



Demographic and Income Profile

Clifton Forge Point
 370-398 2nd St, Clifton Forge, Virginia, 24422
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.81640
 Longitude: -79.83434

Summary	Census 2010	2020	2025
Population	5,733	5,559	5,379
Households	2,491	2,415	2,335
Families	1,494	1,422	1,368
Average Household Size	2.22	2.22	2.22
Owner Occupied Housing Units	1,685	1,483	1,435
Renter Occupied Housing Units	806	932	900
Median Age	45.7	48.8	50.5
Trends: 2020-2025 Annual Rate	Area	State	National
Population	-0.66%	0.74%	0.72%
Households	-0.67%	0.70%	0.72%
Families	-0.77%	0.63%	0.64%
Owner HHs	-0.66%	0.69%	0.72%
Median Household Income	1.36%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	486	20.1%	423	18.1%
\$15,000 - \$24,999	366	15.2%	339	14.5%
\$25,000 - \$34,999	231	9.6%	214	9.2%
\$35,000 - \$49,999	358	14.8%	356	15.2%
\$50,000 - \$74,999	438	18.1%	442	18.9%
\$75,000 - \$99,999	239	9.9%	247	10.6%
\$100,000 - \$149,999	229	9.5%	246	10.5%
\$150,000 - \$199,999	41	1.7%	40	1.7%
\$200,000+	27	1.1%	30	1.3%
Median Household Income	\$39,141		\$41,876	
Average Household Income	\$52,042		\$56,707	
Per Capita Income	\$22,649		\$24,652	

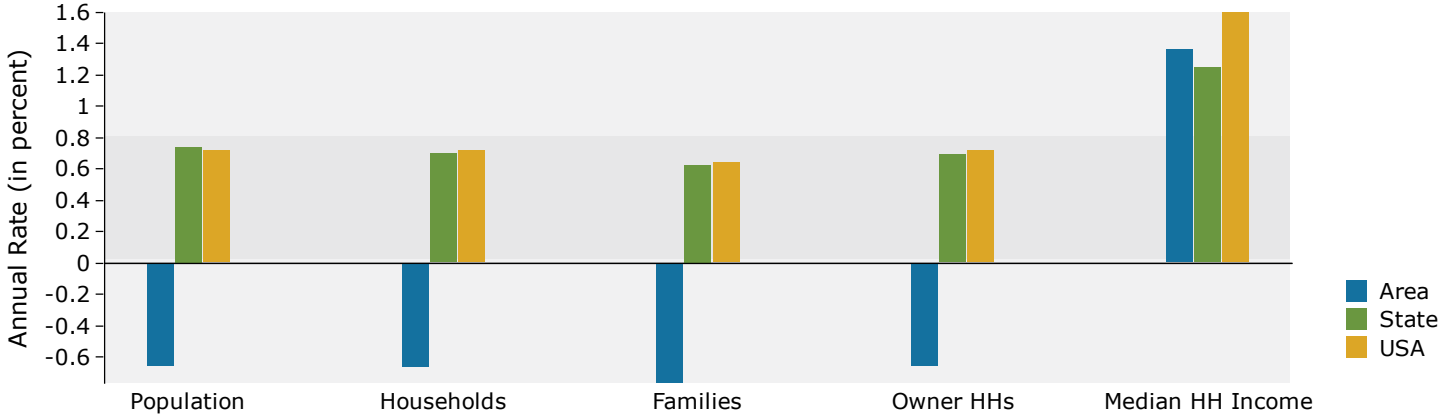
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	279	4.9%	252	4.5%	236	4.4%
5 - 9	347	6.1%	255	4.6%	243	4.5%
10 - 14	352	6.1%	277	5.0%	273	5.1%
15 - 19	374	6.5%	308	5.5%	256	4.8%
20 - 24	262	4.6%	268	4.8%	256	4.8%
25 - 34	515	9.0%	607	10.9%	551	10.2%
35 - 44	680	11.9%	547	9.8%	557	10.4%
45 - 54	834	14.5%	721	13.0%	623	11.6%
55 - 64	813	14.2%	843	15.2%	789	14.7%
65 - 74	625	10.9%	791	14.2%	813	15.1%
75 - 84	435	7.6%	451	8.1%	541	10.1%
85+	218	3.8%	238	4.3%	241	4.5%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,046	88.0%	4,799	86.4%	4,586	85.2%
Black Alone	501	8.7%	477	8.6%	457	8.5%
American Indian Alone	14	0.2%	20	0.4%	23	0.4%
Asian Alone	15	0.3%	19	0.3%	20	0.4%
Pacific Islander Alone	7	0.1%	10	0.2%	12	0.2%
Some Other Race Alone	20	0.3%	28	0.5%	33	0.6%
Two or More Races	130	2.3%	204	3.7%	249	4.6%
Hispanic Origin (Any Race)	81	1.4%	108	1.9%	130	2.4%

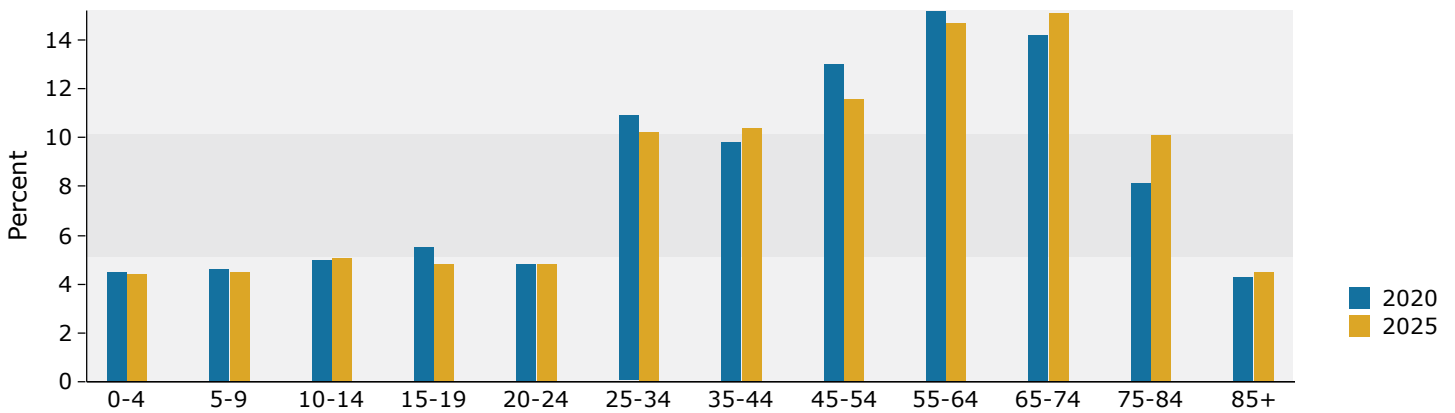
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

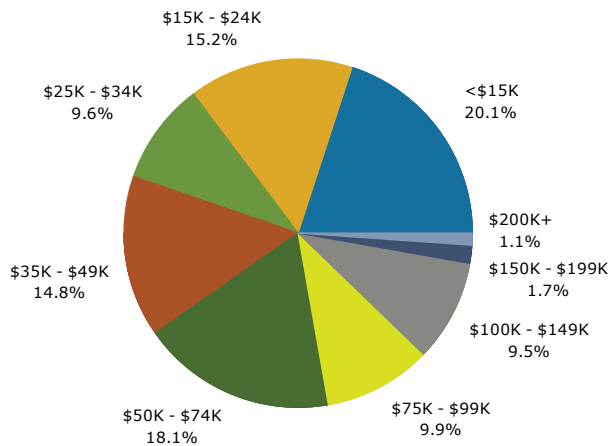
Trends 2020-2025



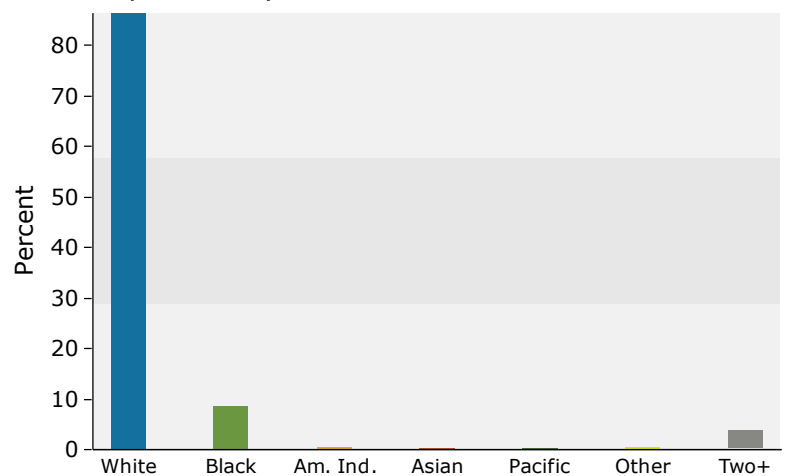
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 1.9%



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 Drive Time: 20 minute radius

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 Latitude: 37.81640
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Summary	Census 2010	2020	2025
Population	14,285	13,701	13,202
Households	6,243	5,977	5,752
Families	3,870	3,644	3,489
Average Household Size	2.24	2.24	2.24
Owner Occupied Housing Units	4,443	4,162	4,013
Renter Occupied Housing Units	1,800	1,815	1,739
Median Age	44.9	47.2	48.3
Trends: 2020-2025 Annual Rate	Area	State	National
Population	-0.74%	0.74%	0.72%
Households	-0.76%	0.70%	0.72%
Families	-0.87%	0.63%	0.64%
Owner HHs	-0.73%	0.69%	0.72%
Median Household Income	1.11%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	1,055	17.7%	936	16.3%
\$15,000 - \$24,999	784	13.1%	731	12.7%
\$25,000 - \$34,999	635	10.6%	580	10.1%
\$35,000 - \$49,999	925	15.5%	892	15.5%
\$50,000 - \$74,999	1,183	19.8%	1,175	20.4%
\$75,000 - \$99,999	661	11.1%	673	11.7%
\$100,000 - \$149,999	547	9.2%	567	9.9%
\$150,000 - \$199,999	106	1.8%	107	1.9%
\$200,000+	82	1.4%	91	1.6%
Median Household Income	\$42,112		\$44,503	
Average Household Income	\$54,760		\$59,207	
Per Capita Income	\$23,759		\$25,655	

