



Demographic and Income Profile

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

Summary	Census 2010	2020	2025
Population	76,511	79,258	80,422
Households	33,645	34,814	35,319
Families	18,119	18,301	18,420
Average Household Size	2.21	2.22	2.22
Owner Occupied Housing Units	17,106	15,665	15,841
Renter Occupied Housing Units	16,539	19,149	19,478
Median Age	37.4	39.2	40.1

Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.29%	0.74%	0.72%
Households	0.29%	0.70%	0.72%
Families	0.13%	0.63%	0.64%
Owner HHs	0.22%	0.69%	0.72%
Median Household Income	0.81%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	5,573	16.0%	5,463	15.5%
\$15,000 - \$24,999	4,944	14.2%	4,879	13.8%
\$25,000 - \$34,999	4,799	13.8%	4,635	13.1%
\$35,000 - \$49,999	5,367	15.4%	5,330	15.1%
\$50,000 - \$74,999	4,628	13.3%	4,664	13.2%
\$75,000 - \$99,999	3,946	11.3%	4,176	11.8%
\$100,000 - \$149,999	3,020	8.7%	3,259	9.2%
\$150,000 - \$199,999	950	2.7%	1,067	3.0%
\$200,000+	1,588	4.6%	1,845	5.2%
Median Household Income	\$39,688		\$41,319	
Average Household Income	\$64,684		\$70,735	
Per Capita Income	\$28,351		\$30,990	

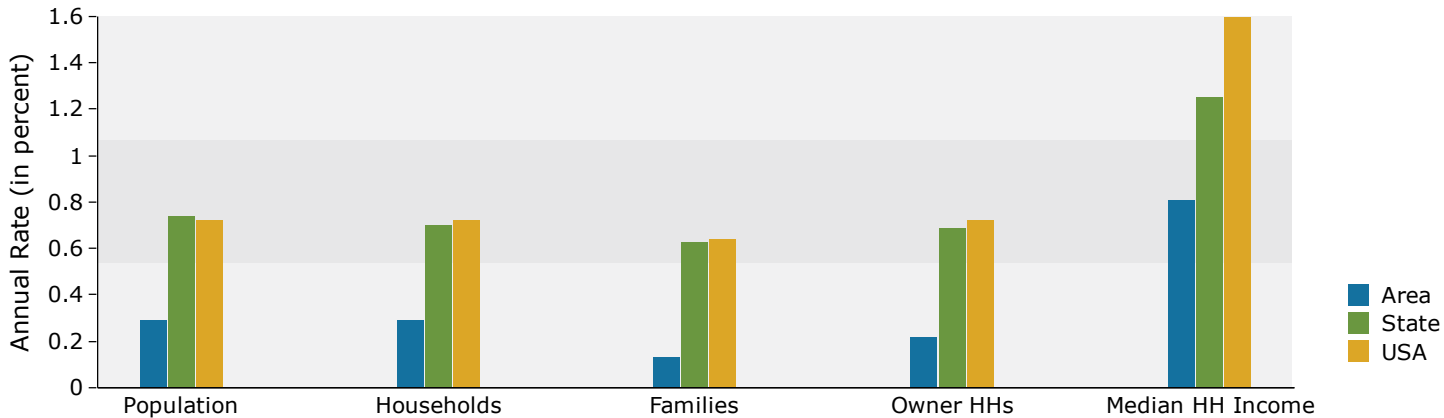
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,395	7.1%	4,932	6.2%	5,000	6.2%
5 - 9	4,620	6.0%	4,824	6.1%	4,740	5.9%
10 - 14	4,202	5.5%	4,673	5.9%	4,652	5.8%
15 - 19	4,419	5.8%	4,173	5.3%	4,500	5.6%
20 - 24	5,288	6.9%	4,805	6.1%	4,886	6.1%
25 - 34	11,825	15.5%	11,407	14.4%	10,942	13.6%
35 - 44	10,322	13.5%	10,727	13.5%	10,891	13.5%
45 - 54	11,167	14.6%	10,098	12.7%	9,960	12.4%
55 - 64	9,346	12.2%	10,286	13.0%	9,833	12.2%
65 - 74	4,925	6.4%	7,891	10.0%	8,546	10.6%
75 - 84	3,311	4.3%	3,613	4.6%	4,683	5.8%
85+	1,692	2.2%	1,827	2.3%	1,789	2.2%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	51,444	67.2%	49,834	62.9%	48,771	60.6%
Black Alone	19,463	25.4%	20,732	26.2%	21,315	26.5%
American Indian Alone	212	0.3%	257	0.3%	273	0.3%
Asian Alone	1,324	1.7%	2,964	3.7%	3,770	4.7%
Pacific Islander Alone	35	0.0%	59	0.1%	69	0.1%
Some Other Race Alone	1,815	2.4%	2,362	3.0%	2,675	3.3%
Two or More Races	2,218	2.9%	3,049	3.8%	3,550	4.4%
Hispanic Origin (Any Race)	4,246	5.5%	5,668	7.2%	6,499	8.1%

