



Demographic and Income Profile

NRV
Exit 2, Christiansburg, Virginia, 24073
Drive Time: 10 minute radius

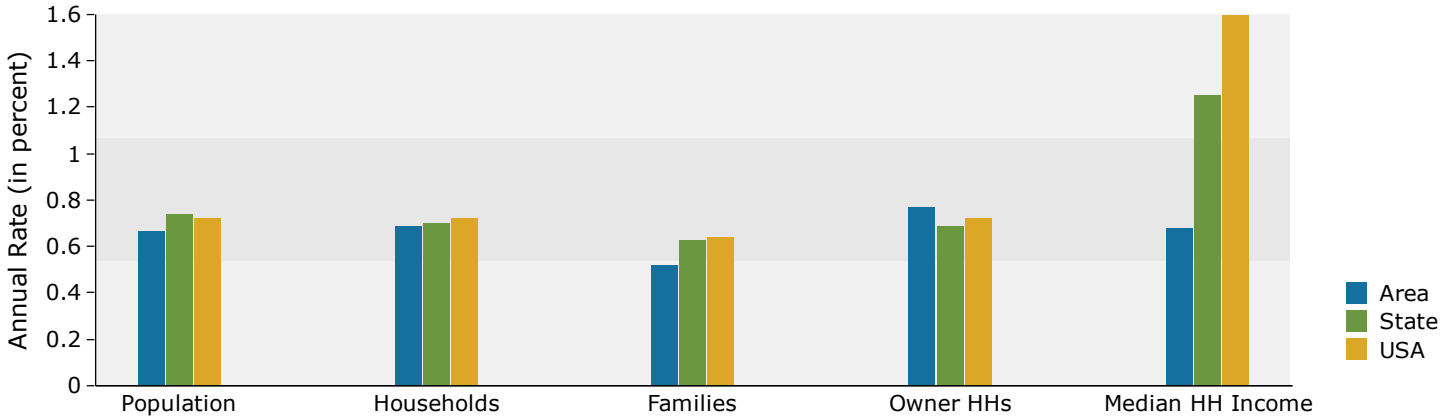
Prepared by Esri
Latitude: 37.13200
Longitude: -80.37191

Summary	Census 2010		2020		2025	
Population	24,496		26,512		27,418	
Households	10,520		11,418		11,819	
Families	6,181		6,534		6,705	
Average Household Size	2.28		2.27		2.27	
Owner Occupied Housing Units	6,075		6,747		7,010	
Renter Occupied Housing Units	4,445		4,671		4,809	
Median Age	34.1		35.9		36.8	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.67%		0.74%		0.72%	
Households	0.69%		0.70%		0.72%	
Families	0.52%		0.63%		0.64%	
Owner HHs	0.77%		0.69%		0.72%	
Median Household Income	0.68%		1.25%		1.60%	
Households by Income	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,313	11.5%	1,309	11.1%	1,309	11.1%
\$15,000 - \$24,999	1,251	11.0%	1,228	10.4%	1,228	10.4%
\$25,000 - \$34,999	916	8.0%	883	7.5%	883	7.5%
\$35,000 - \$49,999	1,219	10.7%	1,209	10.2%	1,209	10.2%
\$50,000 - \$74,999	2,856	25.0%	2,907	24.6%	2,907	24.6%
\$75,000 - \$99,999	1,506	13.2%	1,617	13.7%	1,617	13.7%
\$100,000 - \$149,999	1,204	10.5%	1,358	11.5%	1,358	11.5%
\$150,000 - \$199,999	652	5.7%	751	6.4%	751	6.4%
\$200,000+	501	4.4%	555	4.7%	555	4.7%
Median Household Income			\$56,337		\$58,288	
Average Household Income			\$74,342		\$80,156	
Per Capita Income			\$31,759		\$34,281	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,594	6.5%	1,516	5.7%	1,581	5.8%
5 - 9	1,384	5.7%	1,488	5.6%	1,478	5.4%
10 - 14	1,344	5.5%	1,490	5.6%	1,522	5.6%
15 - 19	1,359	5.5%	1,380	5.2%	1,506	5.5%
20 - 24	2,586	10.6%	2,504	9.4%	2,473	9.0%
25 - 34	4,302	17.6%	4,515	17.0%	4,448	16.2%
35 - 44	3,338	13.6%	3,508	13.2%	3,746	13.7%
45 - 54	2,943	12.0%	3,135	11.8%	3,122	11.4%
55 - 64	2,613	10.7%	2,838	10.7%	2,886	10.5%
65 - 74	1,562	6.4%	2,307	8.7%	2,459	9.0%
75 - 84	1,023	4.2%	1,216	4.6%	1,537	5.6%
85+	447	1.8%	614	2.3%	660	2.4%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	21,626	88.3%	22,794	86.0%	23,198	84.6%
Black Alone	1,455	5.9%	1,681	6.3%	1,798	6.6%
American Indian Alone	61	0.2%	74	0.3%	80	0.3%
Asian Alone	647	2.6%	905	3.4%	1,078	3.9%
Pacific Islander Alone	8	0.0%	11	0.0%	12	0.0%
Some Other Race Alone	189	0.8%	267	1.0%	312	1.1%
Two or More Races	510	2.1%	779	2.9%	940	3.4%
Hispanic Origin (Any Race)	625	2.6%	909	3.4%	1,091	4.0%

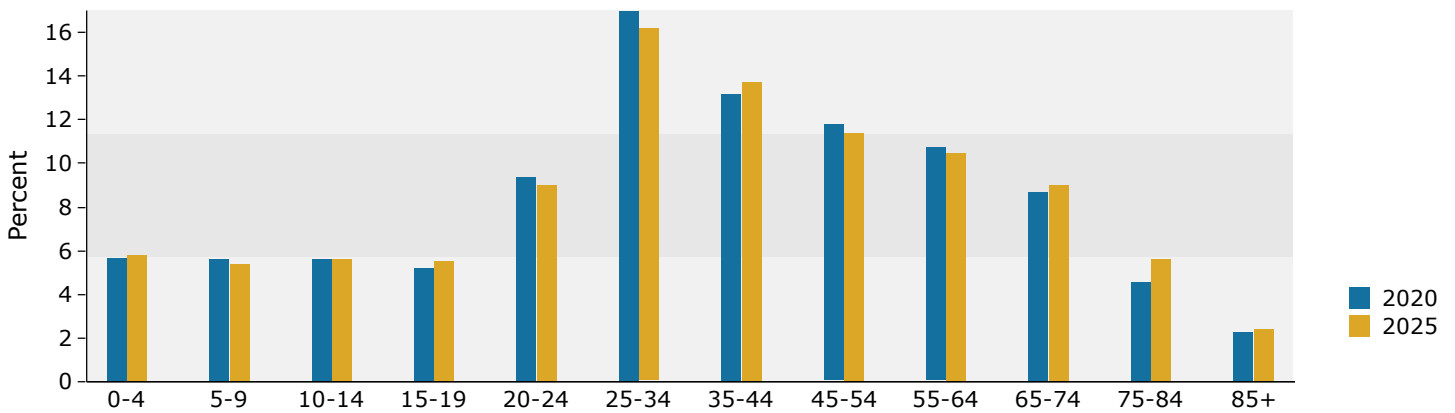
Data Note: Income is expressed in current dollars.

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

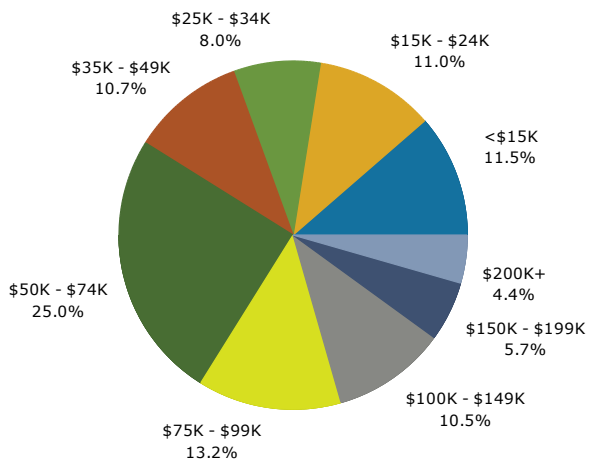
Trends 2020-2025



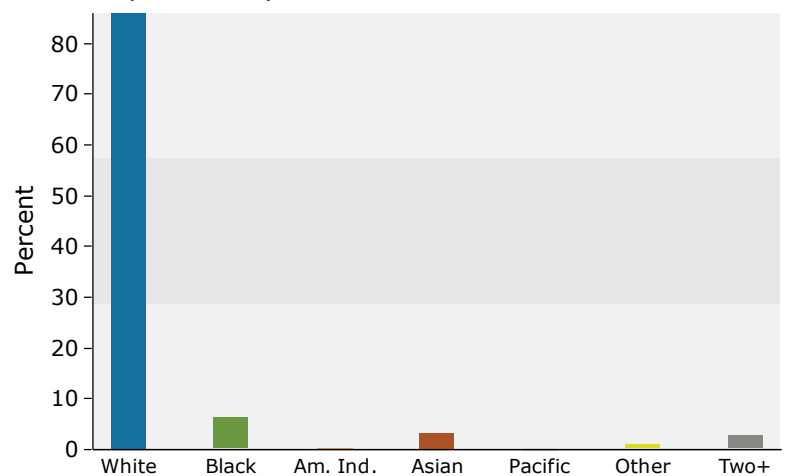
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 3.4%

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



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Summary	Census 2010	2020	2025
Population	104,900	112,626	115,601
Households	39,278	41,925	43,174
Families	19,421	20,265	20,696
Average Household Size	2.36	2.36	2.36
Owner Occupied Housing Units	19,386	21,100	21,822
Renter Occupied Housing Units	19,892	20,825	21,352
Median Age	25.0	26.6	27.3

Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.52%	0.74%	0.72%
Households	0.59%	0.70%	0.72%
Families	0.42%	0.63%	0.64%
Owner HHs	0.68%	0.69%	0.72%
Median Household Income	0.62%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	8,330	19.9%	8,246	19.1%
\$15,000 - \$24,999	4,968	11.9%	4,985	11.5%
\$25,000 - \$34,999	3,382	8.1%	3,322	7.7%
\$35,000 - \$49,999	4,321	10.3%	4,335	10.0%
\$50,000 - \$74,999	8,308	19.8%	8,419	19.5%
\$75,000 - \$99,999	4,124	9.8%	4,381	10.1%
\$100,000 - \$149,999	4,375	10.4%	4,768	11.0%
\$150,000 - \$199,999	2,199	5.2%	2,504	5.8%
\$200,000+	1,917	4.6%	2,215	5.1%

Median Household Income	\$49,823	\$51,381
Average Household Income	\$68,387	\$74,395
Per Capita Income	\$26,047	\$28,378

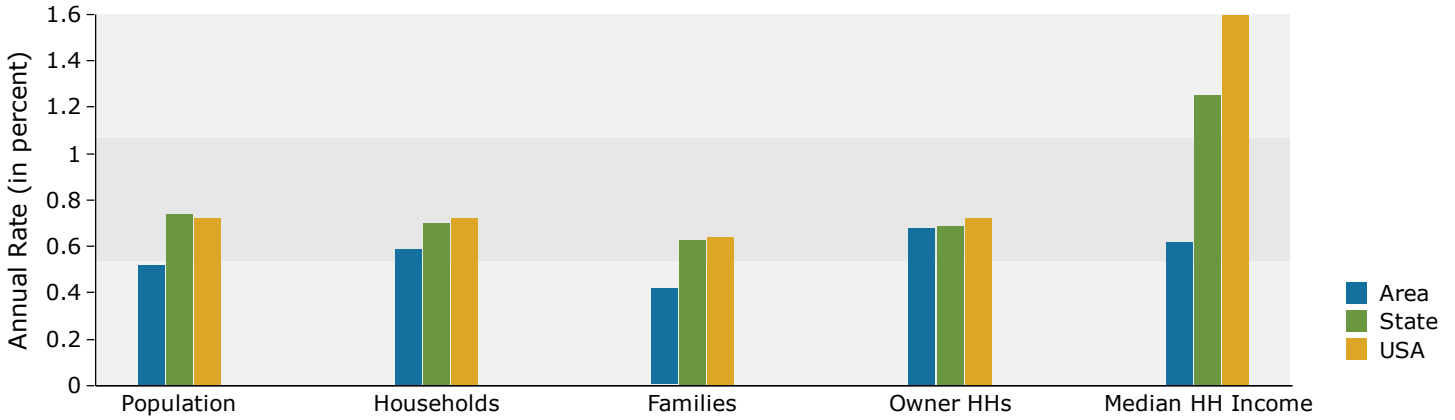
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,646	4.4%	4,403	3.9%	4,564	3.9%
5 - 9	4,313	4.1%	4,447	3.9%	4,441	3.8%
10 - 14	4,207	4.0%	4,539	4.0%	4,632	4.0%
15 - 19	13,421	12.8%	14,258	12.7%	14,742	12.8%
20 - 24	25,851	24.6%	26,072	23.1%	25,813	22.3%
25 - 34	13,412	12.8%	15,074	13.4%	14,262	12.3%
35 - 44	10,269	9.8%	10,396	9.2%	11,738	10.2%
45 - 54	9,954	9.5%	9,883	8.8%	9,762	8.4%
55 - 64	8,754	8.3%	9,735	8.6%	9,732	8.4%
65 - 74	5,406	5.2%	7,920	7.0%	8,625	7.5%
75 - 84	3,250	3.1%	4,054	3.6%	5,241	4.5%
85+	1,418	1.4%	1,848	1.6%	2,048	1.8%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	91,165	86.9%	94,628	84.0%	95,359	82.5%
Black Alone	5,069	4.8%	6,113	5.4%	6,555	5.7%
American Indian Alone	220	0.2%	269	0.2%	284	0.2%
Asian Alone	5,258	5.0%	7,053	6.3%	8,093	7.0%
Pacific Islander Alone	37	0.0%	51	0.0%	53	0.0%
Some Other Race Alone	841	0.8%	1,171	1.0%	1,362	1.2%
Two or More Races	2,310	2.2%	3,340	3.0%	3,895	3.4%
Hispanic Origin (Any Race)	2,830	2.7%	4,036	3.6%	4,774	4.1%

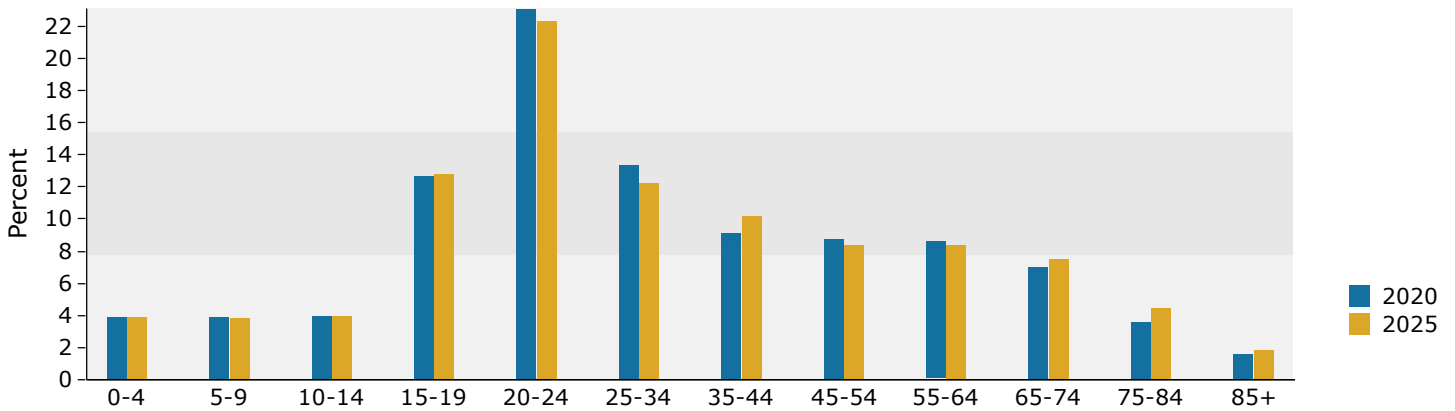
Data Note: Income is expressed in current dollars.

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

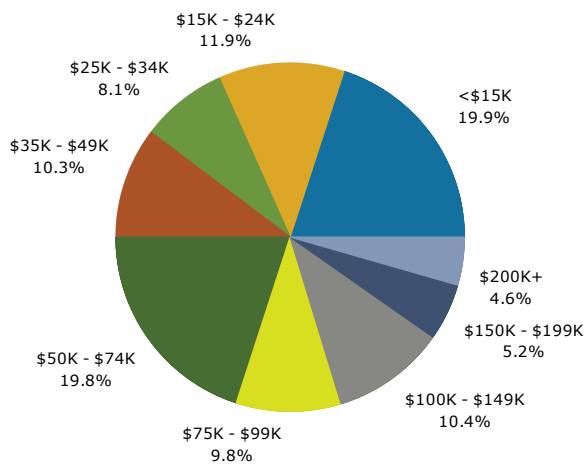
Trends 2020-2025



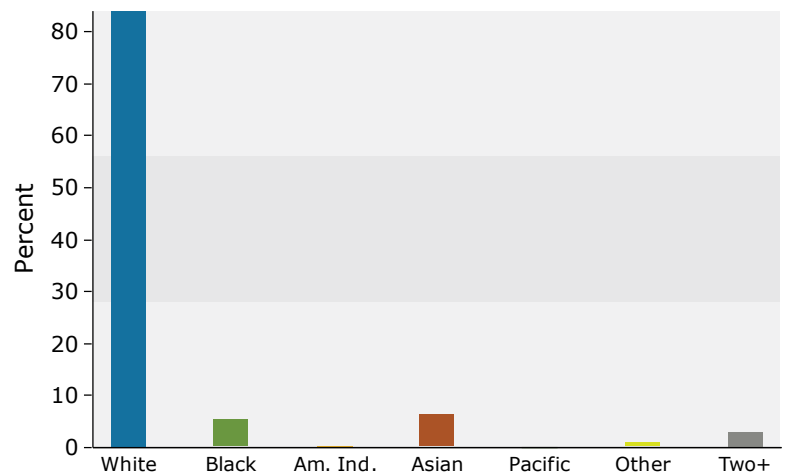
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 3.6%