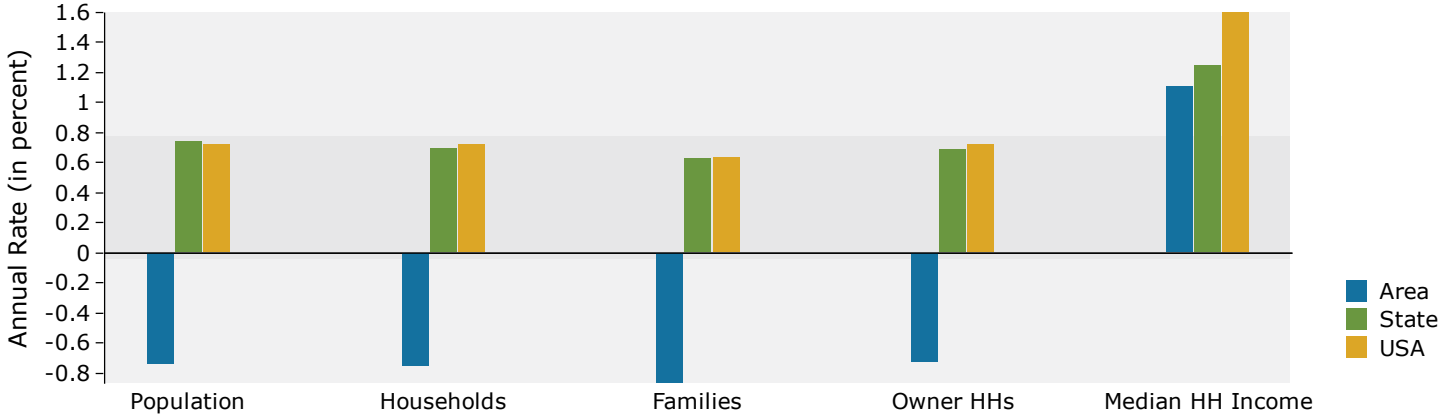
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	747	5.2%	652	4.8%	609	4.6%
5 - 9	835	5.8%	698	5.1%	658	5.0%
10 - 14	872	6.1%	724	5.3%	722	5.5%
15 - 19	888	6.2%	712	5.2%	683	5.2%
20 - 24	696	4.9%	690	5.0%	595	4.5%
25 - 34	1,384	9.7%	1,559	11.4%	1,380	10.5%
35 - 44	1,742	12.2%	1,439	10.5%	1,476	11.2%
45 - 54	2,164	15.2%	1,750	12.8%	1,525	11.6%
55 - 64	2,041	14.3%	2,070	15.1%	1,888	14.3%
65 - 74	1,543	10.8%	1,888	13.8%	1,922	14.6%
75 - 84	952	6.7%	1,067	7.8%	1,281	9.7%
85+	419	2.9%	451	3.3%	463	3.5%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,567	88.0%	11,820	86.3%	11,265	85.3%
Black Alone	1,297	9.1%	1,274	9.3%	1,230	9.3%
American Indian Alone	37	0.3%	50	0.4%	55	0.4%
Asian Alone	56	0.4%	101	0.7%	124	0.9%
Pacific Islander Alone	9	0.1%	12	0.1%	13	0.1%
Some Other Race Alone	58	0.4%	72	0.5%	80	0.6%
Two or More Races	261	1.8%	372	2.7%	435	3.3%
Hispanic Origin (Any Race)	194	1.4%	251	1.8%	293	2.2%

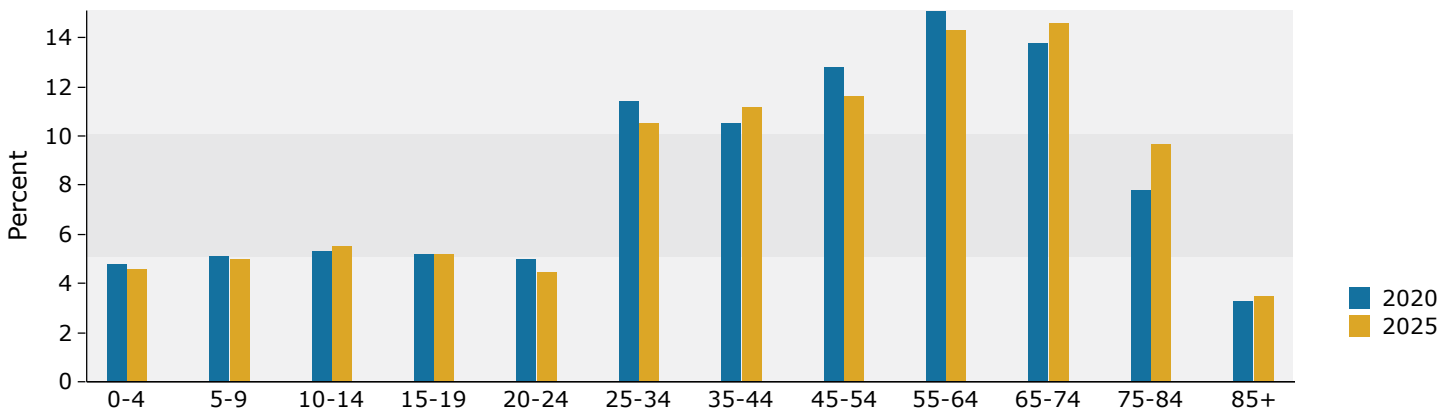
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

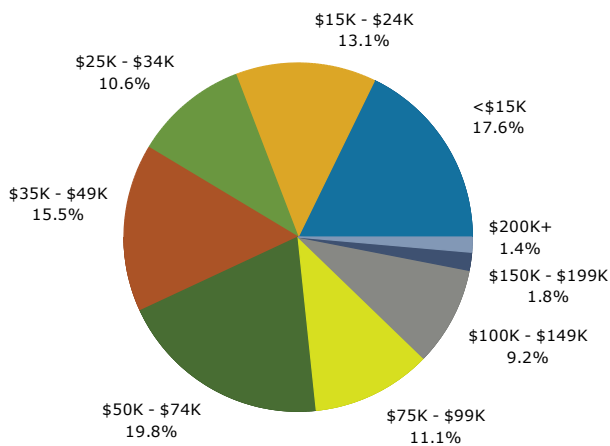
Trends 2020-2025



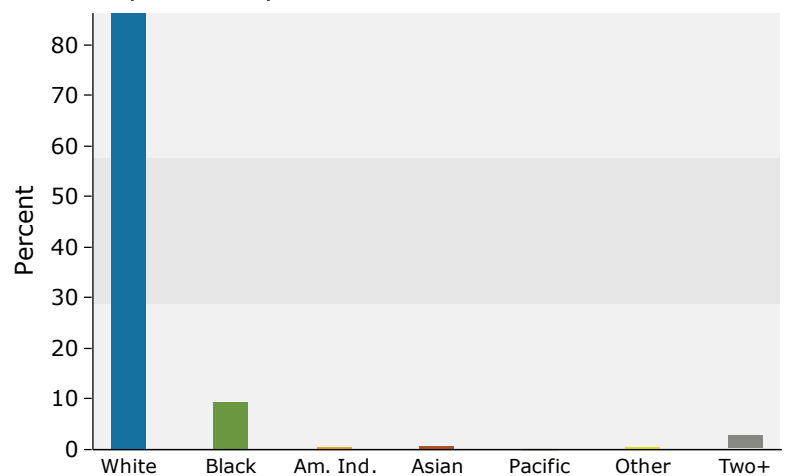
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 1.8%



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Summary	Census 2010	2020	2025
Population	43,324	43,003	42,087
Households	17,930	17,586	17,181
Families	11,130	10,732	10,426
Average Household Size	2.24	2.24	2.23
Owner Occupied Housing Units	12,736	12,335	12,082
Renter Occupied Housing Units	5,194	5,251	5,099
Median Age	42.6	44.2	45.2
Trends: 2020-2025 Annual Rate	Area	State	National
Population	-0.43%	0.74%	0.72%
Households	-0.46%	0.70%	0.72%
Families	-0.58%	0.63%	0.64%
Owner HHs	-0.41%	0.69%	0.72%
Median Household Income	1.03%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	2,711	15.4%	2,471	14.4%
\$15,000 - \$24,999	2,411	13.7%	2,283	13.3%
\$25,000 - \$34,999	1,757	10.0%	1,632	9.5%
\$35,000 - \$49,999	2,771	15.8%	2,679	15.6%
\$50,000 - \$74,999	3,246	18.5%	3,235	18.8%
\$75,000 - \$99,999	1,988	11.3%	2,043	11.9%
\$100,000 - \$149,999	1,771	10.1%	1,842	10.7%
\$150,000 - \$199,999	472	2.7%	477	2.8%
\$200,000+	459	2.6%	519	3.0%
Median Household Income	\$44,252		\$46,571	
Average Household Income	\$60,928		\$66,056	
Per Capita Income	\$25,627		\$27,692	