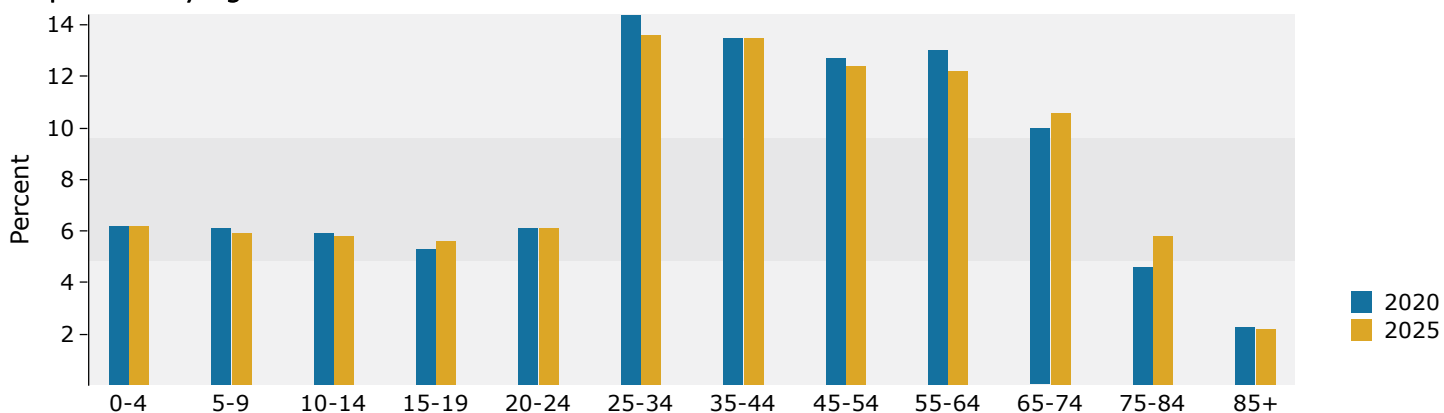
Data Note: Income is expressed in current dollars.

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

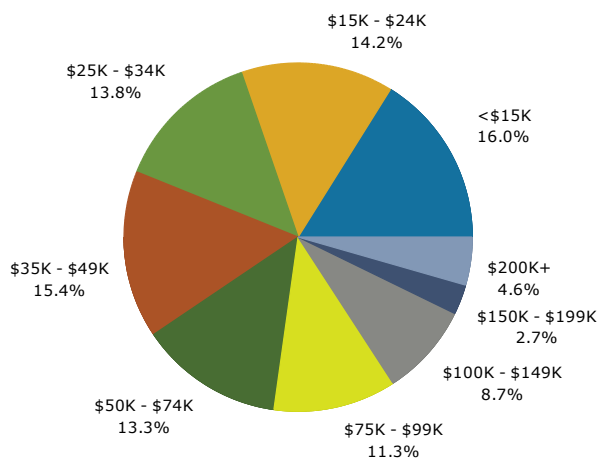
Trends 2020-2025



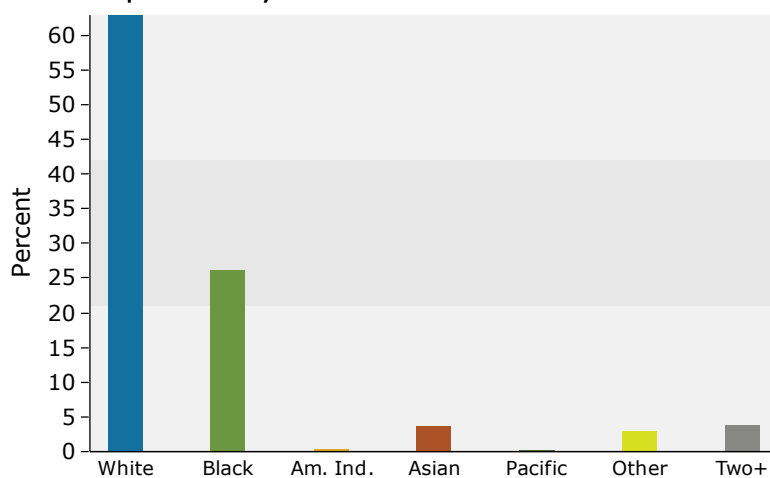
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 7.2%