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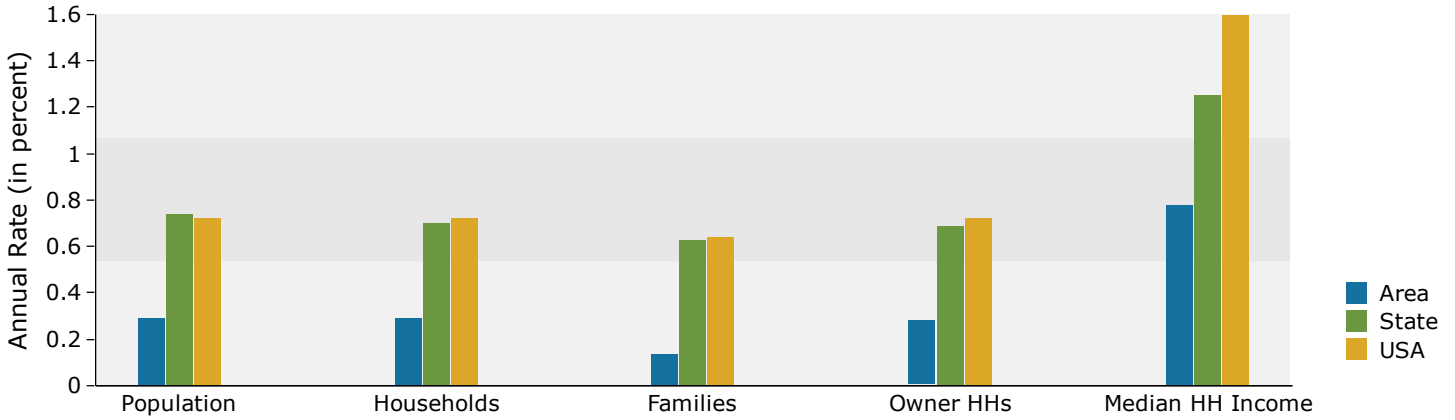
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Summary	Census 2010		2020		2025	
Population	319,344		333,638		338,441	
Households	129,975		135,067		137,036	
Families	75,628		76,988		77,514	
Average Household Size	2.31		2.32		2.32	
Owner Occupied Housing Units	78,801		79,016		80,140	
Renter Occupied Housing Units	51,174		56,051		56,896	
Median Age	36.0		37.5		38.5	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.29%		0.74%		0.72%	
Households	0.29%		0.70%		0.72%	
Families	0.14%		0.63%		0.64%	
Owner HHs	0.28%		0.69%		0.72%	
Median Household Income	0.78%		1.25%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			20,245	15.0%	19,756	14.4%
\$15,000 - \$24,999			15,839	11.7%	15,531	11.3%
\$25,000 - \$34,999			13,719	10.2%	13,154	9.6%
\$35,000 - \$49,999			17,412	12.9%	17,096	12.5%
\$50,000 - \$74,999			23,781	17.6%	23,621	17.2%
\$75,000 - \$99,999			16,832	12.5%	17,620	12.9%
\$100,000 - \$149,999			15,914	11.8%	17,238	12.6%
\$150,000 - \$199,999			6,183	4.6%	7,019	5.1%
\$200,000+			5,141	3.8%	6,001	4.4%
Median Household Income			\$50,221		\$52,200	
Average Household Income			\$68,989		\$75,223	
Per Capita Income			\$28,102		\$30,624	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,338	5.4%	15,957	4.8%	16,091	4.8%
5 - 9	16,692	5.2%	16,605	5.0%	16,260	4.8%
10 - 14	16,661	5.2%	16,906	5.1%	17,123	5.1%
15 - 19	27,099	8.5%	26,636	8.0%	27,519	8.1%
20 - 24	38,948	12.2%	38,614	11.6%	37,872	11.2%
25 - 34	39,260	12.3%	42,482	12.7%	40,133	11.9%
35 - 44	38,558	12.1%	37,142	11.1%	39,475	11.7%
45 - 54	42,031	13.2%	38,527	11.5%	37,006	10.9%
55 - 64	38,377	12.0%	41,263	12.4%	39,618	11.7%
65 - 74	23,195	7.3%	34,303	10.3%	36,853	10.9%
75 - 84	14,787	4.6%	17,277	5.2%	22,144	6.5%
85+	6,397	2.0%	7,927	2.4%	8,347	2.5%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	260,679	81.6%	262,549	78.7%	260,809	77.1%
Black Alone	38,648	12.1%	42,055	12.6%	43,605	12.9%
American Indian Alone	696	0.2%	860	0.3%	927	0.3%
Asian Alone	8,692	2.7%	13,246	4.0%	15,719	4.6%
Pacific Islander Alone	113	0.0%	169	0.1%	191	0.1%
Some Other Race Alone	3,889	1.2%	5,332	1.6%	6,162	1.8%
Two or More Races	6,626	2.1%	9,426	2.8%	11,029	3.3%
Hispanic Origin (Any Race)	10,426	3.3%	14,735	4.4%	17,298	5.1%

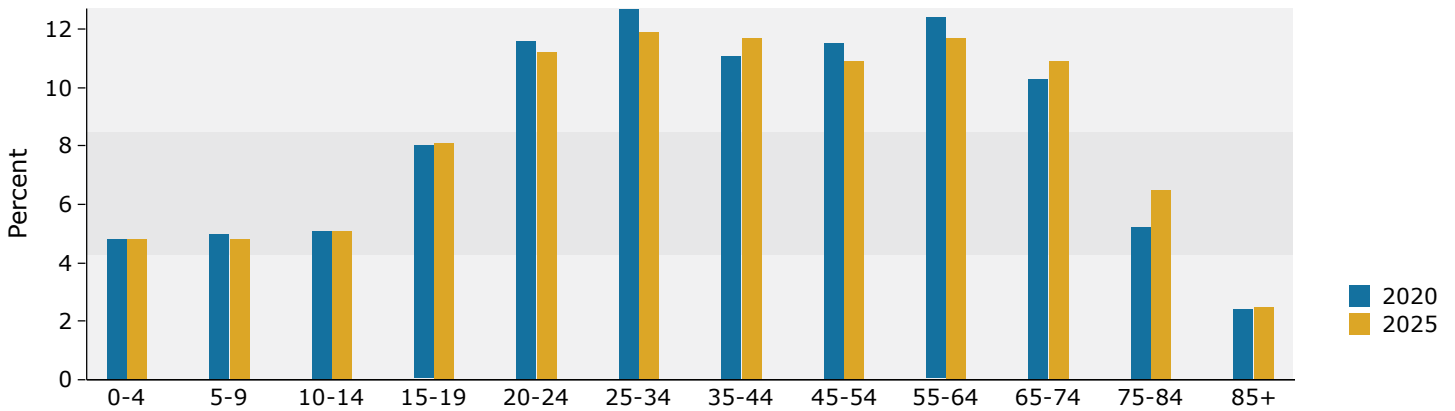
Data Note: Income is expressed in current dollars.

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

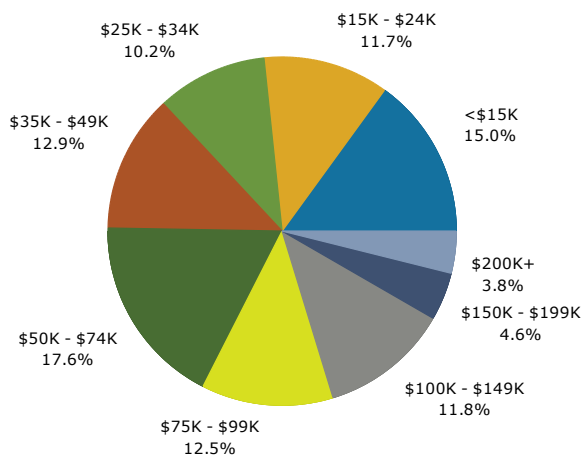
Trends 2020-2025



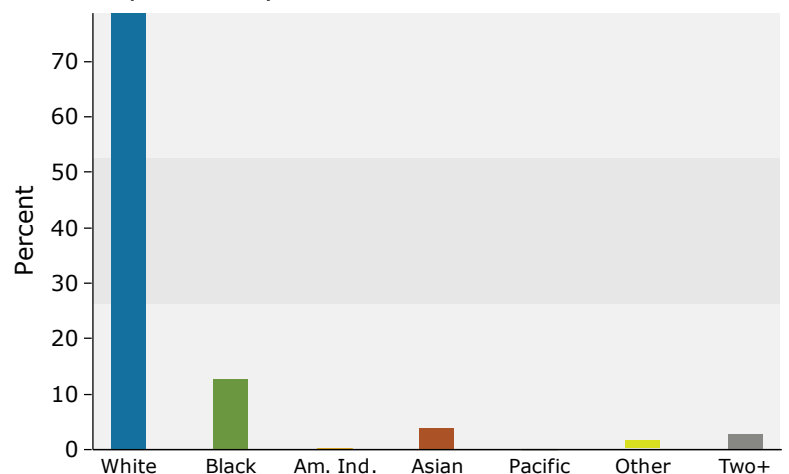
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 4.4%

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



Market Profile

NRV
 Exit 2, Christiansburg, Virginia, 24073
 Drive Time: 10, 20, 40 minute radii

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	10 minutes	20 minutes	40 minutes
Population Summary			
2000 Total Population	20,379	94,248	302,621
2010 Total Population	24,496	104,900	319,344
2020 Total Population	26,512	112,626	333,638
2020 Group Quarters	543	13,829	20,355
2025 Total Population	27,418	115,601	338,441
2020-2025 Annual Rate	0.67%	0.52%	0.29%
2020 Total Daytime Population	29,140	118,890	361,765
Workers	15,606	54,799	178,895
Residents	13,534	64,091	182,870
Household Summary			
2000 Households	8,668	34,750	122,607
2000 Average Household Size	2.29	2.36	2.31
2010 Households	10,520	39,278	129,975
2010 Average Household Size	2.28	2.36	2.31
2020 Households	11,418	41,925	135,067
2020 Average Household Size	2.27	2.36	2.32
2025 Households	11,819	43,174	137,036
2025 Average Household Size	2.27	2.36	2.32
2020-2025 Annual Rate	0.69%	0.59%	0.29%
2010 Families	6,181	19,421	75,628
2010 Average Family Size	2.83	2.87	2.88
2020 Families	6,534	20,265	76,988
2020 Average Family Size	2.84	2.87	2.90
2025 Families	6,705	20,696	77,514
2025 Average Family Size	2.84	2.88	2.90
2020-2025 Annual Rate	0.52%	0.42%	0.14%
Housing Unit Summary			
2000 Housing Units	9,086	36,439	130,947
Owner Occupied Housing Units	58.5%	48.8%	58.4%
Renter Occupied Housing Units	36.9%	46.5%	35.3%
Vacant Housing Units	4.6%	4.6%	6.4%
2010 Housing Units	11,396	42,256	142,762
Owner Occupied Housing Units	53.3%	45.9%	55.2%
Renter Occupied Housing Units	39.0%	47.1%	35.8%
Vacant Housing Units	7.7%	7.0%	9.0%
2020 Housing Units	12,424	45,249	148,575
Owner Occupied Housing Units	54.3%	46.6%	53.2%
Renter Occupied Housing Units	37.6%	46.0%	37.7%
Vacant Housing Units	8.1%	7.3%	9.1%
2025 Housing Units	12,939	46,854	151,673
Owner Occupied Housing Units	54.2%	46.6%	52.8%
Renter Occupied Housing Units	37.2%	45.6%	37.5%
Vacant Housing Units	8.7%	7.9%	9.7%
Median Household Income			
2020	\$56,337	\$49,823	\$50,221
2025	\$58,288	\$51,381	\$52,200
Median Home Value			
2020	\$197,358	\$223,955	\$183,472
2025	\$223,050	\$253,656	\$203,276
Per Capita Income			
2020	\$31,759	\$26,047	\$28,102
2025	\$34,281	\$28,378	\$30,624
Median Age			
2010	34.1	25.0	36.0
2020	35.9	26.6	37.5
2025	36.8	27.3	38.5