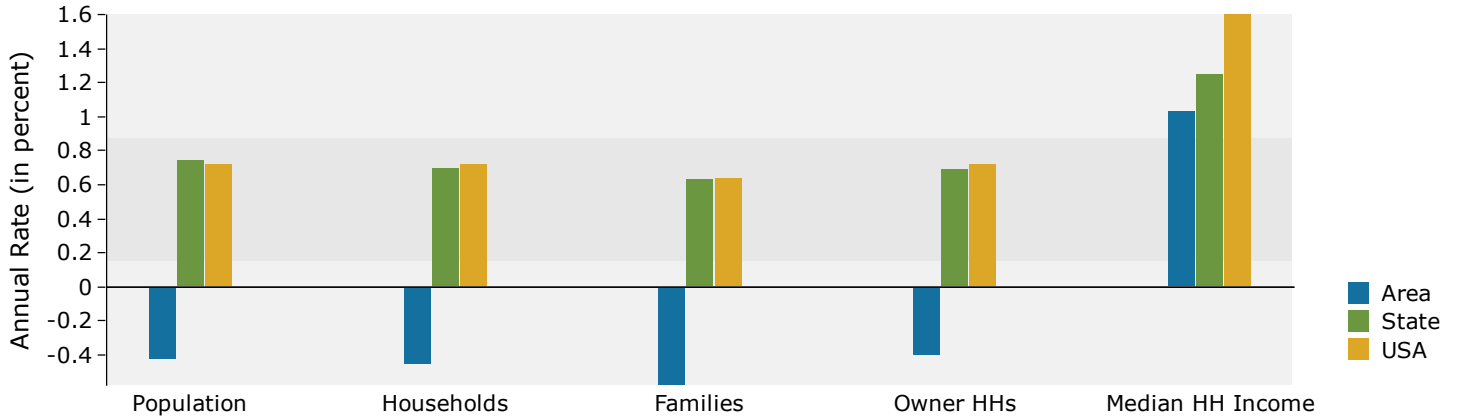
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,979	4.6%	1,748	4.1%	1,662	3.9%
5 - 9	2,202	5.1%	1,908	4.4%	1,810	4.3%
10 - 14	2,391	5.5%	2,060	4.8%	2,028	4.8%
15 - 19	3,493	8.1%	3,329	7.7%	3,300	7.8%
20 - 24	3,915	9.0%	3,742	8.7%	3,479	8.3%
25 - 34	4,069	9.4%	4,835	11.2%	3,988	9.5%
35 - 44	4,870	11.2%	4,214	9.8%	4,707	11.2%
45 - 54	6,102	14.1%	5,005	11.6%	4,407	10.5%
55 - 64	6,079	14.0%	6,155	14.3%	5,731	13.6%
65 - 74	4,463	10.3%	5,650	13.1%	5,825	13.8%
75 - 84	2,664	6.1%	3,112	7.2%	3,813	9.1%
85+	1,096	2.5%	1,247	2.9%	1,336	3.2%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	39,178	90.4%	38,361	89.2%	37,272	88.6%
Black Alone	2,889	6.7%	2,836	6.6%	2,783	6.6%
American Indian Alone	103	0.2%	134	0.3%	149	0.4%
Asian Alone	300	0.7%	500	1.2%	549	1.3%
Pacific Islander Alone	15	0.0%	19	0.0%	21	0.0%
Some Other Race Alone	186	0.4%	236	0.5%	259	0.6%
Two or More Races	653	1.5%	918	2.1%	1,055	2.5%
Hispanic Origin (Any Race)	737	1.7%	976	2.3%	1,101	2.6%

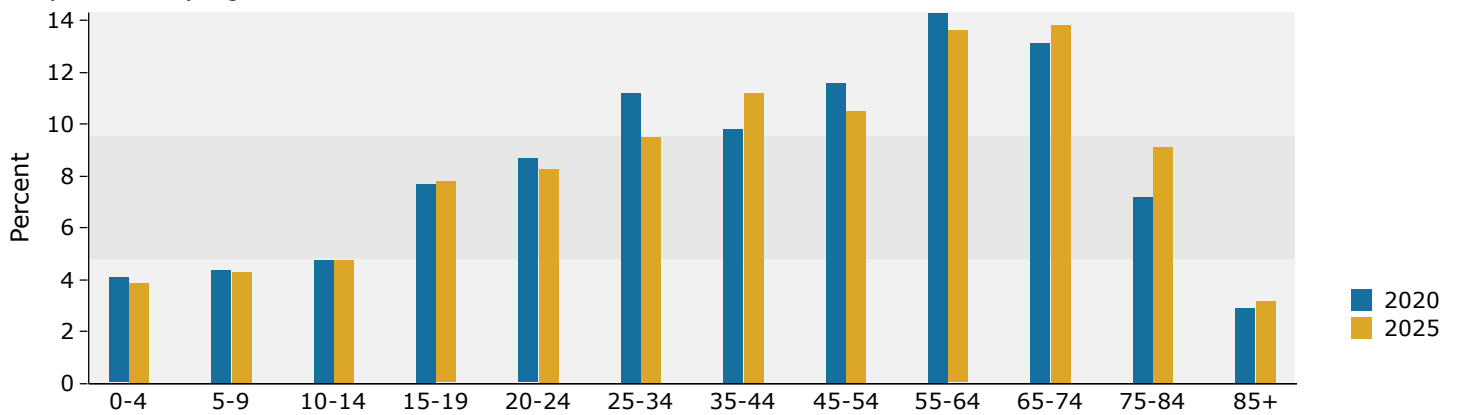
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

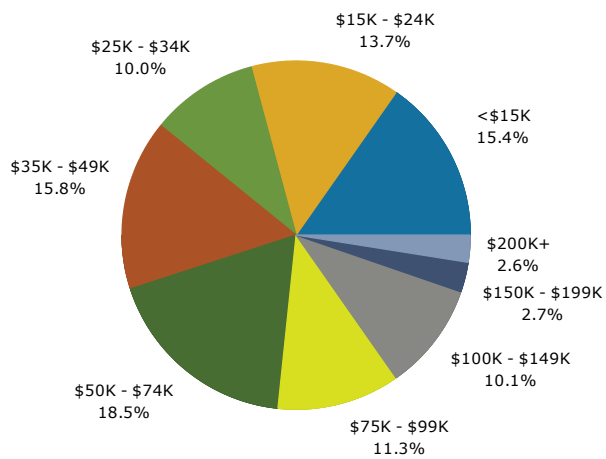
Trends 2020-2025



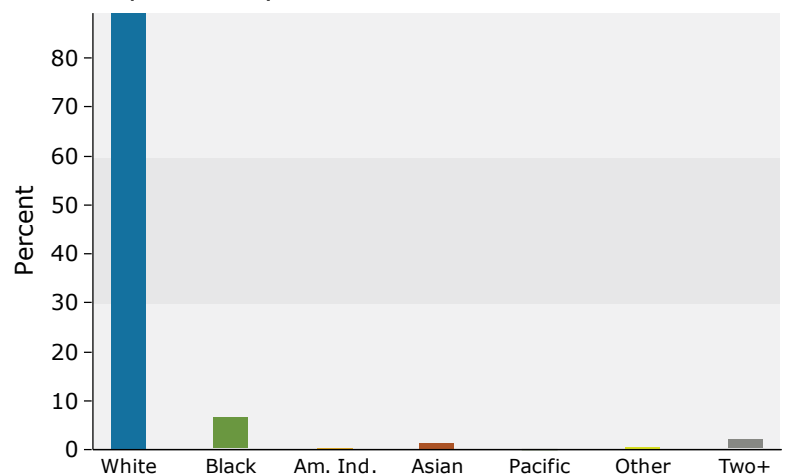
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Market Profile

