



# Demographic and Income Profile

Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 37.41003  
 Longitude: -79.91288

Summary	Census 2010	2020	2025
Population	13,520	14,272	14,619
Households	5,392	5,701	5,844
Families	3,970	4,154	4,243
Average Household Size	2.44	2.44	2.44
Owner Occupied Housing Units	4,481	4,681	4,729
Renter Occupied Housing Units	911	1,021	1,114
Median Age	44.5	47.4	48.4
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.48%	0.74%	0.72%
Households	0.50%	0.70%	0.72%
Families	0.42%	0.63%	0.64%
Owner HHs	0.20%	0.69%	0.72%
Median Household Income	0.90%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	342	6.0%	334	5.7%
\$15,000 - \$24,999	413	7.2%	399	6.8%
\$25,000 - \$34,999	361	6.3%	345	5.9%
\$35,000 - \$49,999	644	11.3%	628	10.7%
\$50,000 - \$74,999	973	17.1%	961	16.4%
\$75,000 - \$99,999	777	13.6%	797	13.6%
\$100,000 - \$149,999	1,281	22.5%	1,339	22.9%
\$150,000 - \$199,999	473	8.3%	523	8.9%
\$200,000+	439	7.7%	518	8.9%
Median Household Income	\$77,953		\$81,518	
Average Household Income	\$98,381		\$107,106	
Per Capita Income	\$38,355		\$41,748	

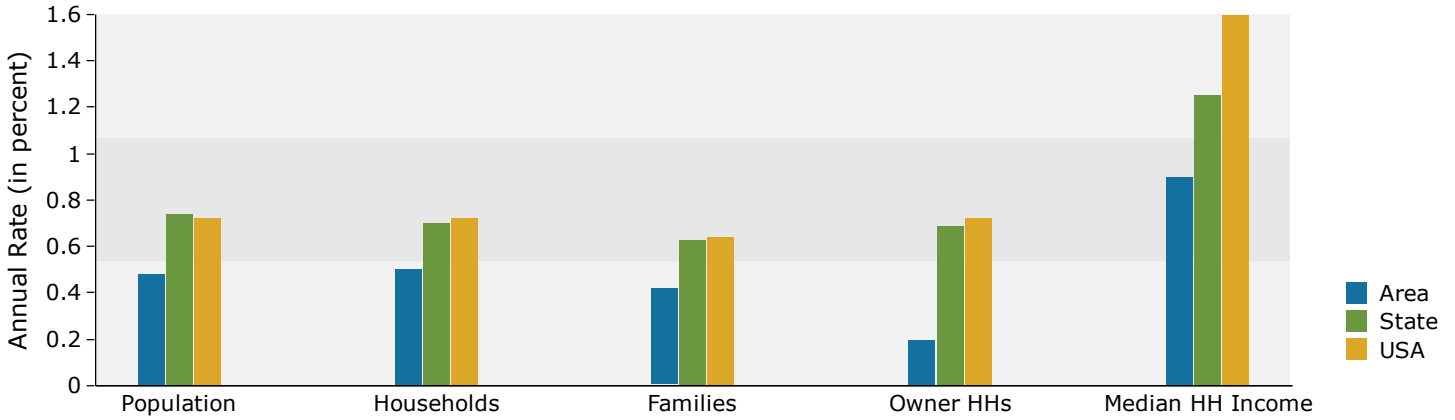
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	682	5.0%	629	4.4%	639	4.4%
5 - 9	832	6.2%	743	5.2%	740	5.1%
10 - 14	954	7.1%	879	6.2%	847	5.8%
15 - 19	920	6.8%	936	6.6%	936	6.4%
20 - 24	660	4.9%	785	5.5%	701	4.8%
25 - 34	1,070	7.9%	1,293	9.1%	1,306	8.9%
35 - 44	1,745	12.9%	1,433	10.0%	1,595	10.9%
45 - 54	2,244	16.6%	1,954	13.7%	1,724	11.8%
55 - 64	2,110	15.6%	2,311	16.2%	2,248	15.4%
65 - 74	1,270	9.4%	1,930	13.5%	2,137	14.6%
75 - 84	779	5.8%	990	6.9%	1,312	9.0%
85+	254	1.9%	389	2.7%	434	3.0%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,596	93.2%	13,044	91.4%	13,215	90.4%
Black Alone	541	4.0%	611	4.3%	640	4.4%
American Indian Alone	33	0.2%	40	0.3%	45	0.3%
Asian Alone	150	1.1%	252	1.8%	314	2.1%
Pacific Islander Alone	4	0.0%	4	0.0%	5	0.0%
Some Other Race Alone	47	0.3%	87	0.6%	108	0.7%
Two or More Races	149	1.1%	236	1.7%	293	2.0%
Hispanic Origin (Any Race)	230	1.7%	451	3.2%	565	3.9%

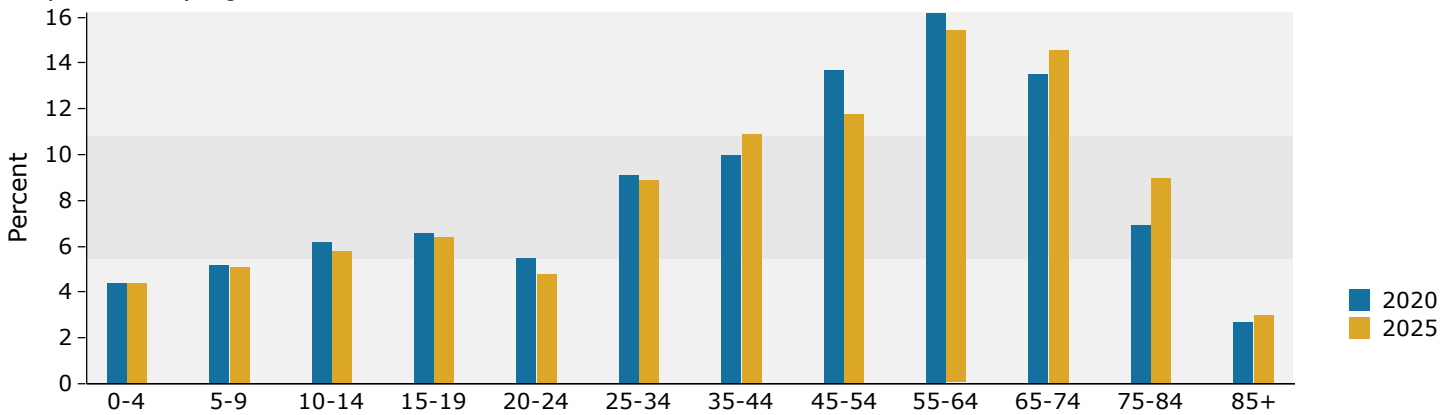
**Data Note:** Income is expressed in current dollars.

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

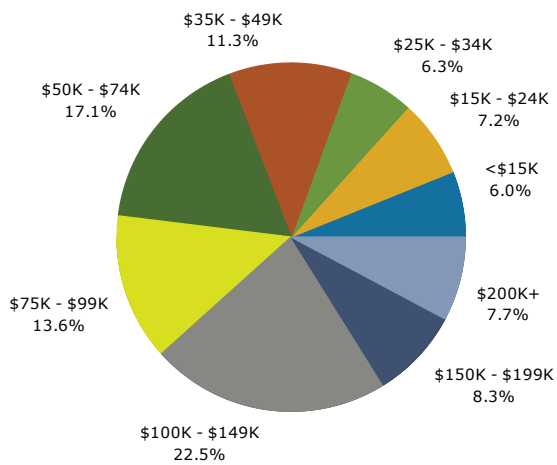
## Trends 2020-2025



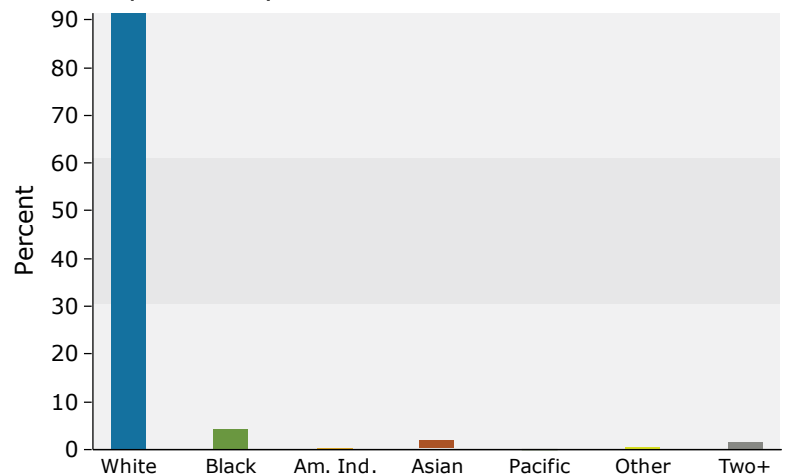
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 3.2%



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Daleville Point  
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 Drive Time: 20 minute radius

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 Latitude: 37.41003  
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Summary	Census 2010	2020	2025
Population	128,674	133,650	135,668
Households	52,645	54,573	55,405
Families	33,194	33,789	34,104
Average Household Size	2.36	2.36	2.36
Owner Occupied Housing Units	34,211	33,111	33,438
Renter Occupied Housing Units	18,434	21,462	21,967
Median Age	39.9	41.6	42.3
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.30%	0.74%	0.72%
Households	0.30%	0.70%	0.72%
Families	0.19%	0.63%	0.64%
Owner HHs	0.20%	0.69%	0.72%
Median Household Income	0.96%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	7,185	13.2%	7,011	12.7%
\$15,000 - \$24,999	6,290	11.5%	6,157	11.1%
\$25,000 - \$34,999	6,298	11.5%	6,039	10.9%
\$35,000 - \$49,999	7,637	14.0%	7,529	13.6%
\$50,000 - \$74,999	8,240	15.1%	8,163	14.7%
\$75,000 - \$99,999	7,737	14.2%	8,097	14.6%
\$100,000 - \$149,999	7,093	13.0%	7,706	13.9%
\$150,000 - \$199,999	2,296	4.2%	2,616	4.7%
\$200,000+	1,797	3.3%	2,086	3.8%
Median Household Income	\$49,675		\$52,117	
Average Household Income	\$68,533		\$74,486	
Per Capita Income	\$27,986		\$30,423	