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
2020 Households by Income			
Household Income Base	11,418	41,924	135,066
<\$15,000	11.5%	19.9%	15.0%
\$15,000 - \$24,999	11.0%	11.9%	11.7%
\$25,000 - \$34,999	8.0%	8.1%	10.2%
\$35,000 - \$49,999	10.7%	10.3%	12.9%
\$50,000 - \$74,999	25.0%	19.8%	17.6%
\$75,000 - \$99,999	13.2%	9.8%	12.5%
\$100,000 - \$149,999	10.5%	10.4%	11.8%
\$150,000 - \$199,999	5.7%	5.2%	4.6%
\$200,000+	4.4%	4.6%	3.8%
Average Household Income	\$74,342	\$68,387	\$68,989
2025 Households by Income			
Household Income Base	11,819	43,173	137,035
<\$15,000	11.1%	19.1%	14.4%
\$15,000 - \$24,999	10.4%	11.5%	11.3%
\$25,000 - \$34,999	7.5%	7.7%	9.6%
\$35,000 - \$49,999	10.2%	10.0%	12.5%
\$50,000 - \$74,999	24.6%	19.5%	17.2%
\$75,000 - \$99,999	13.7%	10.1%	12.9%
\$100,000 - \$149,999	11.5%	11.0%	12.6%
\$150,000 - \$199,999	6.4%	5.8%	5.1%
\$200,000+	4.7%	5.1%	4.4%
Average Household Income	\$80,156	\$74,395	\$75,223
2020 Owner Occupied Housing Units by Value			
Total	6,747	21,090	79,006
<\$50,000	6.2%	7.7%	6.1%
\$50,000 - \$99,999	3.4%	5.0%	11.9%
\$100,000 - \$149,999	13.9%	12.2%	18.9%
\$150,000 - \$199,999	27.9%	18.5%	19.5%
\$200,000 - \$249,999	16.9%	13.8%	13.0%
\$250,000 - \$299,999	11.9%	11.6%	8.7%
\$300,000 - \$399,999	9.4%	13.9%	10.7%
\$400,000 - \$499,999	4.9%	8.6%	5.3%
\$500,000 - \$749,999	3.7%	5.7%	3.8%
\$750,000 - \$999,999	1.0%	2.0%	1.1%
\$1,000,000 - \$1,499,999	0.8%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.6%	0.4%
Average Home Value	\$237,524	\$275,261	\$233,367
2025 Owner Occupied Housing Units by Value			
Total	7,010	21,811	80,129
<\$50,000	4.9%	6.4%	5.3%
\$50,000 - \$99,999	2.8%	4.1%	10.4%
\$100,000 - \$149,999	10.7%	9.7%	15.9%
\$150,000 - \$199,999	24.1%	15.8%	17.5%
\$200,000 - \$249,999	16.5%	13.2%	13.0%
\$250,000 - \$299,999	13.6%	12.3%	9.6%
\$300,000 - \$399,999	12.1%	16.0%	12.9%
\$400,000 - \$499,999	7.1%	10.8%	6.9%
\$500,000 - \$749,999	5.4%	7.6%	5.2%
\$750,000 - \$999,999	1.7%	2.8%	1.6%
\$1,000,000 - \$1,499,999	1.2%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.9%	0.6%
Average Home Value	\$271,623	\$311,950	\$265,519

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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 Latitude: 37.13200
 Longitude: -80.37191

	10 minutes	20 minutes	40 minutes
2010 Population by Age			
Total	24,497	104,901	319,345
0 - 4	6.5%	4.4%	5.4%
5 - 9	5.6%	4.1%	5.2%
10 - 14	5.5%	4.0%	5.2%
15 - 24	16.1%	37.4%	20.7%
25 - 34	17.6%	12.8%	12.3%
35 - 44	13.6%	9.8%	12.1%
45 - 54	12.0%	9.5%	13.2%
55 - 64	10.7%	8.3%	12.0%
65 - 74	6.4%	5.2%	7.3%
75 - 84	4.2%	3.1%	4.6%
85 +	1.8%	1.4%	2.0%
18 +	79.2%	85.1%	80.8%
2020 Population by Age			
Total	26,511	112,629	333,639
0 - 4	5.7%	3.9%	4.8%
5 - 9	5.6%	3.9%	5.0%
10 - 14	5.6%	4.0%	5.1%
15 - 24	14.7%	35.8%	19.6%
25 - 34	17.0%	13.4%	12.7%
35 - 44	13.2%	9.2%	11.1%
45 - 54	11.8%	8.8%	11.5%
55 - 64	10.7%	8.6%	12.4%
65 - 74	8.7%	7.0%	10.3%
75 - 84	4.6%	3.6%	5.2%
85 +	2.3%	1.6%	2.4%
18 +	80.2%	85.7%	82.3%
2025 Population by Age			
Total	27,418	115,600	338,441
0 - 4	5.8%	3.9%	4.8%
5 - 9	5.4%	3.8%	4.8%
10 - 14	5.6%	4.0%	5.1%
15 - 24	14.5%	35.1%	19.3%
25 - 34	16.2%	12.3%	11.9%
35 - 44	13.7%	10.2%	11.7%
45 - 54	11.4%	8.4%	10.9%
55 - 64	10.5%	8.4%	11.7%
65 - 74	9.0%	7.5%	10.9%
75 - 84	5.6%	4.5%	6.5%
85 +	2.4%	1.8%	2.5%
18 +	80.2%	85.7%	82.4%
2010 Population by Sex			
Males	11,966	53,661	156,950
Females	12,530	51,239	162,394
2020 Population by Sex			
Males	12,994	57,722	164,761
Females	13,517	54,905	168,877
2025 Population by Sex			
Males	13,438	59,142	167,296
Females	13,980	56,459	171,145

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

NRV
 Exit 2, Christiansburg, Virginia, 24073
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.13200
 Longitude: -80.37191

	10 minutes	20 minutes	40 minutes
2010 Population by Race/Ethnicity			
Total	24,496	104,900	319,343
White Alone	88.3%	86.9%	81.6%
Black Alone	5.9%	4.8%	12.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.6%	5.0%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	1.2%
Two or More Races	2.1%	2.2%	2.1%
Hispanic Origin	2.6%	2.7%	3.3%
Diversity Index	25.5	28.0	36.1
2020 Population by Race/Ethnicity			
Total	26,511	112,625	333,637
White Alone	86.0%	84.0%	78.7%
Black Alone	6.3%	5.4%	12.6%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	3.4%	6.3%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	1.0%	1.6%
Two or More Races	2.9%	3.0%	2.8%
Hispanic Origin	3.4%	3.6%	4.4%
Diversity Index	30.5	33.6	41.7
2025 Population by Race/Ethnicity			
Total	27,418	115,601	338,442
White Alone	84.6%	82.5%	77.1%
Black Alone	6.6%	5.7%	12.9%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	3.9%	7.0%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	1.2%	1.8%
Two or More Races	3.4%	3.4%	3.3%
Hispanic Origin	4.0%	4.1%	5.1%
Diversity Index	33.3	36.6	44.7
2010 Population by Relationship and Household Type			
Total	24,496	104,900	319,344
In Households	98.0%	88.2%	94.2%
In Family Households	73.5%	54.6%	70.2%
Householder	25.0%	18.6%	23.7%
Spouse	18.9%	14.3%	17.1%
Child	25.4%	18.3%	24.7%
Other relative	2.2%	1.8%	2.7%
Nonrelative	2.0%	1.5%	2.0%
In Nonfamily Households	24.5%	33.5%	24.0%
In Group Quarters	2.0%	11.8%	5.8%
Institutionalized Population	1.1%	1.0%	1.4%
Noninstitutionalized Population	0.9%	10.8%	4.4%

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

NRV
 Exit 2, Christiansburg, Virginia, 24073
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.13200
 Longitude: -80.37191

	10 minutes	20 minutes	40 minutes
2020 Population 25+ by Educational Attainment			
Total	18,133	58,908	218,919
Less than 9th Grade	2.0%	2.1%	3.7%
9th - 12th Grade, No Diploma	4.2%	4.9%	6.8%
High School Graduate	18.4%	17.4%	23.6%
GED/Alternative Credential	4.1%	3.8%	4.7%
Some College, No Degree	19.8%	17.0%	19.0%
Associate Degree	8.5%	7.5%	9.6%
Bachelor's Degree	22.4%	22.7%	18.5%
Graduate/Professional Degree	20.7%	24.5%	14.1%
2020 Population 15+ by Marital Status			
Total	22,019	99,237	284,170
Never Married	31.5%	52.2%	38.1%
Married	50.8%	34.7%	43.1%
Widowed	6.0%	4.8%	6.9%
Divorced	11.6%	8.3%	11.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,332	54,494	168,979
Population 16+ Employed	91.0%	88.9%	89.0%
Population 16+ Unemployment rate	9.0%	11.1%	11.0%
Population 16-24 Employed	13.1%	28.2%	16.8%
Population 16-24 Unemployment rate	16.4%	16.6%	17.8%
Population 25-54 Employed	68.7%	55.1%	59.7%
Population 25-54 Unemployment rate	7.9%	9.0%	9.8%
Population 55-64 Employed	13.0%	11.6%	16.7%
Population 55-64 Unemployment rate	7.4%	8.0%	8.8%
Population 65+ Employed	5.2%	5.0%	6.9%
Population 65+ Unemployment rate	8.1%	8.5%	8.4%
2020 Employed Population 16+ by Industry			
Total	13,037	48,430	150,390
Agriculture/Mining	0.5%	0.7%	0.8%
Construction	4.6%	4.2%	5.8%
Manufacturing	12.1%	9.2%	11.5%
Wholesale Trade	1.6%	1.1%	2.0%
Retail Trade	7.4%	9.6%	10.0%
Transportation/Utilities	3.3%	2.8%	4.8%
Information	1.9%	1.2%	1.3%
Finance/Insurance/Real Estate	2.9%	2.9%	5.4%
Services	61.5%	64.9%	54.1%
Public Administration	4.3%	3.4%	4.3%
2020 Employed Population 16+ by Occupation			
Total	13,036	48,428	150,392
White Collar	68.4%	66.4%	60.9%
Management/Business/Financial	12.4%	11.4%	12.5%
Professional	36.6%	34.5%	25.7%
Sales	6.2%	9.4%	9.4%
Administrative Support	13.2%	11.2%	13.3%
Services	14.8%	19.3%	18.6%
Blue Collar	16.8%	14.2%	20.5%
Farming/Forestry/Fishing	0.3%	0.4%	0.5%
Construction/Extraction	3.6%	2.9%	4.3%
Installation/Maintenance/Repair	1.9%	1.7%	2.6%
Production	7.2%	5.3%	7.6%
Transportation/Material Moving	3.8%	3.9%	5.4%