Clifton Forge Point
 370-398 2nd St, Clifton Forge, Virginia, 24422
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
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	10 minutes	20 minutes	40 minutes
Population Summary			
2000 Total Population	6,266	15,219	43,689
2010 Total Population	5,733	14,285	43,324
2020 Total Population	5,559	13,701	43,003
2020 Group Quarters	202	310	3,696
2025 Total Population	5,379	13,202	42,087
2020-2025 Annual Rate	-0.66%	-0.74%	-0.43%
2020 Total Daytime Population	6,444	14,437	46,368
Workers	2,832	5,962	21,551
Residents	3,612	8,475	24,817
Household Summary			
2000 Households	2,678	6,561	17,736
2000 Average Household Size	2.25	2.28	2.29
2010 Households	2,491	6,243	17,930
2010 Average Household Size	2.22	2.24	2.24
2020 Households	2,415	5,977	17,586
2020 Average Household Size	2.22	2.24	2.24
2025 Households	2,335	5,752	17,181
2025 Average Household Size	2.22	2.24	2.23
2020-2025 Annual Rate	-0.67%	-0.76%	-0.46%
2010 Families	1,494	3,870	11,130
2010 Average Family Size	2.85	2.83	2.80
2020 Families	1,422	3,644	10,732
2020 Average Family Size	2.87	2.84	2.81
2025 Families	1,368	3,489	10,426
2025 Average Family Size	2.87	2.85	2.81
2020-2025 Annual Rate	-0.77%	-0.87%	-0.58%
Housing Unit Summary			
2000 Housing Units	2,987	7,367	20,369
Owner Occupied Housing Units	62.9%	64.9%	63.9%
Renter Occupied Housing Units	26.7%	24.2%	23.2%
Vacant Housing Units	10.3%	10.9%	12.9%
2010 Housing Units	2,917	7,286	21,482
Owner Occupied Housing Units	57.8%	61.0%	59.3%
Renter Occupied Housing Units	27.6%	24.7%	24.2%
Vacant Housing Units	14.6%	14.3%	16.5%
2020 Housing Units	2,990	7,308	21,895
Owner Occupied Housing Units	49.6%	57.0%	56.3%
Renter Occupied Housing Units	31.2%	24.8%	24.0%
Vacant Housing Units	19.2%	18.2%	19.7%
2025 Housing Units	2,996	7,286	22,107
Owner Occupied Housing Units	47.9%	55.1%	54.7%
Renter Occupied Housing Units	30.0%	23.9%	23.1%
Vacant Housing Units	22.1%	21.1%	22.3%
Median Household Income			
2020	\$39,141	\$42,112	\$44,252
2025	\$41,876	\$44,503	\$46,571
Median Home Value			
2020	\$95,325	\$92,234	\$138,680
2025	\$100,602	\$97,246	\$154,783
Per Capita Income			
2020	\$22,649	\$23,759	\$25,627
2025	\$24,652	\$25,655	\$27,692
Median Age			
2010	45.7	44.9	42.6
2020	48.8	47.2	44.2
2025	50.5	48.3	45.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	10 minutes	20 minutes	40 minutes
2020 Households by Income			
Household Income Base	2,415	5,977	17,586
<\$15,000	20.1%	17.7%	15.4%
\$15,000 - \$24,999	15.2%	13.1%	13.7%
\$25,000 - \$34,999	9.6%	10.6%	10.0%
\$35,000 - \$49,999	14.8%	15.5%	15.8%
\$50,000 - \$74,999	18.1%	19.8%	18.5%
\$75,000 - \$99,999	9.9%	11.1%	11.3%
\$100,000 - \$149,999	9.5%	9.2%	10.1%
\$150,000 - \$199,999	1.7%	1.8%	2.7%
\$200,000+	1.1%	1.4%	2.6%
Average Household Income	\$52,042	\$54,760	\$60,928
2025 Households by Income			
Household Income Base	2,335	5,752	17,181
<\$15,000	18.1%	16.3%	14.4%
\$15,000 - \$24,999	14.5%	12.7%	13.3%
\$25,000 - \$34,999	9.2%	10.1%	9.5%
\$35,000 - \$49,999	15.2%	15.5%	15.6%
\$50,000 - \$74,999	18.9%	20.4%	18.8%
\$75,000 - \$99,999	10.6%	11.7%	11.9%
\$100,000 - \$149,999	10.5%	9.9%	10.7%
\$150,000 - \$199,999	1.7%	1.9%	2.8%
\$200,000+	1.3%	1.6%	3.0%
Average Household Income	\$56,707	\$59,207	\$66,056
2020 Owner Occupied Housing Units by Value			
Total	1,483	4,162	12,331
<\$50,000	20.0%	18.4%	11.7%
\$50,000 - \$99,999	33.2%	37.4%	25.0%
\$100,000 - \$149,999	25.7%	19.8%	17.3%
\$150,000 - \$199,999	9.8%	10.0%	14.0%
\$200,000 - \$249,999	3.9%	4.5%	7.2%
\$250,000 - \$299,999	2.4%	3.6%	8.3%
\$300,000 - \$399,999	4.2%	2.6%	7.1%
\$400,000 - \$499,999	0.1%	1.8%	4.7%
\$500,000 - \$749,999	0.4%	1.5%	3.7%
\$750,000 - \$999,999	0.0%	0.2%	0.7%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$116,594	\$125,799	\$186,133
2025 Owner Occupied Housing Units by Value			
Total	1,435	4,013	12,078
<\$50,000	18.2%	16.7%	10.2%
\$50,000 - \$99,999	31.5%	35.3%	22.4%
\$100,000 - \$149,999	26.1%	19.7%	16.1%
\$150,000 - \$199,999	10.9%	10.9%	14.3%
\$200,000 - \$249,999	3.9%	4.5%	7.1%
\$250,000 - \$299,999	2.8%	4.2%	9.0%
\$300,000 - \$399,999	5.5%	3.4%	8.5%
\$400,000 - \$499,999	0.2%	2.7%	6.6%
\$500,000 - \$749,999	0.6%	2.2%	4.8%
\$750,000 - \$999,999	0.0%	0.2%	0.7%
\$1,000,000 - \$1,499,999	0.3%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$124,390	\$137,998	\$205,593

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	10 minutes	20 minutes	40 minutes
2010 Population by Age			
Total	5,735	14,288	43,325
0 - 4	4.9%	5.2%	4.6%
5 - 9	6.1%	5.8%	5.1%
10 - 14	6.1%	6.1%	5.5%
15 - 24	11.1%	11.1%	17.1%
25 - 34	9.0%	9.7%	9.4%
35 - 44	11.9%	12.2%	11.2%
45 - 54	14.5%	15.1%	14.1%
55 - 64	14.2%	14.3%	14.0%
65 - 74	10.9%	10.8%	10.3%
75 - 84	7.6%	6.7%	6.1%
85 +	3.8%	2.9%	2.5%
18 +	78.6%	78.8%	81.3%
2020 Population by Age			
Total	5,558	13,700	43,005
0 - 4	4.5%	4.8%	4.1%
5 - 9	4.6%	5.1%	4.4%
10 - 14	5.0%	5.3%	4.8%
15 - 24	10.4%	10.2%	16.4%
25 - 34	10.9%	11.4%	11.2%
35 - 44	9.8%	10.5%	9.8%
45 - 54	13.0%	12.8%	11.6%
55 - 64	15.2%	15.1%	14.3%
65 - 74	14.2%	13.8%	13.1%
75 - 84	8.1%	7.8%	7.2%
85 +	4.3%	3.3%	2.9%
18 +	82.3%	81.6%	83.6%
2025 Population by Age			
Total	5,379	13,202	42,086
0 - 4	4.4%	4.6%	3.9%
5 - 9	4.5%	5.0%	4.3%
10 - 14	5.1%	5.5%	4.8%
15 - 24	9.5%	9.7%	16.1%
25 - 34	10.2%	10.5%	9.5%
35 - 44	10.4%	11.2%	11.2%
45 - 54	11.6%	11.6%	10.5%
55 - 64	14.7%	14.3%	13.6%
65 - 74	15.1%	14.6%	13.8%
75 - 84	10.1%	9.7%	9.1%
85 +	4.5%	3.5%	3.2%
18 +	82.9%	81.6%	83.8%
2010 Population by Sex			
Males	2,722	6,891	21,641
Females	3,011	7,394	21,683
2020 Population by Sex			
Males	2,660	6,657	21,623
Females	2,899	7,044	21,380
2025 Population by Sex			
Males	2,576	6,428	21,203
Females	2,802	6,774	20,885

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Clifton Forge Point
 370-398 2nd St, Clifton Forge, Virginia, 24422
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.81640
 Longitude: -79.83434

	10 minutes	20 minutes	40 minutes
2010 Population by Race/Ethnicity			
Total	5,733	14,285	43,324
White Alone	88.0%	88.0%	90.4%
Black Alone	8.7%	9.1%	6.7%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	0.3%	0.4%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	2.3%	1.8%	1.5%
Hispanic Origin	1.4%	1.4%	1.7%
Diversity Index	23.9	23.9	20.5
2020 Population by Race/Ethnicity			
Total	5,557	13,701	43,004
White Alone	86.4%	86.3%	89.2%
Black Alone	8.6%	9.3%	6.6%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.3%	0.7%	1.2%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	3.7%	2.7%	2.1%
Hispanic Origin	1.9%	1.8%	2.3%
Diversity Index	27.6	27.4	23.5
2025 Population by Race/Ethnicity			
Total	5,380	13,202	42,088
White Alone	85.2%	85.3%	88.6%
Black Alone	8.5%	9.3%	6.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.4%	0.9%	1.3%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	0.6%	0.6%	0.6%
Two or More Races	4.6%	3.3%	2.5%
Hispanic Origin	2.4%	2.2%	2.6%
Diversity Index	30.0	29.5	25.1
2010 Population by Relationship and Household Type			
Total	5,733	14,285	43,324
In Households	96.5%	97.8%	92.5%
In Family Households	76.7%	78.8%	73.7%
Householder	26.1%	26.9%	25.6%
Spouse	17.9%	19.4%	19.6%
Child	27.6%	27.7%	24.5%
Other relative	2.8%	2.5%	2.1%
Nonrelative	2.4%	2.3%	1.8%
In Nonfamily Households	19.7%	19.0%	18.8%
In Group Quarters	3.5%	2.2%	7.5%
Institutionalized Population	3.4%	2.0%	1.5%
Noninstitutionalized Population	0.1%	0.2%	6.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Clifton Forge Point
 370-398 2nd St, Clifton Forge, Virginia, 24422
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
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 Longitude: -79.83434