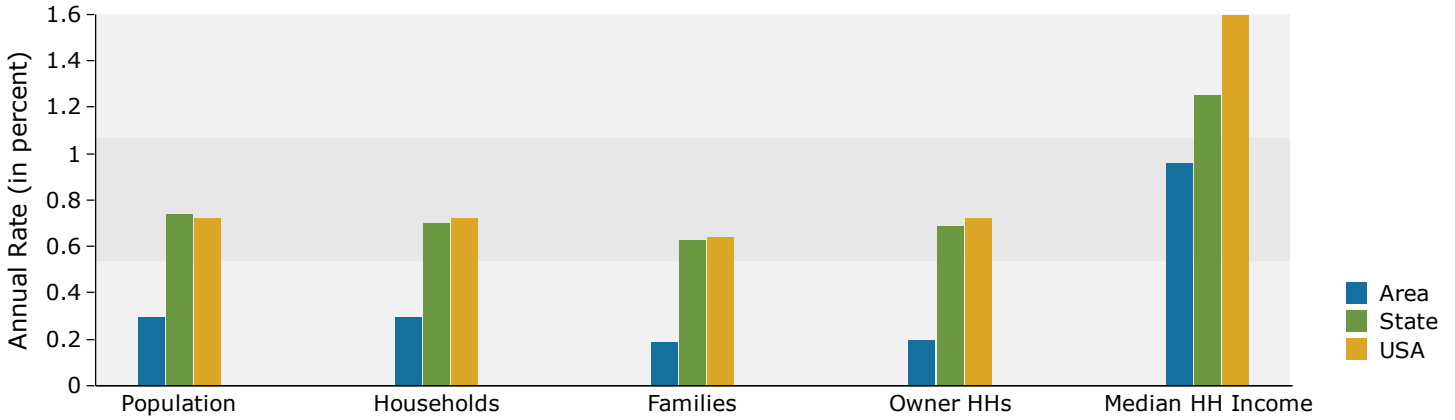
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,096	6.3%	7,435	5.6%	7,514	5.5%
5 - 9	7,718	6.0%	7,765	5.8%	7,576	5.6%
10 - 14	7,836	6.1%	7,811	5.8%	7,929	5.8%
15 - 19	8,735	6.8%	8,028	6.0%	8,379	6.2%
20 - 24	8,428	6.5%	8,241	6.2%	7,894	5.8%
25 - 34	15,641	12.2%	16,848	12.6%	16,229	12.0%
35 - 44	16,755	13.0%	16,016	12.0%	16,831	12.4%
45 - 54	19,120	14.9%	17,092	12.8%	16,230	12.0%
55 - 64	17,138	13.3%	18,392	13.8%	17,571	13.0%
65 - 74	9,899	7.7%	15,074	11.3%	16,286	12.0%
75 - 84	6,557	5.1%	7,496	5.6%	9,620	7.1%
85+	2,753	2.1%	3,453	2.6%	3,610	2.7%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	91,774	71.3%	90,772	67.9%	89,581	66.0%
Black Alone	28,937	22.5%	30,840	23.1%	31,777	23.4%
American Indian Alone	322	0.3%	386	0.3%	422	0.3%
Asian Alone	2,263	1.8%	4,252	3.2%	5,272	3.9%
Pacific Islander Alone	43	0.0%	67	0.1%	79	0.1%
Some Other Race Alone	2,450	1.9%	3,302	2.5%	3,796	2.8%
Two or More Races	2,883	2.2%	4,031	3.0%	4,742	3.5%
Hispanic Origin (Any Race)	5,778	4.5%	8,082	6.0%	9,434	7.0%

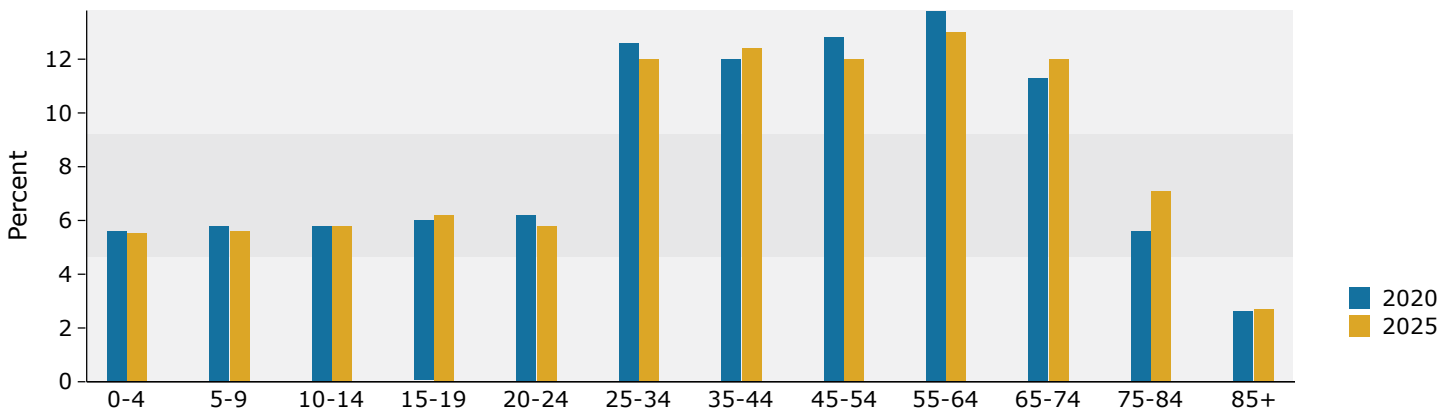
**Data Note:** Income is expressed in current dollars.

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

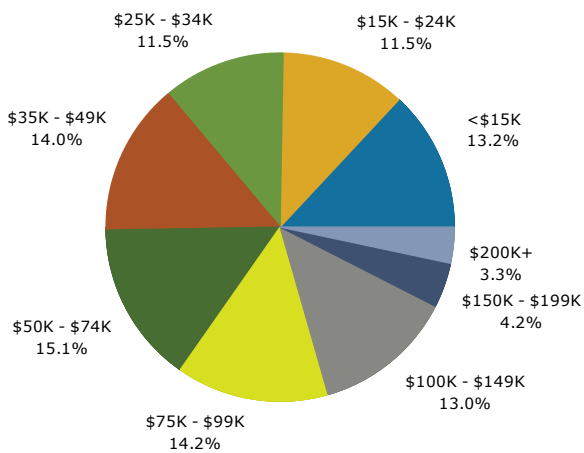
## Trends 2020-2025



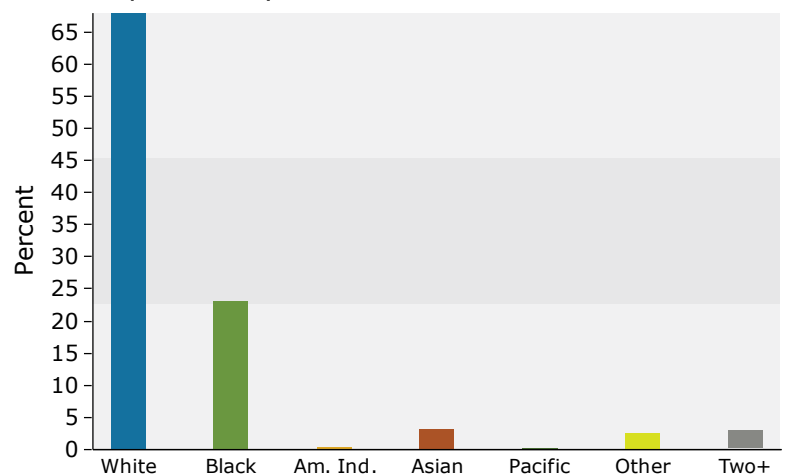
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 6.0%



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Summary	Census 2010	2020	2025
Population	287,814	296,651	300,221
Households	120,507	124,010	125,472
Families	76,880	77,833	78,317
Average Household Size	2.33	2.33	2.34
Owner Occupied Housing Units	82,694	80,589	81,515
Renter Occupied Housing Units	37,813	43,421	43,956
Median Age	41.7	43.8	44.5
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.24%	0.74%	0.72%
Households	0.23%	0.70%	0.72%
Families	0.12%	0.63%	0.64%
Owner HHs	0.23%	0.69%	0.72%
Median Household Income	1.02%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	13,318	10.7%	12,872	10.3%
\$15,000 - \$24,999	13,916	11.2%	13,505	10.8%
\$25,000 - \$34,999	13,416	10.8%	12,770	10.2%
\$35,000 - \$49,999	16,977	13.7%	16,575	13.2%
\$50,000 - \$74,999	20,298	16.4%	20,056	16.0%
\$75,000 - \$99,999	17,129	13.8%	17,834	14.2%
\$100,000 - \$149,999	17,370	14.0%	18,704	14.9%
\$150,000 - \$199,999	6,226	5.0%	7,007	5.6%
\$200,000+	5,361	4.3%	6,148	4.9%
Median Household Income	\$53,938		\$56,756	
Average Household Income	\$74,893		\$81,483	
Per Capita Income	\$31,411		\$34,156	