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

NRV
 Exit 2, Christiansburg, Virginia, 24073
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.13200
 Longitude: -80.37191

	10 minutes	20 minutes	40 minutes
2010 Households by Type			
Total	10,520	39,278	129,975
Households with 1 Person	29.6%	28.0%	30.7%
Households with 2+ People	70.4%	72.0%	69.3%
Family Households	58.8%	49.4%	58.2%
Husband-wife Families	44.4%	38.0%	41.9%
With Related Children	17.9%	15.1%	16.2%
Other Family (No Spouse Present)	14.4%	11.5%	16.2%
Other Family with Male Householder	3.5%	3.3%	4.1%
With Related Children	2.1%	1.8%	2.3%
Other Family with Female Householder	10.9%	8.2%	12.2%
With Related Children	7.5%	5.2%	7.8%
Nonfamily Households	11.7%	22.6%	11.1%
All Households with Children	28.1%	22.5%	26.7%
Multigenerational Households	2.3%	1.8%	2.9%
Unmarried Partner Households	7.3%	6.0%	6.3%
Male-female	6.5%	5.5%	5.6%
Same-sex	0.8%	0.6%	0.7%
2010 Households by Size			
Total	10,520	39,278	129,975
1 Person Household	29.6%	28.0%	30.7%
2 Person Household	36.6%	35.9%	35.2%
3 Person Household	16.9%	17.5%	16.1%
4 Person Household	11.0%	13.3%	11.5%
5 Person Household	4.1%	3.7%	4.2%
6 Person Household	1.2%	1.1%	1.5%
7 + Person Household	0.6%	0.5%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	10,520	39,278	129,975
Owner Occupied	57.7%	49.4%	60.6%
Owned with a Mortgage/Loan	39.7%	32.2%	40.0%
Owned Free and Clear	18.1%	17.1%	20.6%
Renter Occupied	42.3%	50.6%	39.4%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	158	124	151
Percent of Income for Mortgage	14.6%	18.8%	15.3%
Wealth Index	66	66	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,396	42,256	142,762
Housing Units Inside Urbanized Area	90.9%	83.0%	74.0%
Housing Units Inside Urbanized Cluster	0.0%	0.1%	6.1%
Rural Housing Units	9.1%	16.9%	19.9%
2010 Population By Urban/ Rural Status			
Total Population	24,496	104,900	319,344
Population Inside Urbanized Area	90.5%	84.1%	75.2%
Population Inside Urbanized Cluster	0.0%	0.1%	5.8%
Rural Population	9.5%	15.7%	19.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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

NRV
 Exit 2, Christiansburg, Virginia, 24073
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.13200
 Longitude: -80.37191

	10 minutes	20 minutes	40 minutes
Top 3 Tapestry Segments			
1.	In Style (5B)	Dorms to Diplomas (14C)	Old and Newcomers (8F)
2.	Old and Newcomers (8F)	College Towns (14B)	In Style (5B)
3.	Bright Young Professionals (8C)	In Style (5B)	Dorms to Diplomas (14C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$20,729,934	\$71,031,448	\$224,412,019
Average Spent	\$1,815.55	\$1,694.25	\$1,661.49
Spending Potential Index	85	79	77
Education: Total \$	\$16,933,691	\$64,763,286	\$186,052,123
Average Spent	\$1,483.07	\$1,544.74	\$1,377.48
Spending Potential Index	83	86	77
Entertainment/Recreation: Total \$	\$30,626,473	\$103,601,775	\$343,936,218
Average Spent	\$2,682.30	\$2,471.12	\$2,546.41
Spending Potential Index	83	76	78
Food at Home: Total \$	\$50,557,854	\$171,425,719	\$564,845,313
Average Spent	\$4,427.91	\$4,088.87	\$4,181.96
Spending Potential Index	83	77	78
Food Away from Home: Total \$	\$36,221,731	\$125,649,798	\$395,932,594
Average Spent	\$3,172.34	\$2,997.01	\$2,931.38
Spending Potential Index	84	80	78
Health Care: Total \$	\$54,270,696	\$180,298,225	\$619,344,760
Average Spent	\$4,753.08	\$4,300.49	\$4,585.46
Spending Potential Index	83	75	80
HH Furnishings & Equipment: Total \$	\$20,967,086	\$70,223,796	\$229,783,563
Average Spent	\$1,836.32	\$1,674.99	\$1,701.26
Spending Potential Index	84	77	78
Personal Care Products & Services: Total \$	\$8,932,284	\$30,448,281	\$97,309,732
Average Spent	\$782.30	\$726.26	\$720.46
Spending Potential Index	85	79	78
Shelter: Total \$	\$184,319,303	\$631,045,315	\$1,979,698,228
Average Spent	\$16,142.87	\$15,051.77	\$14,657.16
Spending Potential Index	83	78	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,637,367	\$73,691,824	\$249,708,679
Average Spent	\$1,982.60	\$1,757.71	\$1,848.78
Spending Potential Index	85	75	79
Travel: Total \$	\$22,438,245	\$73,773,511	\$242,777,916
Average Spent	\$1,965.16	\$1,759.65	\$1,797.46
Spending Potential Index	82	73	75
Vehicle Maintenance & Repairs: Total \$	\$11,751,519	\$40,053,822	\$128,953,298
Average Spent	\$1,029.21	\$955.37	\$954.74
Spending Potential Index	89	82	82

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

NRV
Exit 2, Christiansburg, Virginia, 24073
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 37.13200
Longitude: -80.37191

Summary Demographics

2020 Population	26,512
2020 Households	11,418
2020 Median Disposable Income	\$46,346
2020 Per Capita Income	\$31,759

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.