	10 minutes	20 minutes	40 minutes
2020 Population 25+ by Educational Attainment			
Total	4,199	10,224	30,218
Less than 9th Grade	2.9%	3.3%	4.5%
9th - 12th Grade, No Diploma	14.0%	10.6%	8.3%
High School Graduate	35.0%	34.9%	30.7%
GED/Alternative Credential	5.0%	6.6%	6.2%
Some College, No Degree	17.0%	19.2%	19.9%
Associate Degree	10.7%	9.4%	8.0%
Bachelor's Degree	10.1%	11.0%	14.1%
Graduate/Professional Degree	5.5%	5.0%	8.4%
2020 Population 15+ by Marital Status			
Total	4,775	11,626	37,287
Never Married	32.3%	26.2%	32.8%
Married	37.9%	48.0%	45.4%
Widowed	14.5%	12.7%	9.3%
Divorced	15.3%	13.1%	12.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,248	5,751	18,747
Population 16+ Employed	86.5%	88.9%	89.6%
Population 16+ Unemployment rate	13.5%	11.1%	10.4%
Population 16-24 Employed	11.0%	10.4%	13.1%
Population 16-24 Unemployment rate	24.5%	19.9%	15.9%
Population 25-54 Employed	59.9%	62.3%	58.7%
Population 25-54 Unemployment rate	13.8%	10.4%	10.2%
Population 55-64 Employed	17.9%	18.7%	19.8%
Population 55-64 Unemployment rate	7.2%	8.8%	8.0%
Population 65+ Employed	11.2%	8.6%	8.4%
Population 65+ Unemployment rate	8.8%	8.5%	8.8%
2020 Employed Population 16+ by Industry			
Total	1,945	5,115	16,792
Agriculture/Mining	1.4%	1.2%	1.6%
Construction	5.1%	7.2%	7.1%
Manufacturing	17.8%	22.6%	14.9%
Wholesale Trade	0.1%	0.7%	1.0%
Retail Trade	10.2%	11.2%	10.5%
Transportation/Utilities	7.8%	5.8%	5.7%
Information	0.6%	1.8%	1.7%
Finance/Insurance/Real Estate	6.3%	3.4%	4.3%
Services	46.7%	40.6%	48.7%
Public Administration	4.0%	5.4%	4.5%
2020 Employed Population 16+ by Occupation			
Total	1,943	5,115	16,791
White Collar	54.6%	51.8%	54.1%
Management/Business/Financial	9.5%	8.5%	10.4%
Professional	20.1%	17.4%	20.1%
Sales	10.2%	9.3%	9.6%
Administrative Support	14.9%	16.6%	14.0%
Services	19.2%	18.2%	18.8%
Blue Collar	26.1%	30.0%	27.0%
Farming/Forestry/Fishing	0.5%	0.5%	1.0%
Construction/Extraction	6.2%	5.9%	5.6%
Installation/Maintenance/Repair	1.9%	3.3%	4.2%
Production	9.6%	11.8%	8.2%
Transportation/Material Moving	7.9%	8.4%	8.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Clifton Forge Point
 370-398 2nd St, Clifton Forge, Virginia, 24422
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.81640
 Longitude: -79.83434

	10 minutes	20 minutes	40 minutes
2010 Households by Type			
Total	2,491	6,243	17,931
Households with 1 Person	35.3%	33.5%	32.3%
Households with 2+ People	64.7%	66.5%	67.7%
Family Households	60.0%	62.0%	62.1%
Husband-wife Families	41.2%	44.6%	47.6%
With Related Children	15.1%	16.2%	16.8%
Other Family (No Spouse Present)	18.8%	17.4%	14.5%
Other Family with Male Householder	6.0%	5.2%	4.4%
With Related Children	3.7%	3.1%	2.5%
Other Family with Female Householder	12.8%	12.2%	10.1%
With Related Children	8.3%	7.9%	6.2%
Nonfamily Households	4.7%	4.5%	5.6%
All Households with Children	27.4%	27.5%	25.8%
Multigenerational Households	3.1%	3.0%	2.7%
Unmarried Partner Households	6.8%	6.5%	5.9%
Male-female	6.3%	6.1%	5.3%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	2,490	6,244	17,932
1 Person Household	35.3%	33.5%	32.3%
2 Person Household	33.8%	34.4%	36.5%
3 Person Household	14.6%	15.5%	14.8%
4 Person Household	9.2%	10.0%	10.1%
5 Person Household	4.7%	4.4%	4.2%
6 Person Household	1.6%	1.6%	1.4%
7 + Person Household	0.7%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	2,491	6,243	17,930
Owner Occupied	67.6%	71.2%	71.0%
Owned with a Mortgage/Loan	36.3%	37.9%	38.9%
Owned Free and Clear	31.4%	33.2%	32.1%
Renter Occupied	32.4%	28.8%	29.0%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	226	260	184
Percent of Income for Mortgage	10.2%	9.2%	13.1%
Wealth Index	43	51	62
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,917	7,286	21,482
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	85.3%	78.9%	54.2%
Rural Housing Units	14.7%	21.1%	45.8%
2010 Population By Urban/ Rural Status			
Total Population	5,733	14,285	43,324
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	85.3%	78.7%	57.4%
Rural Population	14.7%	21.3%	42.6%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Clifton Forge Point
 370-398 2nd St, Clifton Forge, Virginia, 24422
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.81640
 Longitude: -79.83434

	10 minutes	20 minutes	40 minutes
Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Heartland Communities (6F)	Rooted Rural (10B)
2.	Rooted Rural (10B) Small Town Simplicity (12C)		Small Town Simplicity (12C)
3.	Heartland Communities (6F)	Midlife Constants (5E)	Heartland Communities (6F)
2020 Consumer Spending			
Apparel & Services: Total \$	\$2,919,709	\$7,533,134	\$24,716,936
Average Spent	\$1,208.99	\$1,260.35	\$1,405.49
Spending Potential Index	56	59	66
Education: Total \$	\$2,101,918	\$5,551,877	\$18,770,314
Average Spent	\$870.36	\$928.87	\$1,067.34
Spending Potential Index	49	52	60
Entertainment/Recreation: Total \$	\$5,129,332	\$13,204,654	\$42,299,375
Average Spent	\$2,123.95	\$2,209.24	\$2,405.29
Spending Potential Index	65	68	74
Food at Home: Total \$	\$8,346,469	\$21,254,894	\$68,712,189
Average Spent	\$3,456.09	\$3,556.11	\$3,907.21
Spending Potential Index	65	67	73
Food Away from Home: Total \$	\$5,312,223	\$13,642,295	\$44,857,315
Average Spent	\$2,199.68	\$2,282.47	\$2,550.74
Spending Potential Index	58	61	68
Health Care: Total \$	\$9,410,418	\$24,419,584	\$77,914,910
Average Spent	\$3,896.65	\$4,085.59	\$4,430.51
Spending Potential Index	68	71	77
HH Furnishings & Equipment: Total \$	\$3,114,582	\$8,120,504	\$26,472,811
Average Spent	\$1,289.68	\$1,358.63	\$1,505.33
Spending Potential Index	59	62	69
Personal Care Products & Services: Total \$	\$1,249,451	\$3,280,800	\$10,699,044
Average Spent	\$517.37	\$548.90	\$608.38
Spending Potential Index	56	60	66
Shelter: Total \$	\$24,610,532	\$64,140,167	\$212,886,621
Average Spent	\$10,190.70	\$10,731.16	\$12,105.46
Spending Potential Index	53	55	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,659,280	\$9,374,071	\$31,032,507
Average Spent	\$1,515.23	\$1,568.36	\$1,764.61
Spending Potential Index	65	67	75
Travel: Total \$	\$3,088,509	\$8,223,233	\$27,310,148
Average Spent	\$1,278.89	\$1,375.81	\$1,552.95
Spending Potential Index	53	57	64
Vehicle Maintenance & Repairs: Total \$	\$1,864,524	\$4,754,594	\$15,416,006
Average Spent	\$772.06	\$795.48	\$876.61
Spending Potential Index	67	69	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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Retail MarketPlace Profile

Clifton Forge Point
 370-398 2nd St, Clifton Forge, Virginia, 24422
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.81640
 Longitude: -79.83434