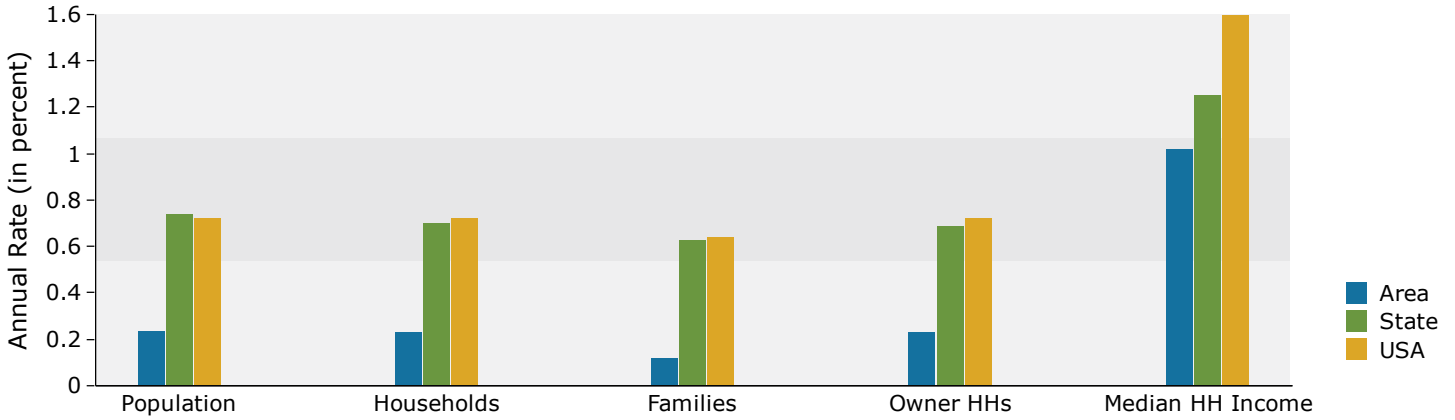
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	16,730	5.8%	15,230	5.1%	15,276	5.1%
5 - 9	16,847	5.9%	16,182	5.5%	15,813	5.3%
10 - 14	17,455	6.1%	16,900	5.7%	16,945	5.6%
15 - 19	18,244	6.3%	16,615	5.6%	17,087	5.7%
20 - 24	16,512	5.7%	16,399	5.5%	15,505	5.2%
25 - 34	33,448	11.6%	35,871	12.1%	34,584	11.5%
35 - 44	37,679	13.1%	35,148	11.8%	36,681	12.2%
45 - 54	44,306	15.4%	38,657	13.0%	36,437	12.1%
55 - 64	40,187	14.0%	43,484	14.7%	41,160	13.7%
65 - 74	24,060	8.4%	35,798	12.1%	38,765	12.9%
75 - 84	15,702	5.5%	18,078	6.1%	23,222	7.7%
85+	6,643	2.3%	8,292	2.8%	8,746	2.9%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	235,872	82.0%	233,896	78.8%	231,461	77.1%
Black Alone	37,374	13.0%	40,617	13.7%	42,252	14.1%
American Indian Alone	683	0.2%	872	0.3%	969	0.3%
Asian Alone	4,880	1.7%	8,488	2.9%	10,464	3.5%
Pacific Islander Alone	100	0.0%	151	0.1%	176	0.1%
Some Other Race Alone	3,441	1.2%	4,785	1.6%	5,577	1.9%
Two or More Races	5,464	1.9%	7,842	2.6%	9,320	3.1%
Hispanic Origin (Any Race)	8,990	3.1%	13,071	4.4%	15,571	5.2%

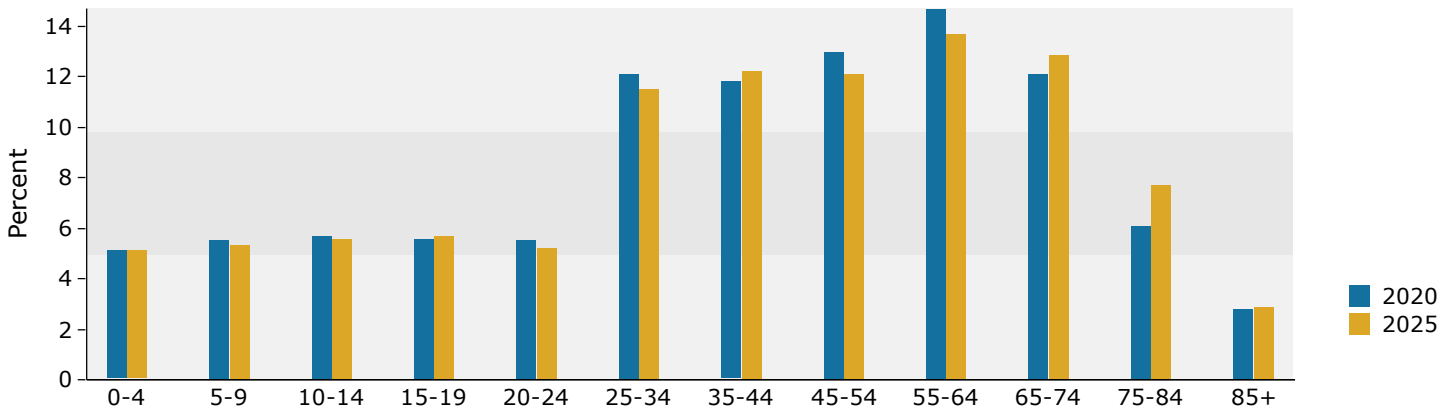
**Data Note:** Income is expressed in current dollars.

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

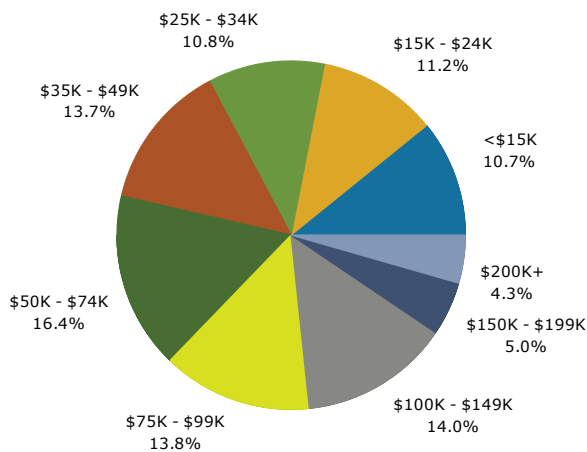
## Trends 2020-2025



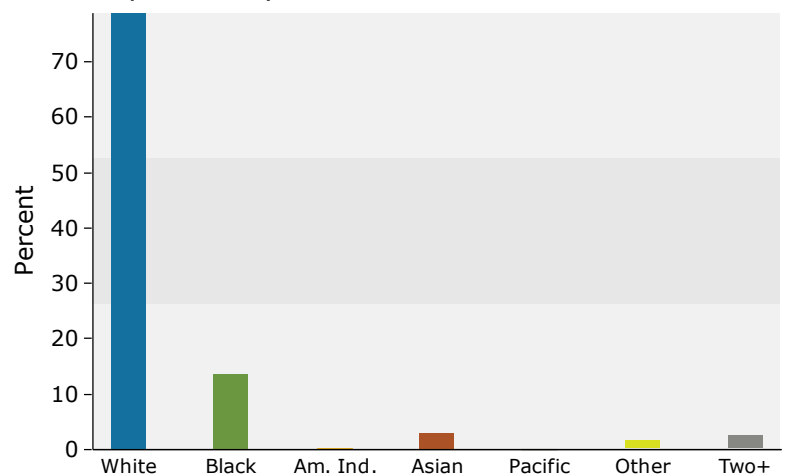
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 4.4%



# Market Profile

Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
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	10 minutes	20 minutes	40 minutes
<b>Population Summary</b>			
2000 Total Population	11,738	121,488	275,025
2010 Total Population	13,520	128,674	287,814
2020 Total Population	14,272	133,650	296,651
2020 Group Quarters	372	4,733	7,142
2025 Total Population	14,619	135,668	300,221
2020-2025 Annual Rate	0.48%	0.30%	0.24%
2020 Total Daytime Population	16,186	148,489	305,177
Workers	8,731	76,707	148,989
Residents	7,455	71,782	156,188
<b>Household Summary</b>			
2000 Households	4,451	49,585	114,281
2000 Average Household Size	2.51	2.35	2.34
2010 Households	5,392	52,645	120,507
2010 Average Household Size	2.44	2.36	2.33
2020 Households	5,701	54,573	124,010
2020 Average Household Size	2.44	2.36	2.33
2025 Households	5,844	55,405	125,472
2025 Average Household Size	2.44	2.36	2.34
2020-2025 Annual Rate	0.50%	0.30%	0.23%
2010 Families	3,970	33,194	76,880
2010 Average Family Size	2.86	2.94	2.89
2020 Families	4,154	33,789	77,833
2020 Average Family Size	2.87	2.96	2.91
2025 Families	4,243	34,104	78,317
2025 Average Family Size	2.87	2.96	2.92
2020-2025 Annual Rate	0.42%	0.19%	0.12%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,636	52,771	121,388
Owner Occupied Housing Units	83.5%	62.0%	65.7%
Renter Occupied Housing Units	12.5%	32.0%	28.4%
Vacant Housing Units	4.0%	6.0%	5.9%
2010 Housing Units	5,801	57,506	131,692
Owner Occupied Housing Units	77.2%	59.5%	62.8%
Renter Occupied Housing Units	15.7%	32.1%	28.7%
Vacant Housing Units	7.1%	8.5%	8.5%
2020 Housing Units	6,251	59,552	135,985
Owner Occupied Housing Units	74.9%	55.6%	59.3%
Renter Occupied Housing Units	16.3%	36.0%	31.9%
Vacant Housing Units	8.8%	8.4%	8.8%
2025 Housing Units	6,476	60,657	138,346
Owner Occupied Housing Units	73.0%	55.1%	58.9%
Renter Occupied Housing Units	17.2%	36.2%	31.8%
Vacant Housing Units	9.8%	8.7%	9.3%
<b>Median Household Income</b>			
2020	\$77,953	\$49,675	\$53,938
2025	\$81,518	\$52,117	\$56,756
<b>Median Home Value</b>			
2020	\$284,086	\$174,738	\$188,608
2025	\$301,542	\$192,116	\$209,252
<b>Per Capita Income</b>			
2020	\$38,355	\$27,986	\$31,411
2025	\$41,748	\$30,423	\$34,156
<b>Median Age</b>			
2010	44.5	39.9	41.7
2020	47.4	41.6	43.8
2025	48.4	42.3	44.5