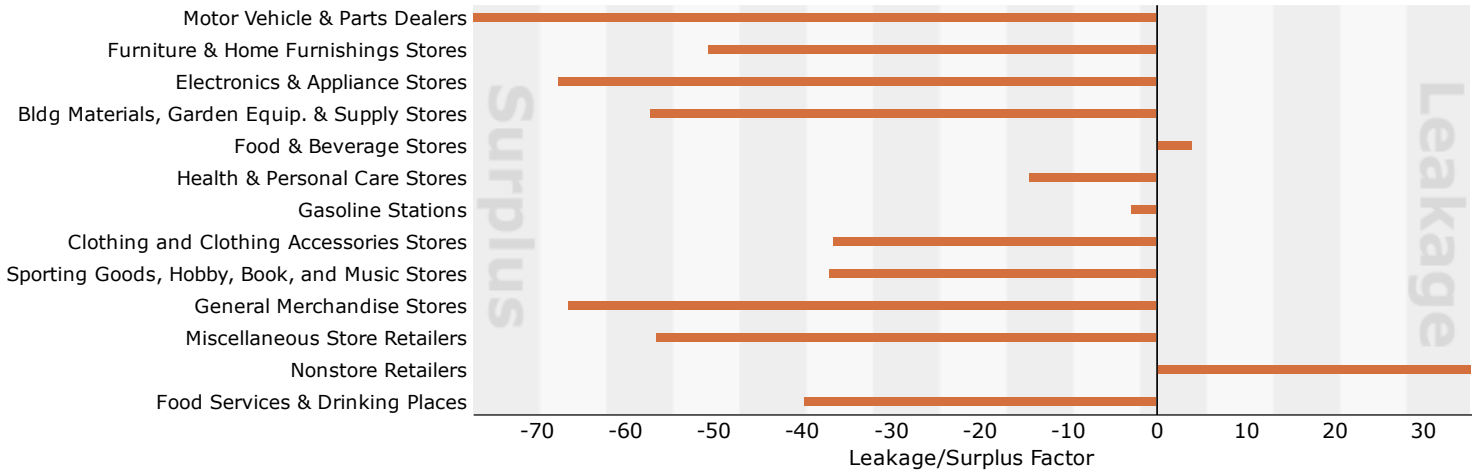
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$316,625,668	\$1,138,746,683	-\$822,121,015	-56.5	329
Total Retail Trade	44-45	\$285,573,842	\$1,066,525,232	-\$780,951,390	-57.8	245
Total Food & Drink	722	\$31,051,827	\$72,221,451	-\$41,169,624	-39.9	84
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$60,924,857	\$474,602,002	-\$413,677,145	-77.2	37
Automobile Dealers	4411	\$50,039,224	\$458,225,246	-\$408,186,022	-80.3	25
Other Motor Vehicle Dealers	4412	\$6,068,455	\$2,857,839	\$3,210,616	36.0	1
Auto Parts, Accessories & Tire Stores	4413	\$4,817,178	\$13,518,916	-\$8,701,738	-47.5	11
Furniture & Home Furnishings Stores	442	\$10,734,339	\$32,791,075	-\$22,056,736	-50.7	20
Furniture Stores	4421	\$6,151,082	\$13,927,256	-\$7,776,174	-38.7	11
Home Furnishings Stores	4422	\$4,583,257	\$18,863,819	-\$14,280,562	-60.9	9
Electronics & Appliance Stores	443	\$9,289,213	\$48,134,607	-\$38,845,394	-67.6	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,739,081	\$65,260,518	-\$47,521,437	-57.3	19
Bldg Material & Supplies Dealers	4441	\$16,477,977	\$61,602,230	-\$45,124,253	-57.8	14
Lawn & Garden Equip & Supply Stores	4442	\$1,261,105	\$3,658,288	-\$2,397,183	-48.7	5
Food & Beverage Stores	445	\$51,213,546	\$47,289,476	\$3,924,070	4.0	17
Grocery Stores	4451	\$47,481,030	\$44,002,722	\$3,478,308	3.8	13
Specialty Food Stores	4452	\$1,500,962	\$1,178,867	\$322,095	12.0	2
Beer, Wine & Liquor Stores	4453	\$2,231,554	\$2,107,887	\$123,667	2.8	2
Health & Personal Care Stores	446,4461	\$16,945,763	\$22,677,753	-\$5,731,990	-14.5	21
Gasoline Stations	447,4471	\$28,960,178	\$30,695,863	-\$1,735,685	-2.9	12
Clothing & Clothing Accessories Stores	448	\$14,355,512	\$30,913,634	-\$16,558,122	-36.6	27
Clothing Stores	4481	\$9,708,212	\$22,861,644	-\$13,153,432	-40.4	18
Shoe Stores	4482	\$2,055,798	\$5,232,754	-\$3,176,956	-43.6	5
Jewelry, Luggage & Leather Goods Stores	4483	\$2,591,502	\$2,819,236	-\$227,734	-4.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$7,816,265	\$17,029,114	-\$9,212,849	-37.1	20
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,565,816	\$12,062,778	-\$5,496,962	-29.5	16
Book, Periodical & Music Stores	4512	\$1,250,449	\$4,966,336	-\$3,715,887	-59.8	3
General Merchandise Stores	452	\$51,726,594	\$256,670,829	-\$204,944,235	-66.5	16
Department Stores Excluding Leased Depts.	4521	\$35,761,218	\$238,511,858	-\$202,750,640	-73.9	6
Other General Merchandise Stores	4529	\$15,965,376	\$18,158,971	-\$2,193,595	-6.4	10
Miscellaneous Store Retailers	453	\$10,491,023	\$37,900,853	-\$27,409,830	-56.6	38
Florists	4531	\$452,634	\$229,020	\$223,614	32.8	2
Office Supplies, Stationery & Gift Stores	4532	\$2,607,364	\$6,154,597	-\$3,547,233	-40.5	8
Used Merchandise Stores	4533	\$1,276,625	\$5,473,673	-\$4,197,048	-62.2	14
Other Miscellaneous Store Retailers	4539	\$6,154,401	\$26,043,563	-\$19,889,162	-61.8	15
Nonstore Retailers	454	\$5,377,470	\$2,559,509	\$2,817,961	35.5	2
Electronic Shopping & Mail-Order Houses	4541	\$3,555,433	\$1,589,508	\$1,965,925	38.2	1
Vending Machine Operators	4542	\$256,513	\$0	\$256,513	100.0	0
Direct Selling Establishments	4543	\$1,565,524	\$970,001	\$595,523	23.5	1
Food Services & Drinking Places	722	\$31,051,827	\$72,221,451	-\$41,169,624	-39.9	84
Special Food Services	7223	\$430,965	\$2,263,789	-\$1,832,824	-68.0	2
Drinking Places - Alcoholic Beverages	7224	\$402,037	\$247,270	\$154,767	23.8	1
Restaurants/Other Eating Places	7225	\$30,218,825	\$69,710,392	-\$39,491,567	-39.5	81

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.

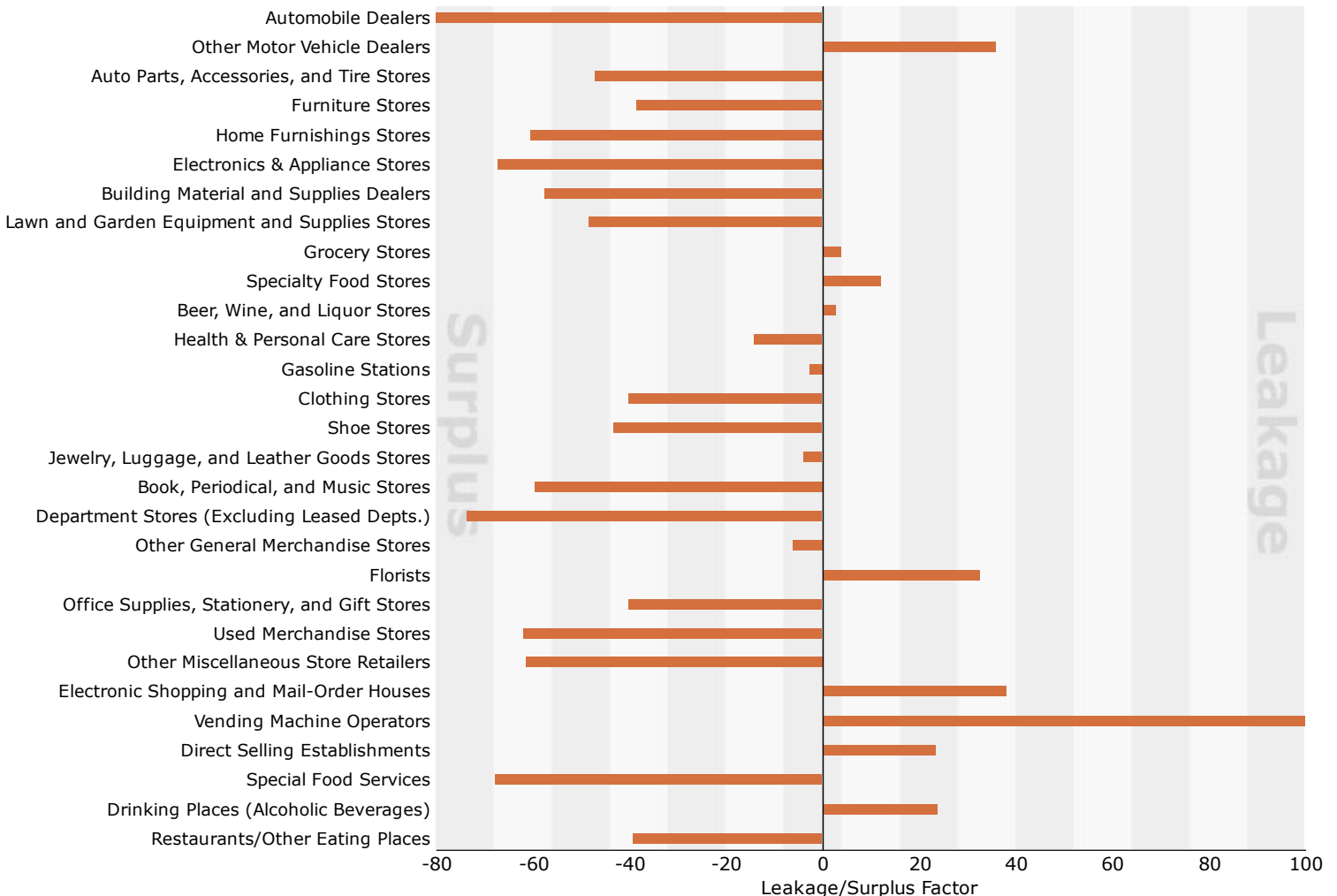
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

NRV
Exit 2, Christiansburg, Virginia, 24073
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 37.13200
Longitude: -80.37191

Summary Demographics

2020 Population	112,626
2020 Households	41,925
2020 Median Disposable Income	\$39,187
2020 Per Capita Income	\$26,047

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.