Summary Demographics

2020 Population	5,559
2020 Households	2,415
2020 Median Disposable Income	\$32,626
2020 Per Capita Income	\$22,649

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

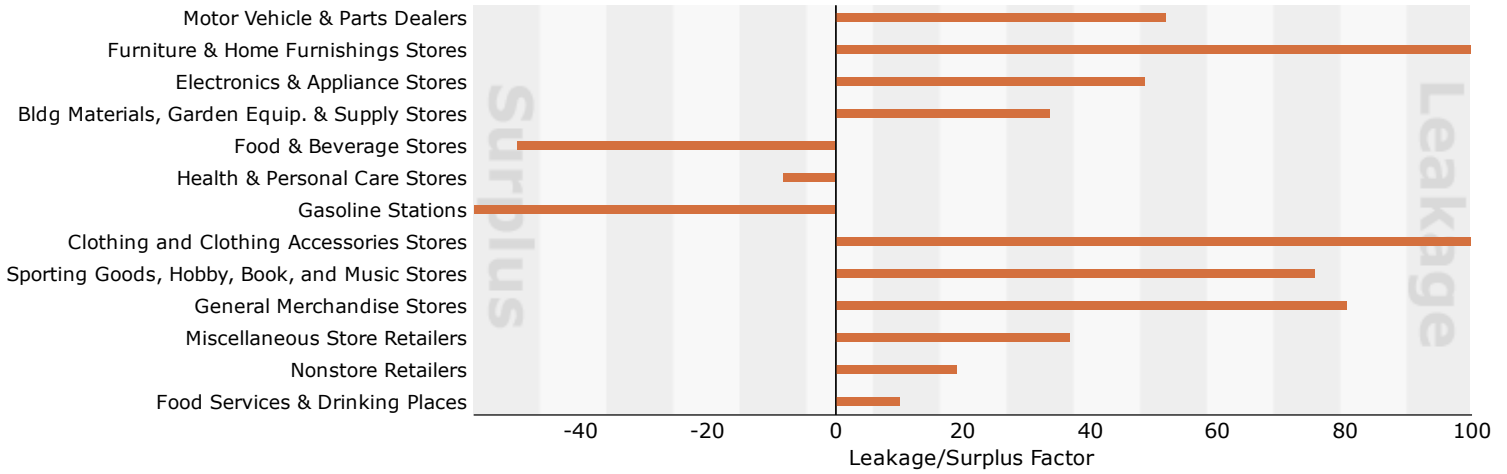
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$71,493,491	\$81,116,677	-\$9,623,186	-6.3	57
Total Retail Trade	44-45	\$65,509,767	\$76,254,634	-\$10,744,867	-7.6	41
Total Food & Drink	722	\$5,983,723	\$4,862,043	\$1,121,680	10.3	16
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,162,465	\$4,769,339	\$10,393,126	52.1	5
Automobile Dealers	4411	\$12,475,857	\$3,520,067	\$8,955,790	56.0	1
Other Motor Vehicle Dealers	4412	\$1,600,248	\$0	\$1,600,248	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,086,360	\$1,249,272	-\$162,912	-7.0	3
Furniture & Home Furnishings Stores	442	\$2,117,719	\$0	\$2,117,719	100.0	0
Furniture Stores	4421	\$1,191,042	\$0	\$1,191,042	100.0	0
Home Furnishings Stores	4422	\$926,677	\$0	\$926,677	100.0	0
Electronics & Appliance Stores	443	\$1,826,145	\$628,792	\$1,197,353	48.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,547,377	\$2,249,186	\$2,298,191	33.8	3
Bldg Material & Supplies Dealers	4441	\$4,179,547	\$2,173,524	\$2,006,023	31.6	2
Lawn & Garden Equip & Supply Stores	4442	\$367,830	\$75,662	\$292,168	65.9	1
Food & Beverage Stores	445	\$11,537,680	\$34,648,515	-\$23,110,835	-50.0	5
Grocery Stores	4451	\$10,787,203	\$33,337,296	-\$22,550,093	-51.1	3
Specialty Food Stores	4452	\$338,507	\$342,791	-\$4,284	-0.6	1
Beer, Wine & Liquor Stores	4453	\$411,970	\$968,428	-\$556,458	-40.3	1
Health & Personal Care Stores	446,4461	\$4,129,542	\$4,861,612	-\$732,070	-8.1	4
Gasoline Stations	447,4471	\$7,027,823	\$25,508,113	-\$18,480,290	-56.8	10
Clothing & Clothing Accessories Stores	448	\$2,658,108	\$0	\$2,658,108	100.0	0
Clothing Stores	4481	\$1,847,347	\$0	\$1,847,347	100.0	0
Shoe Stores	4482	\$394,462	\$0	\$394,462	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$416,300	\$0	\$416,300	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,574,036	\$220,644	\$1,353,392	75.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,342,631	\$220,644	\$1,121,987	71.8	1
Book, Periodical & Music Stores	4512	\$231,405	\$0	\$231,405	100.0	0
General Merchandise Stores	452	\$11,024,690	\$1,182,158	\$9,842,532	80.6	3
Department Stores Excluding Leased Depts.	4521	\$7,366,877	\$0	\$7,366,877	100.0	0
Other General Merchandise Stores	4529	\$3,657,813	\$1,182,158	\$2,475,655	51.2	3
Miscellaneous Store Retailers	453	\$2,631,426	\$1,207,222	\$1,424,204	37.1	8
Florists	4531	\$101,069	\$228,632	-\$127,563	-38.7	2
Office Supplies, Stationery & Gift Stores	4532	\$535,298	\$0	\$535,298	100.0	0
Used Merchandise Stores	4533	\$247,288	\$222,108	\$25,180	5.4	3
Other Miscellaneous Store Retailers	4539	\$1,747,771	\$756,482	\$991,289	39.6	3
Nonstore Retailers	454	\$1,272,756	\$862,055	\$410,701	19.2	1
Electronic Shopping & Mail-Order Houses	4541	\$717,742	\$0	\$717,742	100.0	0
Vending Machine Operators	4542	\$57,883	\$0	\$57,883	100.0	0
Direct Selling Establishments	4543	\$497,131	\$862,055	-\$364,924	-26.8	1
Food Services & Drinking Places	722	\$5,983,723	\$4,862,043	\$1,121,680	10.3	16
Special Food Services	7223	\$89,223	\$0	\$89,223	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$72,532	\$199,036	-\$126,504	-46.6	1
Restaurants/Other Eating Places	7225	\$5,821,968	\$4,663,007	\$1,158,961	11.1	15

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

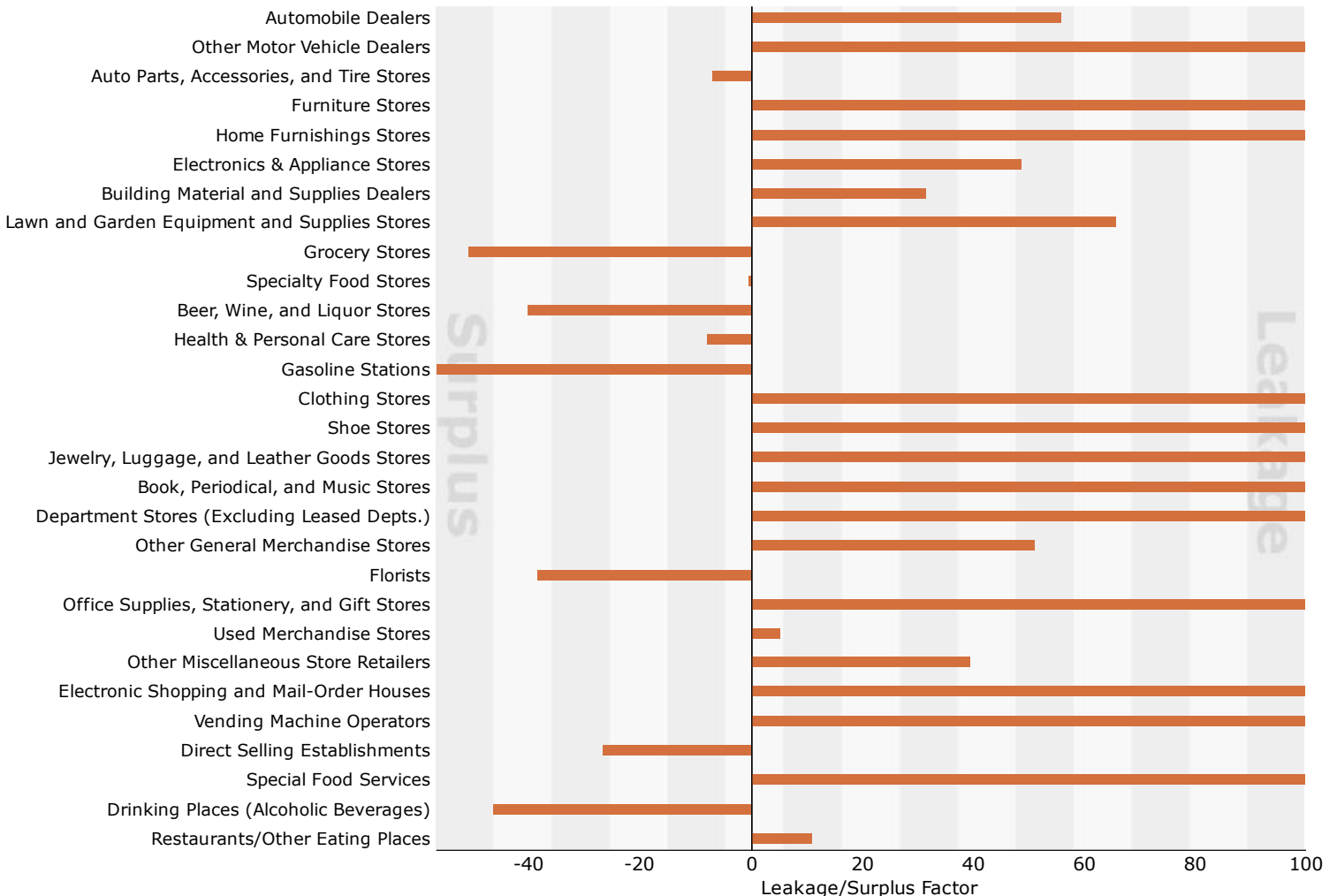
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Clifton Forge Point
 370-398 2nd St, Clifton Forge, Virginia, 24422
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 37.81640
 Longitude: -79.83434