**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
<b>2020 Households by Income</b>			
Household Income Base	5,701	54,573	124,010
<\$15,000	6.0%	13.2%	10.7%
\$15,000 - \$24,999	7.2%	11.5%	11.2%
\$25,000 - \$34,999	6.3%	11.5%	10.8%
\$35,000 - \$49,999	11.3%	14.0%	13.7%
\$50,000 - \$74,999	17.1%	15.1%	16.4%
\$75,000 - \$99,999	13.6%	14.2%	13.8%
\$100,000 - \$149,999	22.5%	13.0%	14.0%
\$150,000 - \$199,999	8.3%	4.2%	5.0%
\$200,000+	7.7%	3.3%	4.3%
Average Household Income	\$98,381	\$68,533	\$74,893
<b>2025 Households by Income</b>			
Household Income Base	5,844	55,405	125,472
<\$15,000	5.7%	12.7%	10.3%
\$15,000 - \$24,999	6.8%	11.1%	10.8%
\$25,000 - \$34,999	5.9%	10.9%	10.2%
\$35,000 - \$49,999	10.7%	13.6%	13.2%
\$50,000 - \$74,999	16.4%	14.7%	16.0%
\$75,000 - \$99,999	13.6%	14.6%	14.2%
\$100,000 - \$149,999	22.9%	13.9%	14.9%
\$150,000 - \$199,999	8.9%	4.7%	5.6%
\$200,000+	8.9%	3.8%	4.9%
Average Household Income	\$107,106	\$74,486	\$81,483
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	4,681	33,111	80,589
<\$50,000	1.6%	4.5%	4.9%
\$50,000 - \$99,999	2.1%	13.1%	10.2%
\$100,000 - \$149,999	5.8%	23.3%	19.3%
\$150,000 - \$199,999	12.8%	18.5%	20.2%
\$200,000 - \$249,999	13.8%	11.1%	13.7%
\$250,000 - \$299,999	20.3%	9.5%	9.7%
\$300,000 - \$399,999	19.2%	10.3%	11.2%
\$400,000 - \$499,999	13.8%	4.8%	4.9%
\$500,000 - \$749,999	8.7%	3.5%	3.8%
\$750,000 - \$999,999	1.0%	0.5%	1.1%
\$1,000,000 - \$1,499,999	0.3%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.2%
\$2,000,000 +	0.3%	0.3%	0.3%
Average Home Value	\$324,466	\$223,972	\$236,851
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	4,729	33,438	81,515
<\$50,000	1.2%	4.1%	4.3%
\$50,000 - \$99,999	1.4%	11.7%	9.0%
\$100,000 - \$149,999	4.2%	20.1%	16.2%
\$150,000 - \$199,999	10.2%	16.8%	18.0%
\$200,000 - \$249,999	12.5%	11.2%	13.6%
\$250,000 - \$299,999	20.2%	10.3%	10.6%
\$300,000 - \$399,999	21.3%	12.5%	13.5%
\$400,000 - \$499,999	16.0%	6.3%	6.3%
\$500,000 - \$749,999	10.7%	4.8%	5.2%
\$750,000 - \$999,999	1.3%	0.8%	1.6%
\$1,000,000 - \$1,499,999	0.5%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.3%	0.1%	0.3%
\$2,000,000 +	0.4%	0.6%	0.4%
Average Home Value	\$351,311	\$252,671	\$267,693

**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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Prepared by Esri  
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	10 minutes	20 minutes	40 minutes
<b>2010 Population by Age</b>			
Total	13,521	128,675	287,813
0 - 4	5.0%	6.3%	5.8%
5 - 9	6.2%	6.0%	5.9%
10 - 14	7.1%	6.1%	6.1%
15 - 24	11.7%	13.3%	12.1%
25 - 34	7.9%	12.2%	11.6%
35 - 44	12.9%	13.0%	13.1%
45 - 54	16.6%	14.9%	15.4%
55 - 64	15.6%	13.3%	14.0%
65 - 74	9.4%	7.7%	8.4%
75 - 84	5.8%	5.1%	5.5%
85 +	1.9%	2.1%	2.3%
18 +	77.7%	77.8%	78.4%
<b>2020 Population by Age</b>			
Total	14,272	133,651	296,654
0 - 4	4.4%	5.6%	5.1%
5 - 9	5.2%	5.8%	5.5%
10 - 14	6.2%	5.8%	5.7%
15 - 24	12.1%	12.2%	11.1%
25 - 34	9.1%	12.6%	12.1%
35 - 44	10.0%	12.0%	11.8%
45 - 54	13.7%	12.8%	13.0%
55 - 64	16.2%	13.8%	14.7%
65 - 74	13.5%	11.3%	12.1%
75 - 84	6.9%	5.6%	6.1%
85 +	2.7%	2.6%	2.8%
18 +	80.6%	79.5%	80.5%
<b>2025 Population by Age</b>			
Total	14,619	135,669	300,221
0 - 4	4.4%	5.5%	5.1%
5 - 9	5.1%	5.6%	5.3%
10 - 14	5.8%	5.8%	5.6%
15 - 24	11.2%	12.0%	10.9%
25 - 34	8.9%	12.0%	11.5%
35 - 44	10.9%	12.4%	12.2%
45 - 54	11.8%	12.0%	12.1%
55 - 64	15.4%	13.0%	13.7%
65 - 74	14.6%	12.0%	12.9%
75 - 84	9.0%	7.1%	7.7%
85 +	3.0%	2.7%	2.9%
18 +	81.3%	79.6%	80.7%
<b>2010 Population by Sex</b>			
Males	6,505	61,645	138,321
Females	7,015	67,029	149,493
<b>2020 Population by Sex</b>			
Males	6,894	64,223	143,142
Females	7,378	69,427	153,510
<b>2025 Population by Sex</b>			
Males	7,073	65,257	145,151
Females	7,546	70,411	155,070

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

Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri  
 Latitude: 37.41003  
 Longitude: -79.91288

	10 minutes	20 minutes	40 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	13,520	128,672	287,814
White Alone	93.2%	71.3%	82.0%
Black Alone	4.0%	22.5%	13.0%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.1%	1.8%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	1.9%	1.2%
Two or More Races	1.1%	2.2%	1.9%
Hispanic Origin	1.7%	4.5%	3.1%
Diversity Index	15.9	48.8	35.3
<b>2020 Population by Race/Ethnicity</b>			
Total	14,274	133,650	296,651
White Alone	91.4%	67.9%	78.8%
Black Alone	4.3%	23.1%	13.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.8%	3.2%	2.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.6%	2.5%	1.6%
Two or More Races	1.7%	3.0%	2.6%
Hispanic Origin	3.2%	6.0%	4.4%
Diversity Index	21.4	54.3	41.3
<b>2025 Population by Race/Ethnicity</b>			
Total	14,620	135,669	300,219
White Alone	90.4%	66.0%	77.1%
Black Alone	4.4%	23.4%	14.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	3.9%	3.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.7%	2.8%	1.9%
Two or More Races	2.0%	3.5%	3.1%
Hispanic Origin	3.9%	7.0%	5.2%
Diversity Index	24.1	57.1	44.5
<b>2010 Population by Relationship and Household Type</b>			
Total	13,520	128,674	287,814
In Households	97.3%	96.5%	97.6%
In Family Households	85.3%	78.1%	79.3%
Householder	28.7%	25.7%	26.7%
Spouse	24.6%	17.5%	19.6%
Child	28.5%	28.9%	28.0%
Other relative	2.1%	3.5%	2.9%
Nonrelative	1.3%	2.4%	2.1%
In Nonfamily Households	12.0%	18.4%	18.3%
In Group Quarters	2.7%	3.5%	2.4%
Institutionalized Population	0.5%	1.4%	1.3%
Noninstitutionalized Population	2.2%	2.1%	1.1%

**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.

**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

Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri  
 Latitude: 37.41003  
 Longitude: -79.91288

	10 minutes	20 minutes	40 minutes
<b>2020 Population 25+ by Educational Attainment</b>			
Total	10,301	94,371	215,325
Less than 9th Grade	2.3%	4.0%	3.6%
9th - 12th Grade, No Diploma	3.3%	7.5%	6.6%
High School Graduate	23.1%	27.6%	25.4%
GED/Alternative Credential	3.0%	5.4%	5.1%
Some College, No Degree	18.9%	20.5%	19.6%
Associate Degree	11.2%	10.4%	10.5%
Bachelor's Degree	23.8%	16.3%	18.4%
Graduate/Professional Degree	14.5%	8.3%	10.8%
<b>2020 Population 15+ by Marital Status</b>			
Total	12,022	110,640	248,339
Never Married	25.0%	33.1%	29.4%
Married	59.7%	45.5%	49.6%
Widowed	6.2%	7.9%	7.8%
Divorced	9.1%	13.5%	13.2%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,495	69,480	156,056
Population 16+ Employed	91.6%	89.1%	89.9%
Population 16+ Unemployment rate	8.4%	10.9%	10.1%
Population 16-24 Employed	11.3%	12.3%	11.3%
Population 16-24 Unemployment rate	16.7%	19.1%	18.5%
Population 25-54 Employed	57.1%	62.3%	61.2%
Population 25-54 Unemployment rate	7.2%	9.8%	9.3%
Population 55-64 Employed	21.7%	18.2%	19.5%
Population 55-64 Unemployment rate	7.7%	9.3%	8.0%
Population 65+ Employed	9.9%	7.2%	8.0%
Population 65+ Unemployment rate	6.6%	8.3%	7.6%
<b>2020 Employed Population 16+ by Industry</b>			
Total	6,864	61,906	140,297
Agriculture/Mining	2.0%	0.7%	0.7%
Construction	5.6%	6.0%	6.4%
Manufacturing	11.6%	11.0%	10.9%
Wholesale Trade	3.7%	2.9%	2.9%
Retail Trade	11.8%	10.7%	10.2%
Transportation/Utilities	6.8%	7.6%	6.4%
Information	1.4%	1.2%	1.4%
Finance/Insurance/Real Estate	7.3%	7.9%	7.4%
Services	46.0%	47.4%	48.7%
Public Administration	3.8%	4.6%	4.9%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	6,864	61,906	140,296
White Collar	68.2%	57.9%	60.9%
Management/Business/Financial	18.2%	13.0%	13.6%
Professional	24.5%	19.7%	22.9%
Sales	11.6%	10.1%	9.6%
Administrative Support	13.8%	15.1%	14.7%
Services	11.8%	18.2%	17.0%
Blue Collar	20.0%	23.9%	22.1%
Farming/Forestry/Fishing	0.2%	0.5%	0.4%
Construction/Extraction	3.8%	4.9%	4.8%
Installation/Maintenance/Repair	3.5%	3.2%	3.1%
Production	6.7%	7.9%	7.2%
Transportation/Material Moving	5.9%	7.5%	6.6%