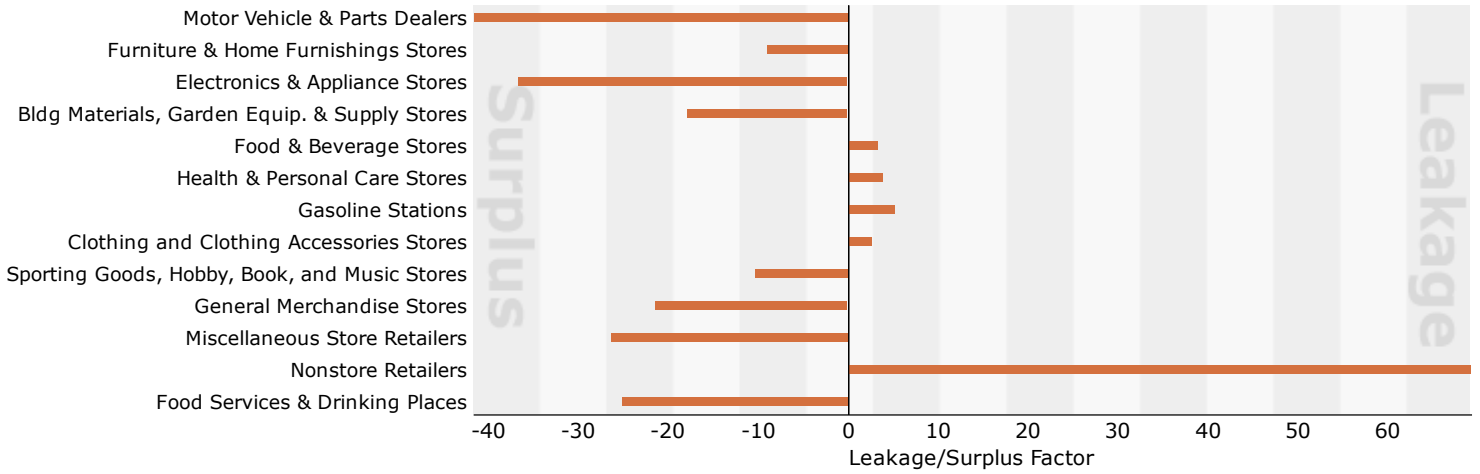
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,181,187,373	\$1,756,715,304	-\$575,527,931	-19.6	756
Total Retail Trade	44-45	\$1,065,746,858	\$1,563,599,278	-\$497,852,420	-18.9	504
Total Food & Drink	722	\$115,440,515	\$193,116,026	-\$77,675,511	-25.2	252
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$229,892,877	\$559,066,112	-\$329,173,235	-41.7	56
Automobile Dealers	4411	\$189,109,679	\$535,740,411	-\$346,630,732	-47.8	35
Other Motor Vehicle Dealers	4412	\$22,887,134	\$4,954,040	\$17,933,094	64.4	4
Auto Parts, Accessories & Tire Stores	4413	\$17,896,063	\$18,371,662	-\$475,599	-1.3	17
Furniture & Home Furnishings Stores	442	\$39,669,714	\$47,600,001	-\$7,930,287	-9.1	35
Furniture Stores	4421	\$22,932,828	\$18,999,810	\$3,933,018	9.4	15
Home Furnishings Stores	4422	\$16,736,886	\$28,600,191	-\$11,863,305	-26.2	20
Electronics & Appliance Stores	443	\$34,547,849	\$74,547,261	-\$39,999,412	-36.7	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$65,419,080	\$93,906,285	-\$28,487,205	-17.9	40
Bldg Material & Supplies Dealers	4441	\$60,681,975	\$82,327,734	-\$21,645,759	-15.1	28
Lawn & Garden Equip & Supply Stores	4442	\$4,737,105	\$11,578,550	-\$6,841,445	-41.9	11
Food & Beverage Stores	445	\$190,406,550	\$177,575,862	\$12,830,688	3.5	55
Grocery Stores	4451	\$176,584,568	\$163,708,063	\$12,876,505	3.8	41
Specialty Food Stores	4452	\$5,577,114	\$7,651,134	-\$2,074,020	-15.7	10
Beer, Wine & Liquor Stores	4453	\$8,244,868	\$6,216,665	\$2,028,203	14.0	4
Health & Personal Care Stores	446,4461	\$62,836,994	\$58,001,155	\$4,835,839	4.0	43
Gasoline Stations	447,4471	\$108,764,788	\$97,730,250	\$11,034,538	5.3	33
Clothing & Clothing Accessories Stores	448	\$53,289,117	\$50,415,692	\$2,873,425	2.8	54
Clothing Stores	4481	\$36,116,859	\$37,353,915	-\$1,237,056	-1.7	37
Shoe Stores	4482	\$7,610,673	\$6,996,454	\$614,219	4.2	7
Jewelry, Luggage & Leather Goods Stores	4483	\$9,561,585	\$6,065,323	\$3,496,262	22.4	10
Sporting Goods, Hobby, Book & Music Stores	451	\$29,159,755	\$35,879,578	-\$6,719,823	-10.3	47
Sporting Goods/Hobby/Musical Instr Stores	4511	\$24,329,708	\$20,850,939	\$3,478,769	7.7	39
Book, Periodical & Music Stores	4512	\$4,830,046	\$15,028,639	-\$10,198,593	-51.4	8
General Merchandise Stores	452	\$192,271,491	\$297,630,771	-\$105,359,280	-21.5	23
Department Stores Excluding Leased Depts.	4521	\$132,739,180	\$270,606,437	-\$137,867,257	-34.2	7
Other General Merchandise Stores	4529	\$59,532,311	\$27,024,335	\$32,507,976	37.6	16
Miscellaneous Store Retailers	453	\$39,309,556	\$67,607,194	-\$28,297,638	-26.5	84
Florists	4531	\$1,656,917	\$1,990,416	-\$333,499	-9.1	10
Office Supplies, Stationery & Gift Stores	4532	\$9,570,295	\$9,621,089	-\$50,794	-0.3	19
Used Merchandise Stores	4533	\$4,727,937	\$16,667,786	-\$11,939,849	-55.8	23
Other Miscellaneous Store Retailers	4539	\$23,354,407	\$39,327,902	-\$15,973,495	-25.5	32
Nonstore Retailers	454	\$20,179,088	\$3,639,117	\$16,539,971	69.4	4
Electronic Shopping & Mail-Order Houses	4541	\$13,241,166	\$2,134,703	\$11,106,463	72.2	1
Vending Machine Operators	4542	\$953,191	\$0	\$953,191	100.0	0
Direct Selling Establishments	4543	\$5,984,732	\$1,504,414	\$4,480,318	59.8	3
Food Services & Drinking Places	722	\$115,440,515	\$193,116,026	-\$77,675,511	-25.2	252
Special Food Services	7223	\$1,619,299	\$7,665,952	-\$6,046,653	-65.1	9
Drinking Places - Alcoholic Beverages	7224	\$1,497,264	\$1,656,860	-\$159,596	-5.1	2
Restaurants/Other Eating Places	7225	\$112,323,952	\$183,793,214	-\$71,469,262	-24.1	241

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.

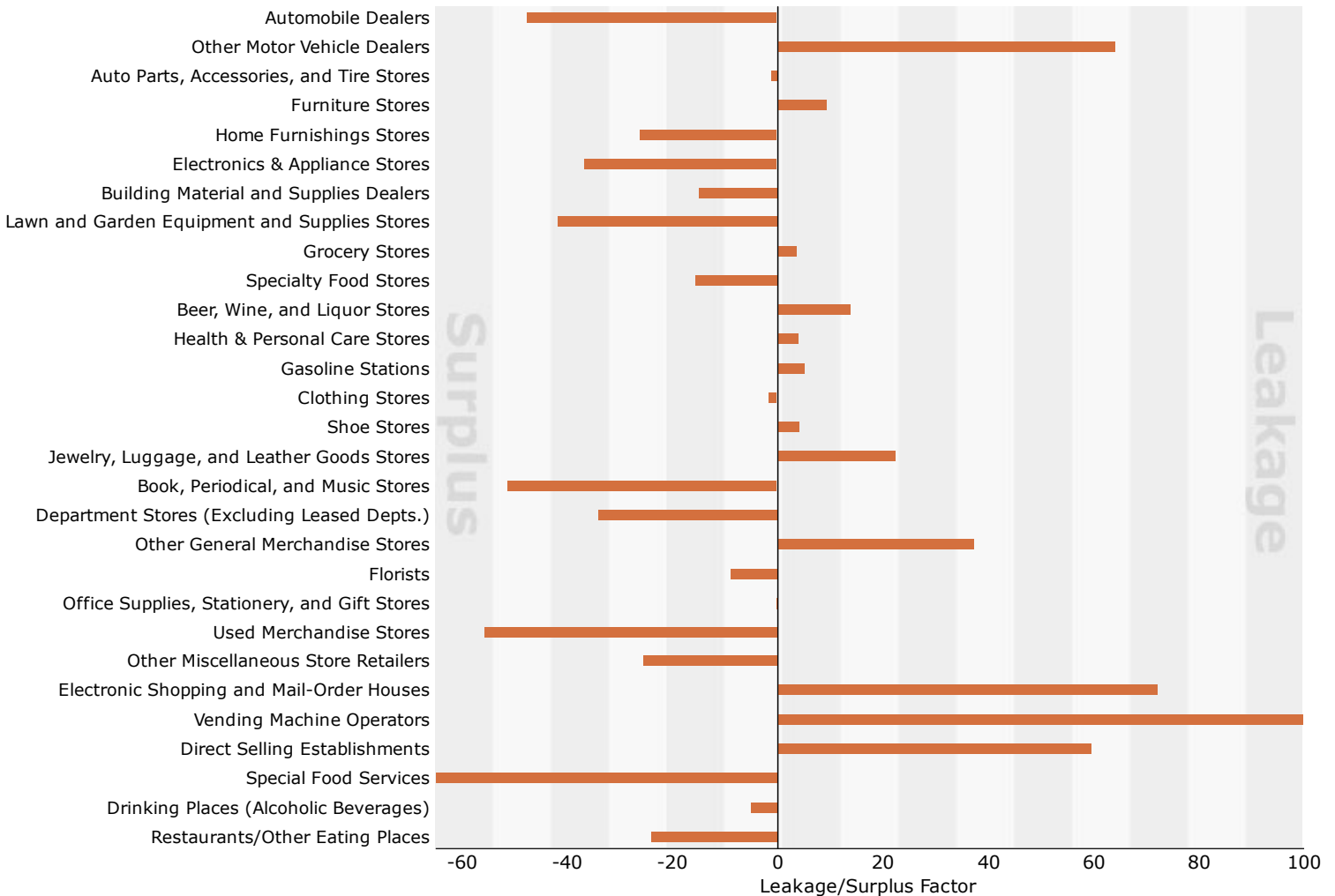
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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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

NRV
Exit 2, Christiansburg, Virginia, 24073
Drive Time: 40 minute radius

Prepared by Esri
Latitude: 37.13200
Longitude: -80.37191

Summary Demographics

2020 Population	333,638
2020 Households	135,067
2020 Median Disposable Income	\$40,487
2020 Per Capita Income	\$28,102

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.