Summary Demographics

2020 Population	13,701
2020 Households	5,977
2020 Median Disposable Income	\$35,461
2020 Per Capita Income	\$23,759

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

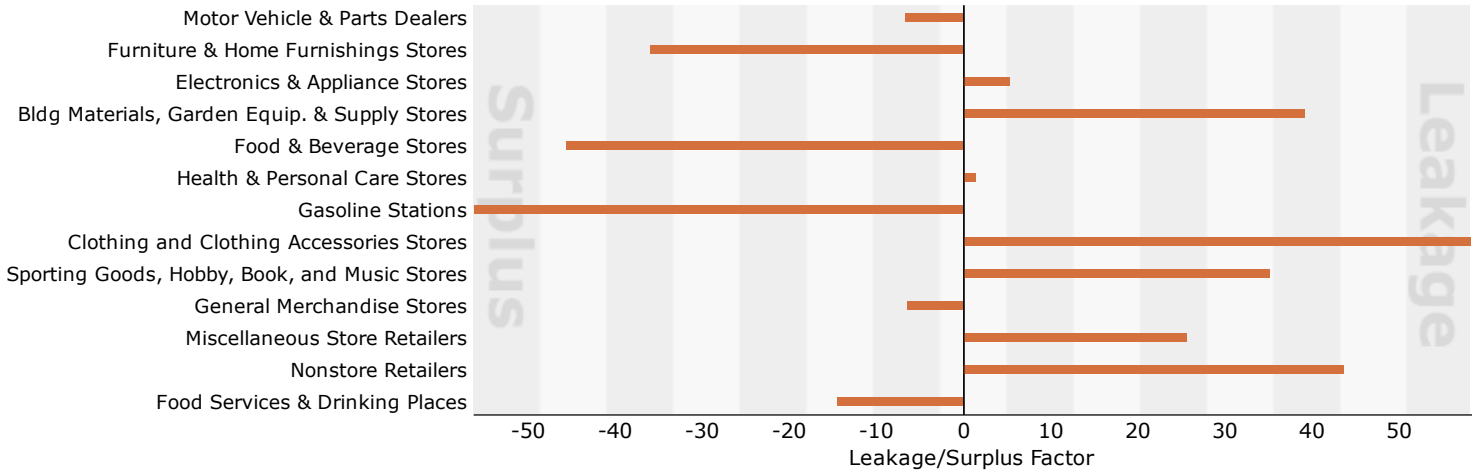
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$173,243,295	\$265,243,175	-\$91,999,880	-21.0	164
Total Retail Trade	44-45	\$158,504,397	\$245,463,166	-\$86,958,769	-21.5	122
Total Food & Drink	722	\$14,738,898	\$19,780,009	-\$5,041,111	-14.6	42
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$36,368,633	\$41,686,953	-\$5,318,320	-6.8	18
Automobile Dealers	4411	\$29,877,103	\$34,280,146	-\$4,403,043	-6.9	6
Other Motor Vehicle Dealers	4412	\$3,855,019	\$0	\$3,855,019	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,636,512	\$7,406,806	-\$4,770,294	-47.5	12
Furniture & Home Furnishings Stores	442	\$5,247,510	\$11,183,190	-\$5,935,680	-36.1	7
Furniture Stores	4421	\$2,924,893	\$10,885,199	-\$7,960,306	-57.6	5
Home Furnishings Stores	4422	\$2,322,617	\$297,991	\$2,024,626	77.3	2
Electronics & Appliance Stores	443	\$4,484,213	\$4,025,397	\$458,816	5.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,217,174	\$4,897,145	\$6,320,029	39.2	9
Bldg Material & Supplies Dealers	4441	\$10,313,457	\$4,653,359	\$5,660,098	37.8	7
Lawn & Garden Equip & Supply Stores	4442	\$903,717	\$243,786	\$659,931	57.5	2
Food & Beverage Stores	445	\$27,804,249	\$74,845,016	-\$47,040,767	-45.8	12
Grocery Stores	4451	\$25,962,510	\$73,520,813	-\$47,558,303	-47.8	10
Specialty Food Stores	4452	\$814,061	\$355,776	\$458,285	39.2	1
Beer, Wine & Liquor Stores	4453	\$1,027,678	\$968,428	\$59,250	3.0	1
Health & Personal Care Stores	446,4461	\$9,996,341	\$9,713,791	\$282,550	1.4	10
Gasoline Stations	447,4471	\$16,731,437	\$60,072,443	-\$43,341,006	-56.4	18
Clothing & Clothing Accessories Stores	448	\$6,579,426	\$1,727,675	\$4,851,751	58.4	3
Clothing Stores	4481	\$4,551,843	\$510,707	\$4,041,136	79.8	1
Shoe Stores	4482	\$965,016	\$950,015	\$15,001	0.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,062,566	\$266,953	\$795,613	59.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,866,221	\$1,848,950	\$2,017,271	35.3	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,299,987	\$1,621,366	\$1,678,621	34.1	7
Book, Periodical & Music Stores	4512	\$566,234	\$227,584	\$338,650	42.7	1
General Merchandise Stores	452	\$26,815,741	\$30,529,425	-\$3,713,684	-6.5	12
Department Stores Excluding Leased Depts.	4521	\$18,012,379	\$26,623,030	-\$8,610,651	-19.3	5
Other General Merchandise Stores	4529	\$8,803,363	\$3,906,395	\$4,896,968	38.5	7
Miscellaneous Store Retailers	453	\$6,305,866	\$3,726,305	\$2,579,561	25.7	20
Florists	4531	\$259,384	\$496,865	-\$237,481	-31.4	4
Office Supplies, Stationery & Gift Stores	4532	\$1,316,682	\$373,027	\$943,655	55.8	2
Used Merchandise Stores	4533	\$610,183	\$1,254,646	-\$644,463	-34.6	6
Other Miscellaneous Store Retailers	4539	\$4,119,616	\$1,601,767	\$2,517,849	44.0	8
Nonstore Retailers	454	\$3,087,587	\$1,206,876	\$1,880,711	43.8	1
Electronic Shopping & Mail-Order Houses	4541	\$1,750,672	\$0	\$1,750,672	100.0	0
Vending Machine Operators	4542	\$139,164	\$0	\$139,164	100.0	0
Direct Selling Establishments	4543	\$1,197,751	\$1,206,876	-\$9,125	-0.4	1
Food Services & Drinking Places	722	\$14,738,898	\$19,780,009	-\$5,041,111	-14.6	42
Special Food Services	7223	\$221,638	\$176,122	\$45,516	11.4	1
Drinking Places - Alcoholic Beverages	7224	\$180,305	\$199,036	-\$18,731	-4.9	1
Restaurants/Other Eating Places	7225	\$14,336,955	\$19,404,851	-\$5,067,896	-15.0	40

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

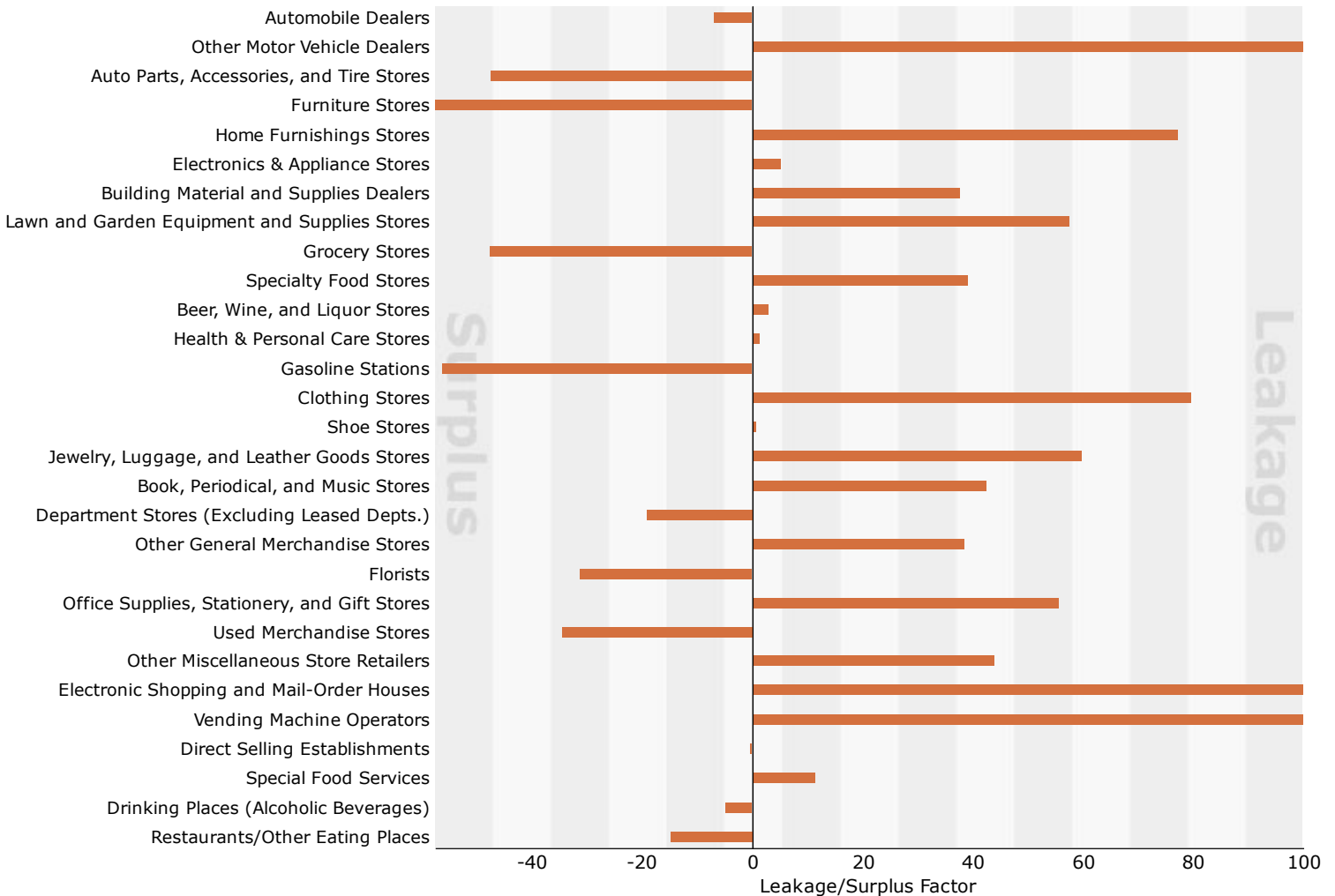
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Clifton Forge Point
 370-398 2nd St, Clifton Forge, Virginia, 24422
 Drive Time: 40 minute radius