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

Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri  
 Latitude: 37.41003  
 Longitude: -79.91288

	10 minutes	20 minutes	40 minutes
<b>2010 Households by Type</b>			
Total	5,391	52,645	120,507
Households with 1 Person	22.6%	30.7%	30.3%
Households with 2+ People	77.4%	69.3%	69.7%
Family Households	73.6%	63.1%	63.8%
Husband-wife Families	63.1%	42.9%	46.8%
With Related Children	24.6%	16.9%	18.1%
Other Family (No Spouse Present)	10.5%	20.1%	17.0%
Other Family with Male Householder	2.9%	4.6%	4.2%
With Related Children	1.7%	2.6%	2.4%
Other Family with Female Householder	7.6%	15.5%	12.8%
With Related Children	4.8%	10.2%	8.2%
Nonfamily Households	3.7%	6.3%	5.9%
All Households with Children	31.4%	30.2%	29.1%
Multigenerational Households	2.9%	3.8%	3.3%
Unmarried Partner Households	4.2%	6.5%	6.1%
Male-female	3.5%	5.8%	5.4%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	5,391	52,645	120,506
1 Person Household	22.6%	30.7%	30.3%
2 Person Household	39.3%	34.2%	35.7%
3 Person Household	15.7%	16.0%	15.7%
4 Person Household	14.6%	11.3%	11.3%
5 Person Household	5.2%	4.9%	4.6%
6 Person Household	1.9%	1.9%	1.6%
7 + Person Household	0.6%	1.1%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,392	52,645	120,507
Owner Occupied	83.1%	65.0%	68.6%
Owned with a Mortgage/Loan	57.8%	46.1%	46.9%
Owned Free and Clear	25.4%	18.9%	21.8%
Renter Occupied	16.9%	35.0%	31.4%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	157	155	157
Percent of Income for Mortgage	15.2%	14.7%	14.6%
Wealth Index	134	70	81
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,801	57,506	131,692
Housing Units Inside Urbanized Area	57.2%	89.7%	75.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	2.7%
Rural Housing Units	42.8%	10.3%	22.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,520	128,674	287,814
Population Inside Urbanized Area	58.6%	89.3%	74.9%
Population Inside Urbanized Cluster	0.0%	0.0%	2.6%
Rural Population	41.4%	10.7%	22.4%

**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.

**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

Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri  
 Latitude: 37.41003  
 Longitude: -79.91288

	10 minutes	20 minutes	40 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Exurbanites (1E)	Comfortable Empty Nesters	Comfortable Empty Nesters (5A)
2.	Comfortable Empty Nesters (5A)	Rustbelt Traditions (5D)	Salt of the Earth (6B)
3.	Green Acres (6A)	Old and Newcomers (8F)	Old and Newcomers (8F)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,813,181	\$89,949,283	\$220,335,577
Average Spent	\$2,247.53	\$1,648.24	\$1,776.76
Spending Potential Index	105	77	83
Education: Total \$	\$11,156,782	\$71,787,901	\$177,777,861
Average Spent	\$1,956.99	\$1,315.45	\$1,433.58
Spending Potential Index	109	74	80
Entertainment/Recreation: Total \$	\$20,542,104	\$136,827,528	\$342,452,364
Average Spent	\$3,603.25	\$2,507.24	\$2,761.49
Spending Potential Index	111	77	85
Food at Home: Total \$	\$32,303,389	\$225,048,093	\$558,238,955
Average Spent	\$5,666.27	\$4,123.80	\$4,501.56
Spending Potential Index	106	77	84
Food Away from Home: Total \$	\$22,519,641	\$157,066,955	\$387,001,735
Average Spent	\$3,950.12	\$2,878.11	\$3,120.73
Spending Potential Index	105	76	83
Health Care: Total \$	\$37,451,013	\$249,734,660	\$624,204,460
Average Spent	\$6,569.20	\$4,576.16	\$5,033.50
Spending Potential Index	114	80	88
HH Furnishings & Equipment: Total \$	\$13,835,609	\$92,734,099	\$229,812,874
Average Spent	\$2,426.87	\$1,699.27	\$1,853.18
Spending Potential Index	111	78	85
Personal Care Products & Services: Total \$	\$5,699,893	\$39,256,745	\$96,293,862
Average Spent	\$999.81	\$719.34	\$776.50
Spending Potential Index	109	78	85
Shelter: Total \$	\$115,117,438	\$791,814,839	\$1,944,287,548
Average Spent	\$20,192.50	\$14,509.28	\$15,678.47
Spending Potential Index	104	75	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,311,155	\$99,535,010	\$251,303,122
Average Spent	\$2,685.70	\$1,823.89	\$2,026.47
Spending Potential Index	115	78	87
Travel: Total \$	\$15,504,394	\$98,315,874	\$245,920,181
Average Spent	\$2,719.59	\$1,801.55	\$1,983.07
Spending Potential Index	113	75	82
Vehicle Maintenance & Repairs: Total \$	\$7,208,058	\$50,557,627	\$125,869,300
Average Spent	\$1,264.35	\$926.42	\$1,014.99
Spending Potential Index	109	80	88

**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

Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 37.41003  
 Longitude: -79.91288

## Summary Demographics

2020 Population	14,272
2020 Households	5,701
2020 Median Disposable Income	\$60,567
2020 Per Capita Income	\$38,355

**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.**

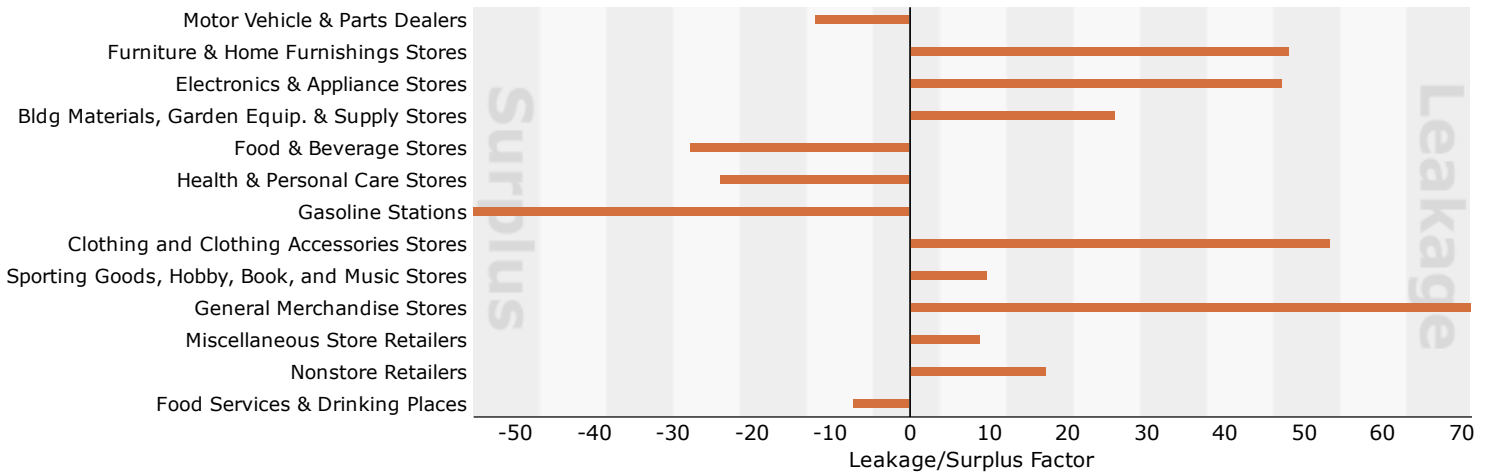
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$230,760,538	\$276,140,603	-\$45,380,065	-9.0	140
Total Retail Trade	44-45	\$208,675,780	\$250,655,596	-\$41,979,816	-9.1	99
Total Food & Drink	722	\$22,084,758	\$25,485,006	-\$3,400,248	-7.1	42
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$44,735,335	\$56,936,628	-\$12,201,293	-12.0	11
Automobile Dealers	4411	\$36,534,533	\$42,578,447	-\$6,043,914	-7.6	6
Other Motor Vehicle Dealers	4412	\$4,642,533	\$1,837,143	\$2,805,390	43.3	1
Auto Parts, Accessories & Tire Stores	4413	\$3,558,270	\$12,521,038	-\$8,962,768	-55.7	4
Furniture & Home Furnishings Stores	442	\$7,933,116	\$2,768,507	\$5,164,609	48.3	2
Furniture Stores	4421	\$4,344,524	\$0	\$4,344,524	100.0	0
Home Furnishings Stores	4422	\$3,588,592	\$2,733,590	\$855,002	13.5	2
Electronics & Appliance Stores	443	\$6,693,349	\$2,399,521	\$4,293,828	47.2	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,945,992	\$8,754,991	\$6,191,001	26.1	10
Bldg Material & Supplies Dealers	4441	\$13,831,062	\$8,020,142	\$5,810,920	26.6	8
Lawn & Garden Equip & Supply Stores	4442	\$1,114,930	\$734,849	\$380,081	20.5	2
Food & Beverage Stores	445	\$36,383,521	\$64,719,353	-\$28,335,832	-28.0	13
Grocery Stores	4451	\$33,677,247	\$60,317,250	-\$26,640,003	-28.3	10
Specialty Food Stores	4452	\$1,054,536	\$2,943,631	-\$1,889,095	-47.2	2
Beer, Wine & Liquor Stores	4453	\$1,651,737	\$1,458,472	\$193,265	6.2	2
Health & Personal Care Stores	446,4461	\$12,832,606	\$20,992,510	-\$8,159,904	-24.1	9
Gasoline Stations	447,4471	\$20,339,896	\$70,790,545	-\$50,450,649	-55.4	14
Clothing & Clothing Accessories Stores	448	\$10,306,542	\$3,132,962	\$7,173,580	53.4	5
Clothing Stores	4481	\$6,927,162	\$1,456,234	\$5,470,928	65.3	2
Shoe Stores	4482	\$1,442,694	\$0	\$1,442,694	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,936,686	\$1,451,456	\$485,230	14.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$5,627,735	\$4,613,050	\$1,014,685	9.9	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,789,813	\$4,516,720	\$273,093	2.9	5
Book, Periodical & Music Stores	4512	\$837,923	\$0	\$837,923	100.0	0
General Merchandise Stores	452	\$37,065,400	\$6,221,080	\$30,844,320	71.3	5
Department Stores Excluding Leased Depts.	4521	\$25,707,590	\$4,872,741	\$20,834,849	68.1	2
Other General Merchandise Stores	4529	\$11,357,811	\$1,348,339	\$10,009,472	78.8	3
Miscellaneous Store Retailers	453	\$7,778,730	\$6,488,729	\$1,290,001	9.0	19
Florists	4531	\$406,907	\$347,279	\$59,628	7.9	2
Office Supplies, Stationery & Gift Stores	4532	\$1,915,332	\$441,613	\$1,473,719	62.5	3
Used Merchandise Stores	4533	\$915,543	\$1,463,567	-\$548,024	-23.0	5
Other Miscellaneous Store Retailers	4539	\$4,540,949	\$4,236,270	\$304,679	3.5	8
Nonstore Retailers	454	\$4,033,556	\$2,837,719	\$1,195,837	17.4	2
Electronic Shopping & Mail-Order Houses	4541	\$2,515,382	\$2,539,381	-\$23,999	-0.5	1
Vending Machine Operators	4542	\$180,075	\$298,338	-\$118,263	-24.7	1
Direct Selling Establishments	4543	\$1,338,099	\$0	\$1,338,099	100.0	0
Food Services & Drinking Places	722	\$22,084,758	\$25,485,006	-\$3,400,248	-7.1	42
Special Food Services	7223	\$317,384	\$225,912	\$91,472	16.8	2
Drinking Places - Alcoholic Beverages	7224	\$280,369	\$0	\$280,369	100.0	0
Restaurants/Other Eating Places	7225	\$21,487,005	\$25,259,094	-\$3,772,089	-8.1	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.