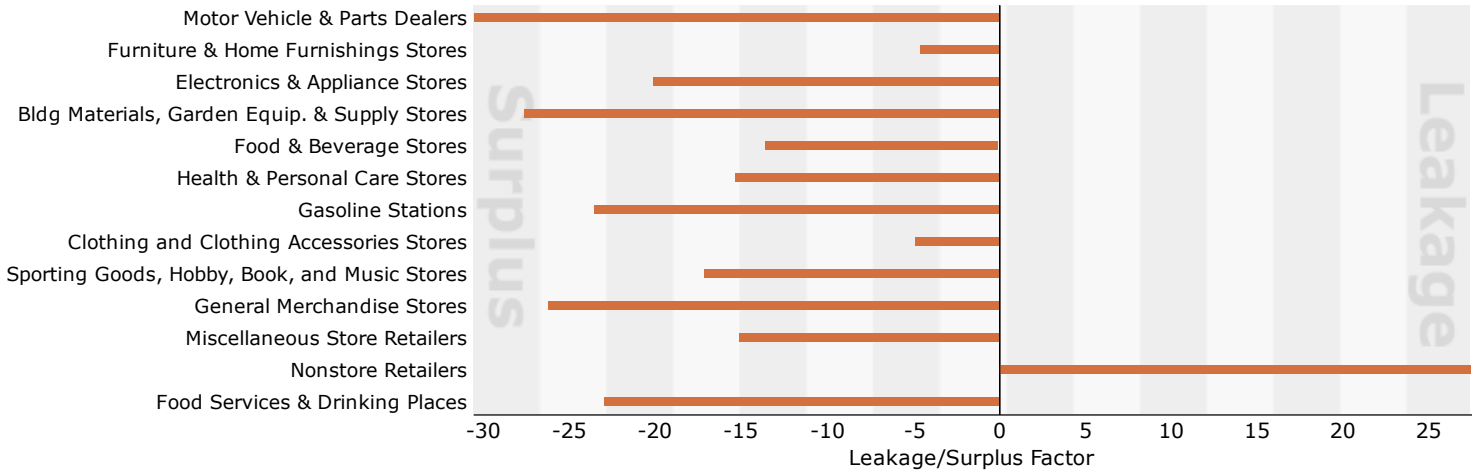
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$3,878,039,857	\$6,028,111,713	-\$2,150,071,856	-21.7	2,625
Total Retail Trade	44-45	\$3,510,464,430	\$5,441,190,136	-\$1,930,725,706	-21.6	1,844
Total Food & Drink	722	\$367,575,428	\$586,921,576	-\$219,346,148	-23.0	781
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$760,939,740	\$1,432,452,841	-\$671,513,101	-30.6	239
Automobile Dealers	4411	\$624,410,592	\$1,306,982,062	-\$682,571,470	-35.3	132
Other Motor Vehicle Dealers	4412	\$77,350,900	\$42,704,760	\$34,646,140	28.9	24
Auto Parts, Accessories & Tire Stores	4413	\$59,178,249	\$82,766,019	-\$23,587,770	-16.6	83
Furniture & Home Furnishings Stores	442	\$128,745,444	\$141,044,485	-\$12,299,041	-4.6	99
Furniture Stores	4421	\$72,877,613	\$85,159,581	-\$12,281,968	-7.8	52
Home Furnishings Stores	4422	\$55,867,831	\$55,884,904	-\$17,073	0.0	47
Electronics & Appliance Stores	443	\$110,675,837	\$166,771,385	-\$56,095,548	-20.2	79
Bldg Materials, Garden Equip. & Supply Stores	444	\$229,824,644	\$405,871,948	-\$176,047,304	-27.7	166
Bldg Material & Supplies Dealers	4441	\$212,651,512	\$383,893,125	-\$171,241,613	-28.7	134
Lawn & Garden Equip & Supply Stores	4442	\$17,173,131	\$21,978,822	-\$4,805,691	-12.3	32
Food & Beverage Stores	445	\$624,338,584	\$820,670,317	-\$196,331,733	-13.6	225
Grocery Stores	4451	\$579,551,928	\$775,434,428	-\$195,882,500	-14.5	177
Specialty Food Stores	4452	\$18,256,345	\$25,115,081	-\$6,858,736	-15.8	35
Beer, Wine & Liquor Stores	4453	\$26,530,311	\$20,120,808	\$6,409,503	13.7	12
Health & Personal Care Stores	446,4461	\$213,420,170	\$290,871,595	-\$77,451,425	-15.4	169
Gasoline Stations	447,4471	\$356,347,149	\$576,980,850	-\$220,633,701	-23.6	127
Clothing & Clothing Accessories Stores	448	\$169,231,893	\$186,759,789	-\$17,527,896	-4.9	197
Clothing Stores	4481	\$114,860,609	\$127,062,149	-\$12,201,540	-5.0	131
Shoe Stores	4482	\$24,150,738	\$29,188,020	-\$5,037,282	-9.4	25
Jewelry, Luggage & Leather Goods Stores	4483	\$30,220,546	\$30,509,619	-\$289,073	-0.5	41
Sporting Goods, Hobby, Book & Music Stores	451	\$93,507,943	\$132,294,479	-\$38,786,536	-17.2	128
Sporting Goods/Hobby/Musical Instr Stores	4511	\$78,872,886	\$110,979,229	-\$32,106,343	-16.9	106
Book, Periodical & Music Stores	4512	\$14,635,057	\$21,315,250	-\$6,680,193	-18.6	22
General Merchandise Stores	452	\$624,621,370	\$1,070,259,750	-\$445,638,380	-26.3	104
Department Stores Excluding Leased Depts.	4521	\$429,420,273	\$894,754,863	-\$465,334,590	-35.1	33
Other General Merchandise Stores	4529	\$195,201,097	\$175,504,888	\$19,696,209	5.3	70
Miscellaneous Store Retailers	453	\$131,760,774	\$179,057,944	-\$47,297,170	-15.2	286
Florists	4531	\$5,882,370	\$6,816,348	-\$933,978	-7.4	26
Office Supplies, Stationery & Gift Stores	4532	\$31,425,975	\$34,790,820	-\$3,364,845	-5.1	75
Used Merchandise Stores	4533	\$15,160,158	\$56,837,698	-\$41,677,540	-57.9	69
Other Miscellaneous Store Retailers	4539	\$79,292,272	\$80,613,077	-\$1,320,805	-0.8	115
Nonstore Retailers	454	\$67,050,881	\$38,154,754	\$28,896,127	27.5	25
Electronic Shopping & Mail-Order Houses	4541	\$42,329,494	\$14,865,534	\$27,463,960	48.0	10
Vending Machine Operators	4542	\$3,119,828	\$18,068,074	-\$14,948,246	-70.6	6
Direct Selling Establishments	4543	\$21,601,559	\$5,221,145	\$16,380,414	61.1	9
Food Services & Drinking Places	722	\$367,575,428	\$586,921,576	-\$219,346,148	-23.0	781
Special Food Services	7223	\$5,210,545	\$11,915,949	-\$6,705,404	-39.2	23
Drinking Places - Alcoholic Beverages	7224	\$4,708,607	\$3,883,397	\$825,210	9.6	8
Restaurants/Other Eating Places	7225	\$357,656,275	\$571,122,230	-\$213,465,955	-23.0	750

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.

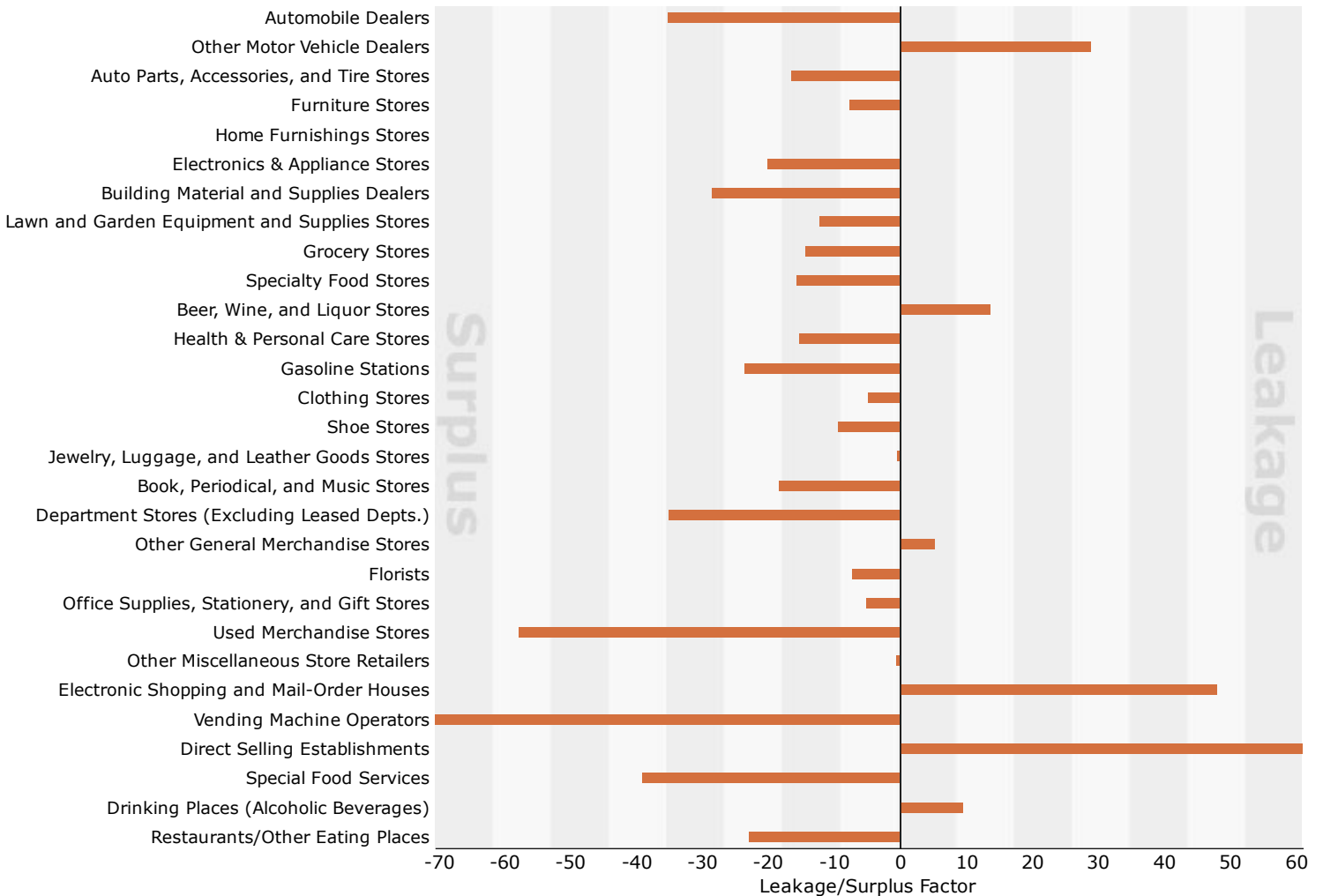
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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