Prepared by Esri
 Latitude: 37.81640
 Longitude: -79.83434

Summary Demographics

2020 Population	43,003
2020 Households	17,586
2020 Median Disposable Income	\$36,899
2020 Per Capita Income	\$25,627

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

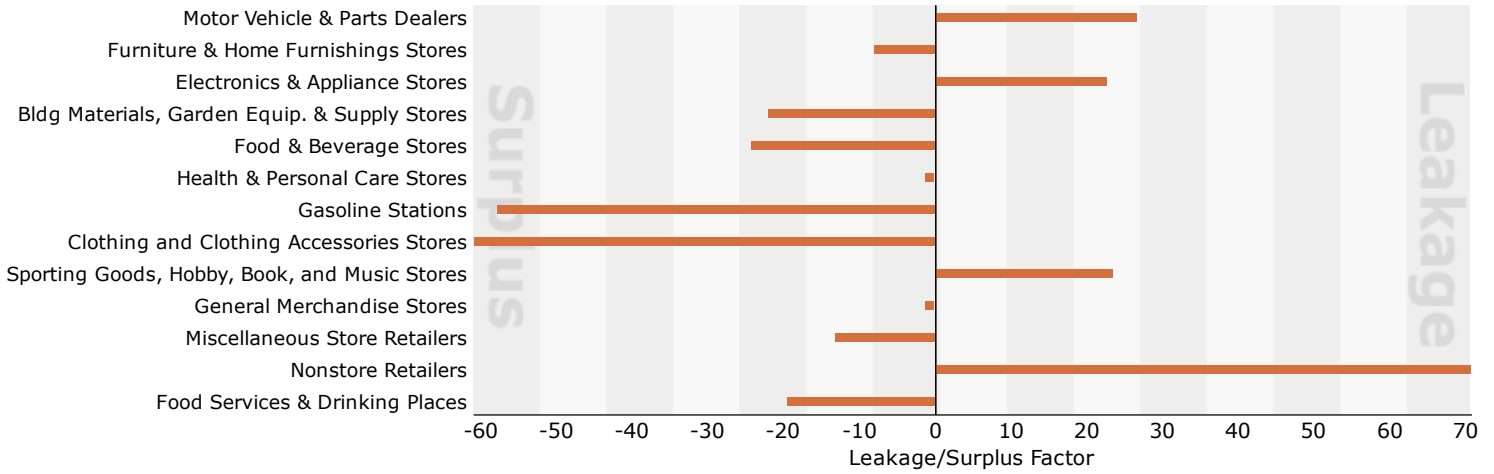
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$529,741,252	\$780,564,418	-\$250,823,166	-19.1	461
Total Retail Trade	44-45	\$483,680,662	\$712,080,812	-\$228,400,150	-19.1	333
Total Food & Drink	722	\$46,060,590	\$68,483,606	-\$22,423,016	-19.6	128
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$109,721,380	\$63,275,978	\$46,445,402	26.8	36
Automobile Dealers	4411	\$90,103,017	\$47,744,248	\$42,358,769	30.7	9
Other Motor Vehicle Dealers	4412	\$11,325,920	\$841,739	\$10,484,181	86.2	1
Auto Parts, Accessories & Tire Stores	4413	\$8,292,443	\$14,689,992	-\$6,397,549	-27.8	25
Furniture & Home Furnishings Stores	442	\$16,044,726	\$18,847,931	-\$2,803,205	-8.0	13
Furniture Stores	4421	\$8,948,114	\$18,092,623	-\$9,144,509	-33.8	10
Home Furnishings Stores	4422	\$7,096,612	\$755,308	\$6,341,304	80.8	3
Electronics & Appliance Stores	443	\$13,615,372	\$8,545,960	\$5,069,412	22.9	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,731,067	\$52,877,310	-\$19,146,243	-22.1	27
Bldg Material & Supplies Dealers	4441	\$31,186,484	\$51,204,673	-\$20,018,189	-24.3	24
Lawn & Garden Equip & Supply Stores	4442	\$2,544,583	\$1,672,637	\$871,946	20.7	4
Food & Beverage Stores	445	\$85,627,154	\$140,576,776	-\$54,949,622	-24.3	41
Grocery Stores	4451	\$80,094,967	\$132,521,685	-\$52,426,718	-24.7	28
Specialty Food Stores	4452	\$2,412,853	\$2,085,081	\$327,772	7.3	7
Beer, Wine & Liquor Stores	4453	\$3,119,334	\$5,970,009	-\$2,850,675	-31.4	6
Health & Personal Care Stores	446,4461	\$30,465,863	\$31,241,629	-\$775,766	-1.3	27
Gasoline Stations	447,4471	\$51,813,713	\$195,053,460	-\$143,239,747	-58.0	43
Clothing & Clothing Accessories Stores	448	\$20,209,011	\$83,527,583	-\$63,318,572	-61.0	18
Clothing Stores	4481	\$13,823,675	\$78,935,177	-\$65,111,502	-70.2	10
Shoe Stores	4482	\$2,945,717	\$2,540,533	\$405,184	7.4	4
Jewelry, Luggage & Leather Goods Stores	4483	\$3,439,619	\$2,051,872	\$1,387,747	25.3	4
Sporting Goods, Hobby, Book & Music Stores	451	\$11,882,173	\$7,339,331	\$4,542,842	23.6	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,121,221	\$5,181,182	\$4,940,039	32.3	19
Book, Periodical & Music Stores	4512	\$1,760,952	\$2,158,149	-\$397,197	-10.1	5
General Merchandise Stores	452	\$82,551,858	\$84,690,062	-\$2,138,204	-1.3	22
Department Stores Excluding Leased Depts.	4521	\$56,633,249	\$75,466,479	-\$18,833,230	-14.3	8
Other General Merchandise Stores	4529	\$25,918,609	\$9,223,582	\$16,695,027	47.5	14
Miscellaneous Store Retailers	453	\$18,765,855	\$24,530,622	-\$5,764,767	-13.3	69
Florists	4531	\$804,011	\$2,745,133	-\$1,941,122	-54.7	10
Office Supplies, Stationery & Gift Stores	4532	\$4,005,090	\$2,570,402	\$1,434,688	21.8	14
Used Merchandise Stores	4533	\$1,875,071	\$3,774,869	-\$1,899,798	-33.6	18
Other Miscellaneous Store Retailers	4539	\$12,081,683	\$15,440,218	-\$3,358,535	-12.2	27
Nonstore Retailers	454	\$9,252,489	\$1,574,171	\$7,678,318	70.9	1
Electronic Shopping & Mail-Order Houses	4541	\$5,417,742	\$0	\$5,417,742	100.0	0
Vending Machine Operators	4542	\$409,994	\$0	\$409,994	100.0	0
Direct Selling Establishments	4543	\$3,424,753	\$1,574,171	\$1,850,582	37.0	1
Food Services & Drinking Places	722	\$46,060,590	\$68,483,606	-\$22,423,016	-19.6	128
Special Food Services	7223	\$660,163	\$300,373	\$359,790	37.5	3
Drinking Places - Alcoholic Beverages	7224	\$641,627	\$199,036	\$442,591	52.6	1
Restaurants/Other Eating Places	7225	\$44,758,800	\$67,984,197	-\$23,225,397	-20.6	124

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

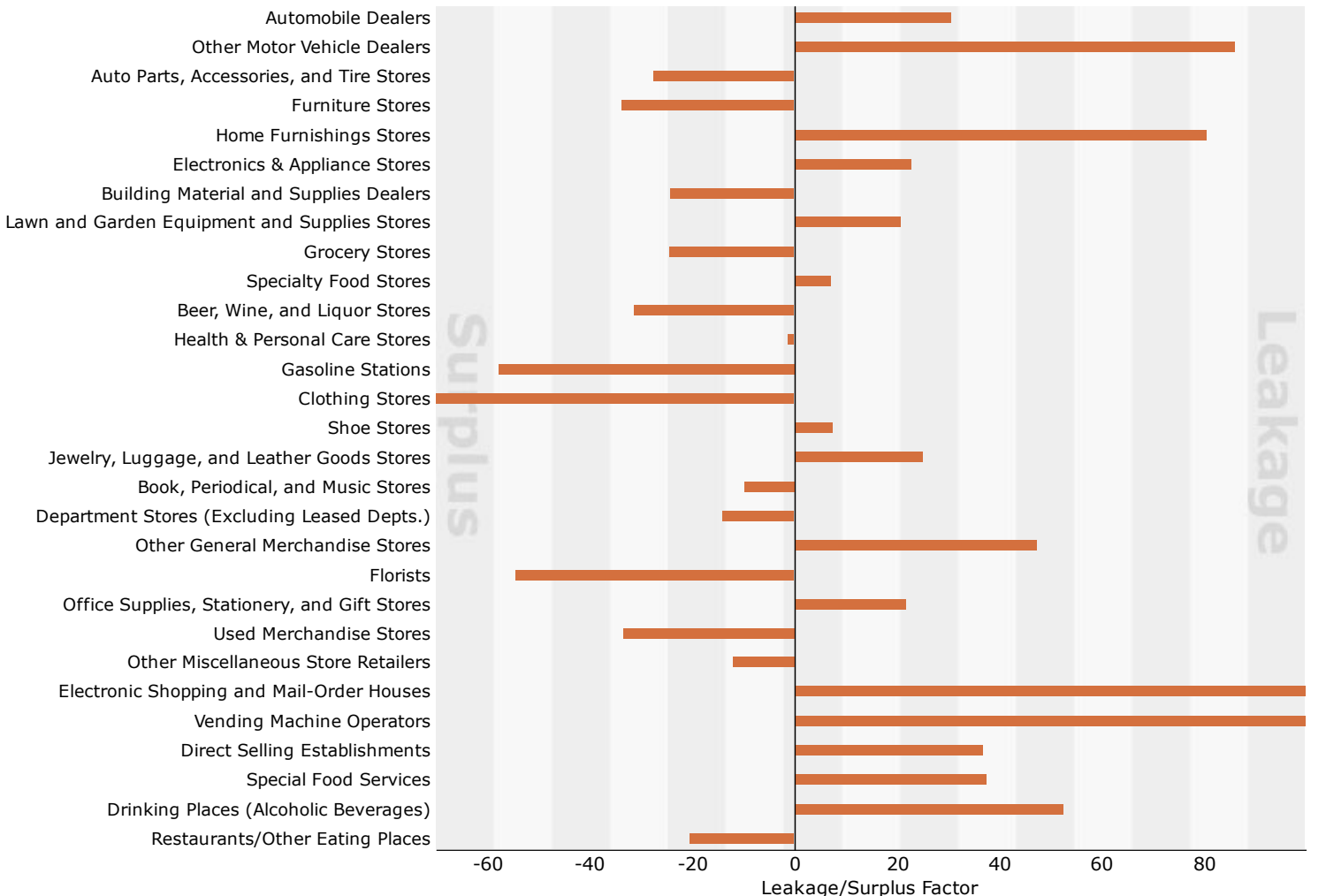
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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