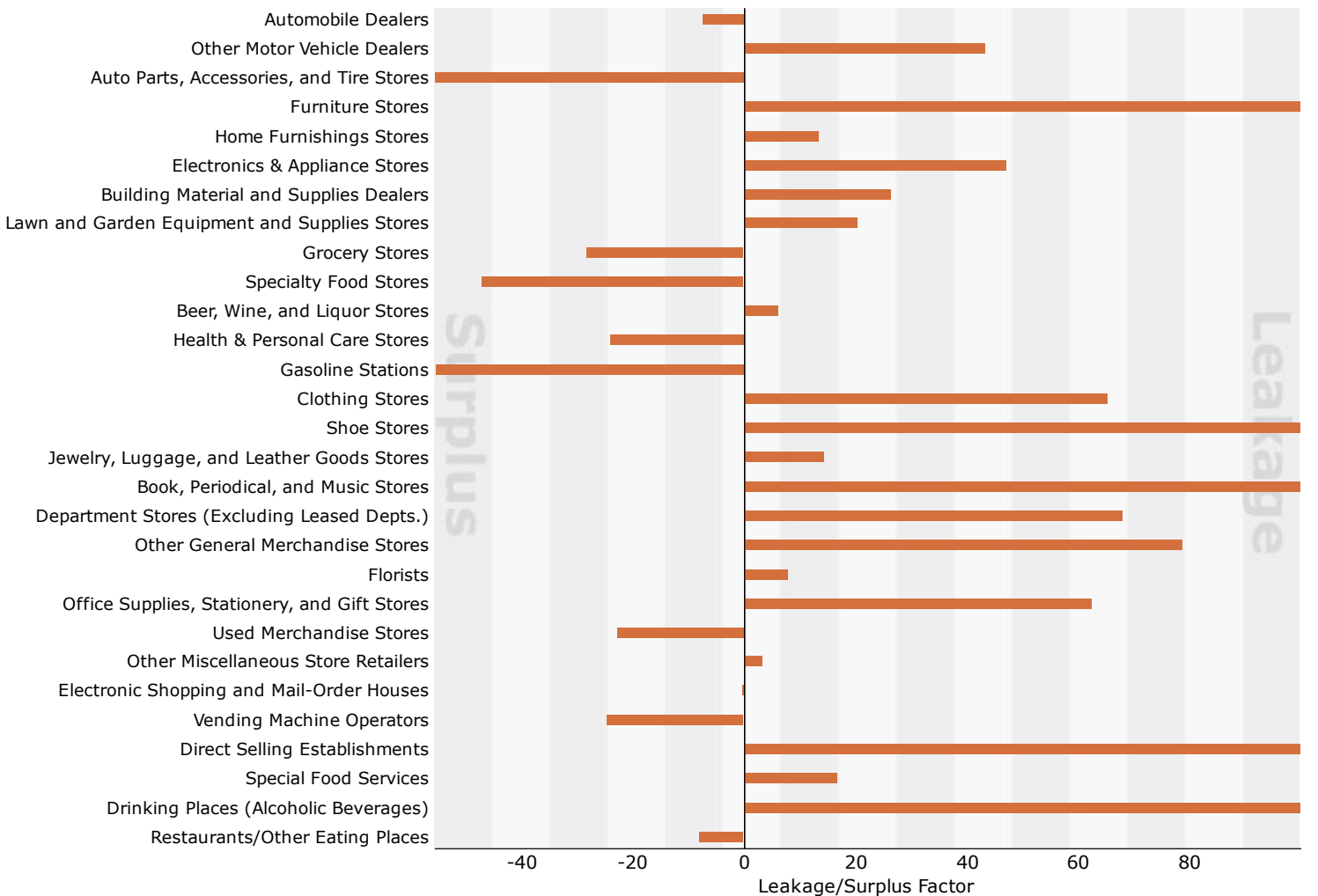
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**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



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





# Retail MarketPlace Profile

Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
 Drive Time: 20 minute radius

Prepared by Esri  
 Latitude: 37.41003  
 Longitude: -79.91288

## Summary Demographics

2020 Population	133,650
2020 Households	54,573
2020 Median Disposable Income	\$40,867
2020 Per Capita Income	\$27,986

**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	\$1,548,843,973	\$2,898,137,342	-\$1,349,293,369	-30.3	1,271
Total Retail Trade	44-45	\$1,400,964,192	\$2,611,666,322	-\$1,210,702,130	-30.2	898
Total Food & Drink	722	\$147,879,780	\$286,471,020	-\$138,591,240	-31.9	373
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$300,231,265	\$714,597,703	-\$414,366,438	-40.8	137
Automobile Dealers	4411	\$245,974,475	\$624,958,966	-\$378,984,491	-43.5	75
Other Motor Vehicle Dealers	4412	\$30,523,880	\$34,923,085	-\$4,399,205	-6.7	18
Auto Parts, Accessories & Tire Stores	4413	\$23,732,910	\$54,715,652	-\$30,982,742	-39.5	45
Furniture & Home Furnishings Stores	442	\$52,320,737	\$66,535,318	-\$14,214,581	-12.0	43
Furniture Stores	4421	\$29,384,123	\$48,650,707	-\$19,266,584	-24.7	25
Home Furnishings Stores	4422	\$22,936,614	\$17,884,611	\$5,052,003	12.4	18
Electronics & Appliance Stores	443	\$44,572,587	\$77,165,038	-\$32,592,451	-26.8	39
Bldg Materials, Garden Equip. & Supply Stores	444	\$92,884,844	\$241,655,832	-\$148,770,988	-44.5	75
Bldg Material & Supplies Dealers	4441	\$85,990,973	\$235,162,471	-\$149,171,498	-46.4	65
Lawn & Garden Equip & Supply Stores	4442	\$6,893,871	\$6,493,361	\$400,510	3.0	11
Food & Beverage Stores	445	\$249,424,587	\$439,491,464	-\$190,066,877	-27.6	112
Grocery Stores	4451	\$231,390,881	\$413,666,974	-\$182,276,093	-28.3	88
Specialty Food Stores	4452	\$7,290,973	\$13,270,488	-\$5,979,515	-29.1	17
Beer, Wine & Liquor Stores	4453	\$10,742,734	\$12,554,002	-\$1,811,268	-7.8	7
Health & Personal Care Stores	446,4461	\$85,600,934	\$186,770,422	-\$101,169,488	-37.1	79
Gasoline Stations	447,4471	\$140,735,322	\$182,706,717	-\$41,971,395	-13.0	53
Clothing & Clothing Accessories Stores	448	\$68,271,246	\$115,455,323	-\$47,184,077	-25.7	109
Clothing Stores	4481	\$46,255,943	\$79,045,192	-\$32,789,249	-26.2	72
Shoe Stores	4482	\$9,740,714	\$19,817,354	-\$10,076,640	-34.1	14
Jewelry, Luggage & Leather Goods Stores	4483	\$12,274,589	\$16,592,777	-\$4,318,188	-15.0	23
Sporting Goods, Hobby, Book & Music Stores	451	\$37,564,078	\$79,513,520	-\$41,949,442	-35.8	54
Sporting Goods/Hobby/Musical Instr Stores	4511	\$31,789,220	\$74,925,608	-\$43,136,388	-40.4	45
Book, Periodical & Music Stores	4512	\$5,774,858	\$4,587,911	\$1,186,947	11.5	8
General Merchandise Stores	452	\$250,555,988	\$394,303,639	-\$143,747,651	-22.3	54
Department Stores Excluding Leased Depts.	4521	\$172,711,878	\$275,702,840	-\$102,990,962	-23.0	18
Other General Merchandise Stores	4529	\$77,844,111	\$118,600,798	-\$40,756,687	-20.7	35
Miscellaneous Store Retailers	453	\$52,179,851	\$78,909,704	-\$26,729,853	-20.4	128
Florists	4531	\$2,443,877	\$2,703,396	-\$259,519	-5.0	9
Office Supplies, Stationery & Gift Stores	4532	\$12,742,519	\$18,524,595	-\$5,782,076	-18.5	35
Used Merchandise Stores	4533	\$6,127,093	\$29,377,049	-\$23,249,956	-65.5	33
Other Miscellaneous Store Retailers	4539	\$30,866,361	\$28,304,664	\$2,561,697	4.3	52
Nonstore Retailers	454	\$26,622,754	\$34,561,642	-\$7,938,888	-13.0	15
Electronic Shopping & Mail-Order Houses	4541	\$16,945,908	\$13,808,623	\$3,137,285	10.2	6
Vending Machine Operators	4542	\$1,245,798	\$17,096,633	-\$15,850,835	-86.4	4
Direct Selling Establishments	4543	\$8,431,048	\$3,656,385	\$4,774,663	39.5	5
Food Services & Drinking Places	722	\$147,879,780	\$286,471,020	-\$138,591,240	-31.9	373
Special Food Services	7223	\$2,100,550	\$4,182,391	-\$2,081,841	-33.1	15
Drinking Places - Alcoholic Beverages	7224	\$1,901,221	\$1,328,218	\$573,003	17.7	5
Restaurants/Other Eating Places	7225	\$143,878,008	\$280,960,412	-\$137,082,404	-32.3	353

