1%
2017 Employed Population 16+ by Occupation			
Total	30,753	174,602	236,394
White Collar	58.6%	62.6%	60.3%
Management/Business/Financial	11.7%	13.0%	12.7%
Professional	20.3%	25.3%	23.6%
Sales	10.5%	10.8%	10.3%
Administrative Support	16.1%	13.6%	13.8%
Services	19.8%	19.0%	18.4%
Blue Collar	21.6%	18.3%	21.3%
Farming/Forestry/Fishing	0.3%	0.3%	0.4%
Construction/Extraction	4.6%	3.7%	4.4%
Installation/Maintenance/Repair	2.3%	2.6%	3.2%
Production	7.6%	5.9%	6.9%
Transportation/Material Moving	6.9%	5.8%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	63,552	358,325	490,186
Population Inside Urbanized Area	89.6%	82.7%	60.9%
Population Inside Urbanized Cluster	0.0%	1.8%	7.5%
Rural Population	10.4%	15.5%	31.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	25,506	145,888	200,795
Households with 1 Person	28.9%	30.0%	29.1%
Households with 2+ People	71.1%	70.0%	70.9%
Family Households	65.1%	59.6%	61.9%
Husband-wife Families	46.4%	44.0%	46.5%
With Related Children	17.8%	17.2%	17.7%
Other Family (No Spouse Present)	18.7%	15.6%	15.4%
Other Family with Male Householder	4.3%	3.9%	4.1%
With Related Children	2.5%	2.2%	2.3%
Other Family with Female Householder	14.4%	11.7%	11.4%
With Related Children	9.2%	7.5%	7.2%
Nonfamily Households	6.0%	10.5%	8.9%
All Households with Children	30.1%	27.3%	27.6%
Multigenerational Households	3.7%	2.8%	2.9%
Unmarried Partner Households	6.0%	6.0%	6.0%
Male-female	5.4%	5.3%	5.3%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	25,506	145,888	200,794
1 Person Household	28.9%	30.0%	29.1%
2 Person Household	35.2%	35.6%	36.4%
3 Person Household	16.8%	16.1%	16.1%
4 Person Household	11.7%	11.8%	11.7%
5 Person Household	4.8%	4.3%	4.4%
6 Person Household	1.7%	1.5%	1.5%
7 + Person Household	0.9%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	25,506	145,887	200,796
Owner Occupied	69.5%	62.8%	66.4%
Owned with a Mortgage/Loan	47.3%	42.9%	43.7%
Owned Free and Clear	22.3%	19.9%	22.7%
Renter Occupied	30.5%	37.2%	33.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	27,424	158,464	221,233
Housing Units Inside Urbanized Area	89.7%	82.6%	59.6%
Housing Units Inside Urbanized Cluster	0.0%	1.8%	8.1%
Rural Housing Units	10.3%	15.6%	32.4%

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. Comfortable Empty Nesters	In Style (5B)	Salt of the Earth (6B)
	2. Rustbelt Traditions (5D)	Old and Newcomers (8F)	In Style (5B)
	3. Old and Newcomers (8F)	Comfortable Empty Nesters	Old and Newcomers (8F)
2017 Consumer Spending			
Apparel & Services: Total \$	\$42,042,177	\$260,765,398	\$347,287,900
Average Spent	\$1,613.41	\$1,723.39	\$1,673.06
Spending Potential Index	75	80	77
Education: Total \$	\$28,090,442	\$188,984,508	\$238,112,350
Average Spent	\$1,078.00	\$1,248.99	\$1,147.11
Spending Potential Index	74	86	79
Entertainment/Recreation: Total \$	\$62,197,530	\$378,854,105	\$516,755,128
Average Spent	\$2,386.89	\$2,503.83	\$2,489.47
Spending Potential Index	77	80	80
Food at Home: Total \$	\$100,606,129	\$617,533,020	\$843,401,395
Average Spent	\$3,860.85	\$4,081.24	\$4,063.10
Spending Potential Index	77	81	81
Food Away from Home: Total \$	\$65,726,039	\$408,424,684	\$547,089,914
Average Spent	\$2,522.30	\$2,699.26	\$2,635.61
Spending Potential Index	76	81	79
Health Care: Total \$	\$114,468,023	\$679,049,843	\$947,895,168
Average Spent	\$4,392.82	\$4,487.81	\$4,566.50
Spending Potential Index	79	80	82
HH Furnishings & Equipment: Total \$	\$38,925,732	\$237,631,421	\$321,694,158
Average Spent	\$1,493.81	\$1,570.49	\$1,549.77
Spending Potential Index	77	81	80
Personal Care Products & Services: Total \$	\$15,819,102	\$96,481,796	\$129,545,039
Average Spent	\$607.07	\$637.64	\$624.08
Spending Potential Index	76	80	78
Shelter: Total \$	\$317,206,752	\$1,970,959,625	\$2,599,629,174
Average Spent	\$12,173.10	\$13,025.97	\$12,523.75
Spending Potential Index	75	80	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$47,346,093	\$282,356,057	\$386,726,731
Average Spent	\$1,816.95	\$1,866.08	\$1,863.06
Spending Potential Index	78	80	80
Travel: Total \$	\$40,551,296	\$245,193,504	\$327,716,261
Average Spent	\$1,556.19	\$1,620.47	\$1,578.78
Spending Potential Index	75	78	76
Vehicle Maintenance & Repairs: Total \$	\$21,569,524	\$131,310,367	\$180,032,033
Average Spent	\$827.75	\$867.82	\$867.31
Spending Potential Index	77	81	81

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.