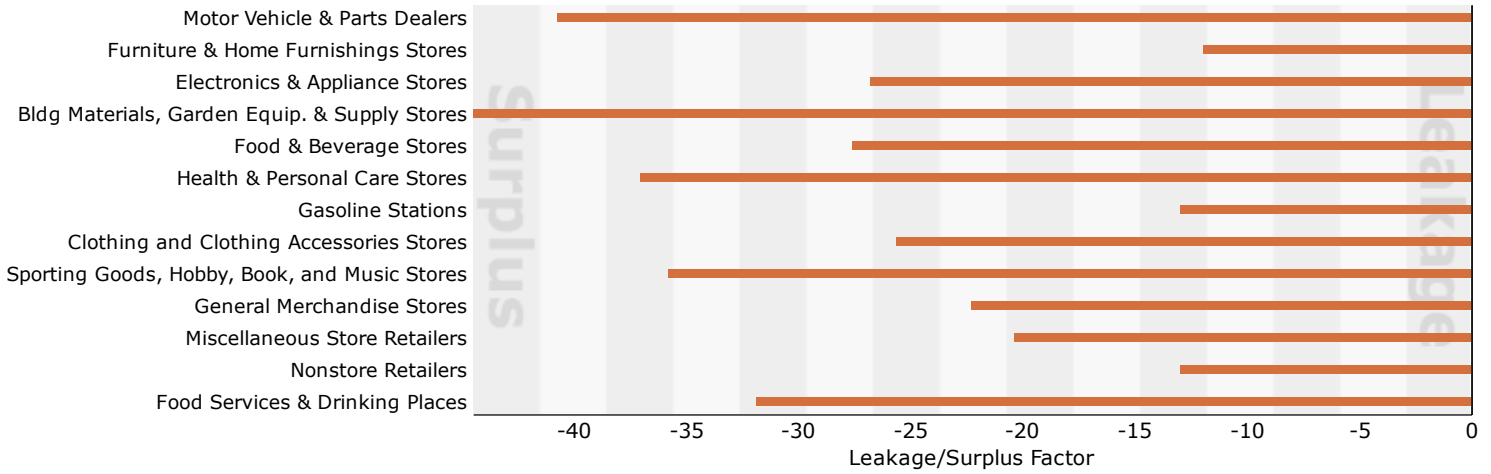
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>

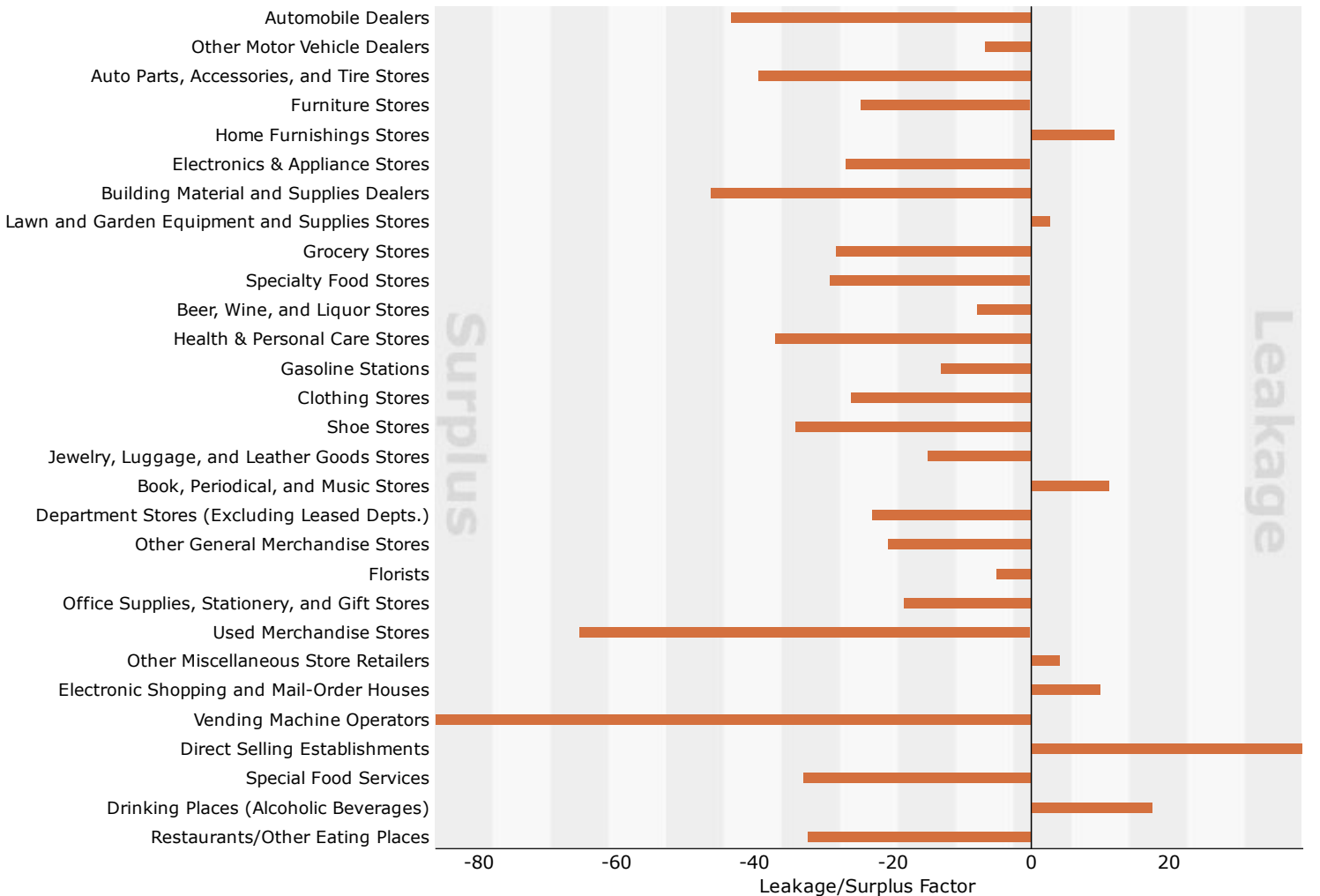
**Source:** Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.



## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
 Drive Time: 40 minute radius

Prepared by Esri  
 Latitude: 37.41003  
 Longitude: -79.91288

## Summary Demographics

2020 Population	296,651
2020 Households	124,010
2020 Median Disposable Income	\$44,362
2020 Per Capita Income	\$31,411

**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	\$3,889,556,817	\$5,085,076,439	-\$1,195,519,622	-13.3	2,286
Total Retail Trade	44-45	\$3,521,036,369	\$4,607,796,481	-\$1,086,760,112	-13.4	1,653
Total Food & Drink	722	\$368,520,449	\$477,279,959	-\$108,759,510	-12.9	633
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$759,165,168	\$1,376,600,996	-\$617,435,828	-28.9	234
Automobile Dealers	4411	\$621,789,845	\$1,243,358,842	-\$621,568,997	-33.3	125
Other Motor Vehicle Dealers	4412	\$77,775,723	\$42,671,023	\$35,104,700	29.1	26
Auto Parts, Accessories & Tire Stores	4413	\$59,599,600	\$90,571,130	-\$30,971,530	-20.6	83
Furniture & Home Furnishings Stores	442	\$130,371,446	\$120,153,479	\$10,217,967	4.1	87
Furniture Stores	4421	\$72,862,945	\$76,721,437	-\$3,858,492	-2.6	48
Home Furnishings Stores	4422	\$57,508,501	\$43,432,042	\$14,076,459	13.9	39
Electronics & Appliance Stores	443	\$111,016,239	\$98,011,967	\$13,004,272	6.2	60
Bldg Materials, Garden Equip. & Supply Stores	444	\$238,356,089	\$401,071,623	-\$162,715,534	-25.4	148
Bldg Material & Supplies Dealers	4441	\$220,484,028	\$386,534,063	-\$166,050,035	-27.4	122
Lawn & Garden Equip & Supply Stores	4442	\$17,872,060	\$14,537,560	\$3,334,500	10.3	26
Food & Beverage Stores	445	\$623,759,495	\$828,327,570	-\$204,568,075	-14.1	207
Grocery Stores	4451	\$578,643,024	\$789,426,643	-\$210,783,619	-15.4	163
Specialty Food Stores	4452	\$18,200,587	\$20,234,827	-\$2,034,240	-5.3	30
Beer, Wine & Liquor Stores	4453	\$26,915,884	\$18,666,099	\$8,249,785	18.1	14
Health & Personal Care Stores	446,4461	\$215,898,340	\$299,628,248	-\$83,729,908	-16.2	139
Gasoline Stations	447,4471	\$352,930,410	\$391,729,055	-\$38,798,645	-5.2	118
Clothing & Clothing Accessories Stores	448	\$170,257,187	\$166,980,206	\$3,276,981	1.0	180
Clothing Stores	4481	\$115,294,106	\$104,612,216	\$10,681,890	4.9	117
Shoe Stores	4482	\$24,197,581	\$27,177,046	-\$2,979,465	-5.8	24
Jewelry, Luggage & Leather Goods Stores	4483	\$30,765,500	\$35,190,943	-\$4,425,443	-6.7	39
Sporting Goods, Hobby, Book & Music Stores	451	\$93,758,696	\$108,701,708	-\$14,943,012	-7.4	94
Sporting Goods/Hobby/Musical Instr Stores	4511	\$79,479,437	\$98,395,315	-\$18,915,878	-10.6	80
Book, Periodical & Music Stores	4512	\$14,279,259	\$10,306,392	\$3,972,867	16.2	14
General Merchandise Stores	452	\$626,018,177	\$638,561,073	-\$12,542,896	-1.0	101
Department Stores Excluding Leased Depts.	4521	\$431,208,883	\$474,698,627	-\$43,489,744	-4.8	31
Other General Merchandise Stores	4529	\$194,809,294	\$163,862,446	\$30,946,848	8.6	70
Miscellaneous Store Retailers	453	\$132,006,308	\$136,470,102	-\$4,463,794	-1.7	259
Florists	4531	\$6,261,147	\$6,578,014	-\$316,867	-2.5	23
Office Supplies, Stationery & Gift Stores	4532	\$31,828,749	\$28,819,379	\$3,009,370	5.0	70
Used Merchandise Stores	4533	\$15,240,279	\$47,240,105	-\$31,999,826	-51.2	64
Other Miscellaneous Store Retailers	4539	\$78,676,134	\$53,832,603	\$24,843,531	18.7	102
Nonstore Retailers	454	\$67,498,815	\$41,560,456	\$25,938,359	23.8	27
Electronic Shopping & Mail-Order Houses	4541	\$42,249,171	\$18,776,134	\$23,473,037	38.5	12
Vending Machine Operators	4542	\$3,109,654	\$18,014,096	-\$14,904,442	-70.6	6
Direct Selling Establishments	4543	\$22,139,990	\$4,770,226	\$17,369,764	64.5	9
Food Services & Drinking Places	722	\$368,520,449	\$477,279,959	-\$108,759,510	-12.9	633
Special Food Services	7223	\$5,257,192	\$7,860,509	-\$2,603,317	-19.8	20
Drinking Places - Alcoholic Beverages	7224	\$4,708,058	\$2,861,368	\$1,846,690	24.4	8
Restaurants/Other Eating Places	7225	\$358,555,199	\$466,558,082	-\$108,002,883	-13.1	604

**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.

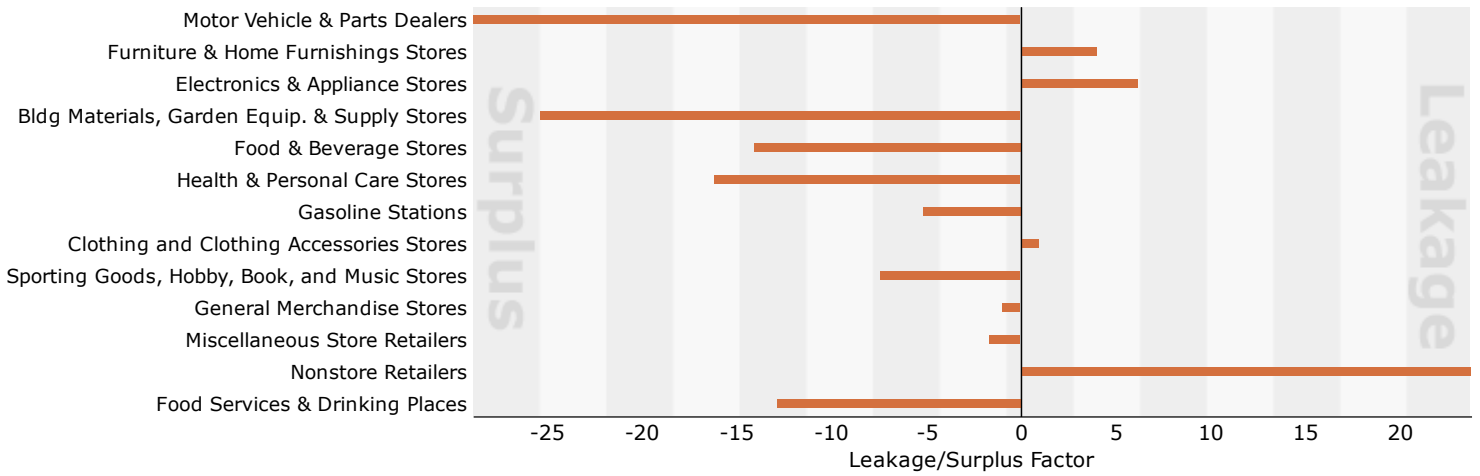
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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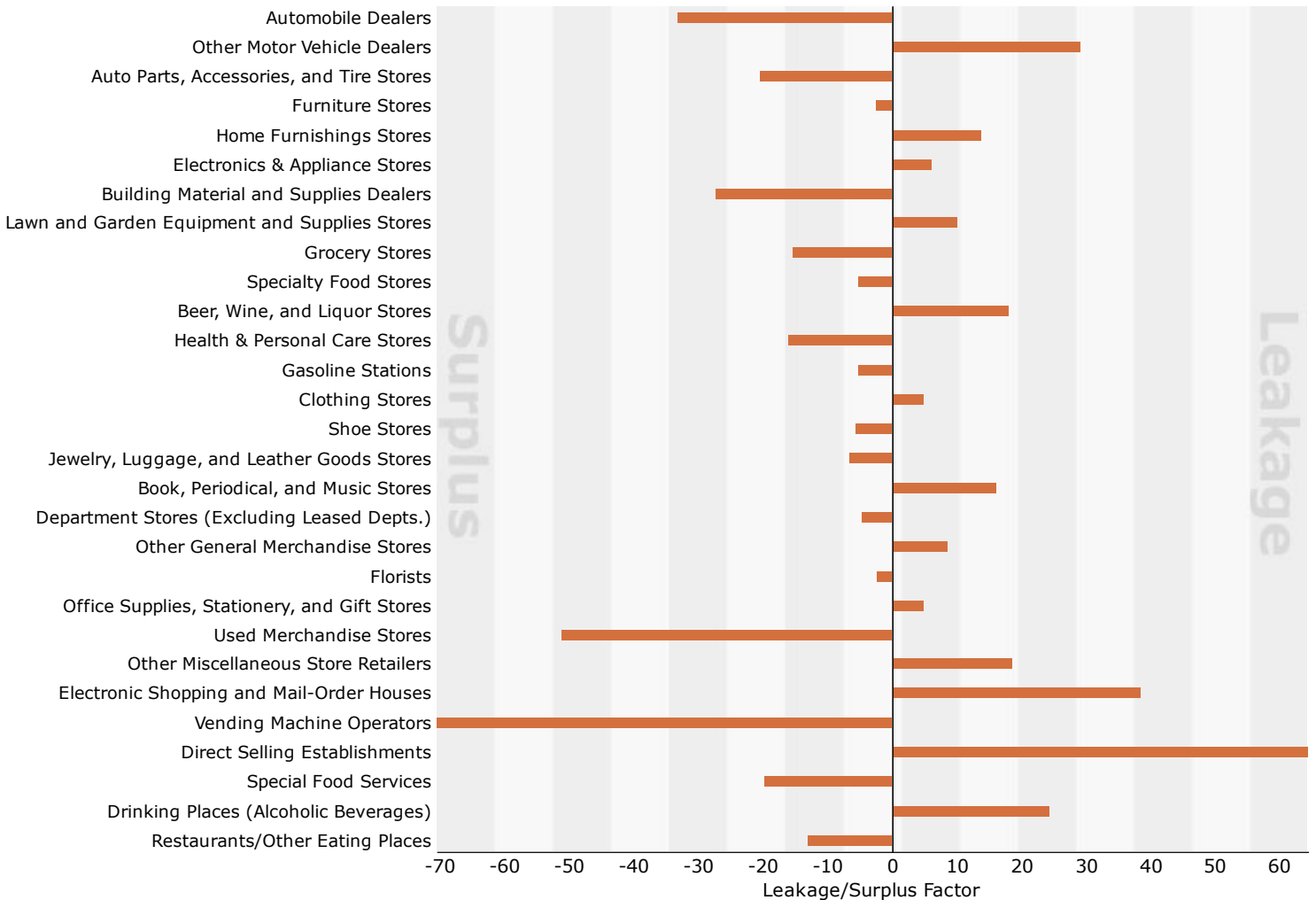
Daleville Point  
 1733-1777 US-220 S, Daleville, Virginia, 24083  
 Drive Time: 40 minute radius

Prepared by Esri  
 Latitude: 37.41003  
 Longitude: -79.91288

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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