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



Demographic and Income Profile

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

Summary	Census 2010	2020	2025
Population	202,281	208,679	211,017
Households	86,100	88,600	89,564
Families	52,594	53,185	53,443
Average Household Size	2.29	2.30	2.30
Owner Occupied Housing Units	55,415	52,880	53,437
Renter Occupied Housing Units	30,685	35,720	36,127
Median Age	40.6	42.5	43.2

Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.22%	0.74%	0.72%
Households	0.22%	0.70%	0.72%
Families	0.10%	0.63%	0.64%
Owner HHs	0.21%	0.69%	0.72%
Median Household Income	1.00%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	10,183	11.5%	9,892	11.0%
\$15,000 - \$24,999	10,379	11.7%	10,122	11.3%
\$25,000 - \$34,999	10,114	11.4%	9,656	10.8%
\$35,000 - \$49,999	12,353	13.9%	12,086	13.5%
\$50,000 - \$74,999	13,200	14.9%	13,031	14.5%
\$75,000 - \$99,999	12,303	13.9%	12,773	14.3%
\$100,000 - \$149,999	11,790	13.3%	12,612	14.1%
\$150,000 - \$199,999	4,463	5.0%	5,006	5.6%
\$200,000+	3,815	4.3%	4,385	4.9%
Median Household Income	\$51,705		\$54,343	
Average Household Income	\$73,736		\$80,202	
Per Capita Income	\$31,334		\$34,063	

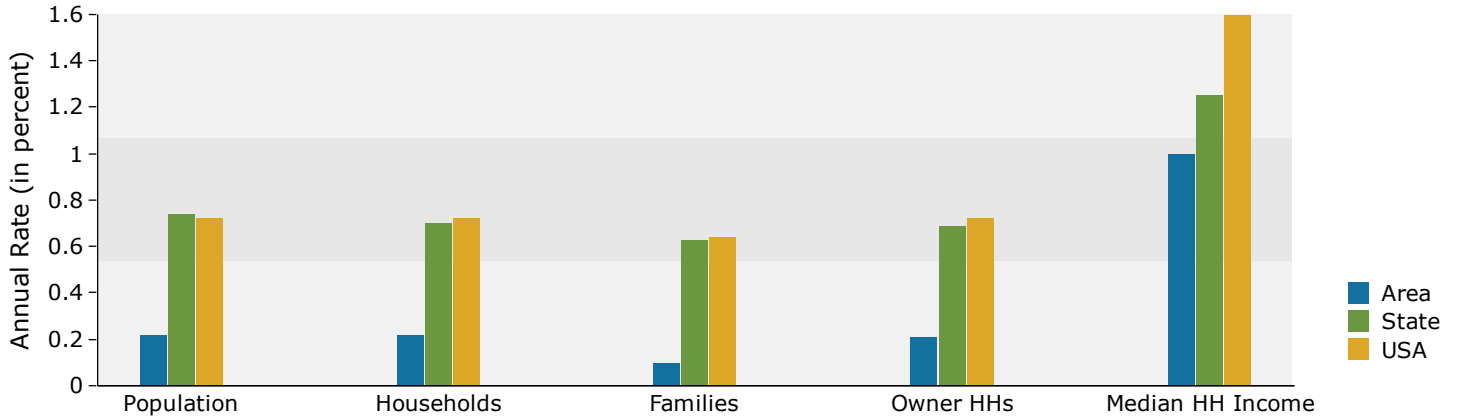
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	12,261	6.1%	11,188	5.4%	11,242	5.3%
5 - 9	11,869	5.9%	11,652	5.6%	11,375	5.4%
10 - 14	12,080	6.0%	11,902	5.7%	11,917	5.6%
15 - 19	13,024	6.4%	11,939	5.7%	12,269	5.8%
20 - 24	12,435	6.1%	12,352	5.9%	11,793	5.6%
25 - 34	25,065	12.4%	26,129	12.5%	25,579	12.1%
35 - 44	26,395	13.0%	25,235	12.1%	25,994	12.3%
45 - 54	30,273	15.0%	26,735	12.8%	25,386	12.0%
55 - 64	27,284	13.5%	29,309	14.0%	27,723	13.1%
65 - 74	15,936	7.9%	24,086	11.5%	25,889	12.3%
75 - 84	10,905	5.4%	12,232	5.9%	15,674	7.4%
85+	4,756	2.4%	5,922	2.8%	6,174	2.9%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	156,100	77.2%	153,107	73.4%	150,296	71.2%
Black Alone	33,765	16.7%	36,630	17.6%	38,083	18.0%
American Indian Alone	455	0.2%	568	0.3%	624	0.3%
Asian Alone	4,302	2.1%	7,655	3.7%	9,452	4.5%
Pacific Islander Alone	78	0.0%	124	0.1%	146	0.1%
Some Other Race Alone	3,139	1.6%	4,331	2.1%	5,037	2.4%
Two or More Races	4,442	2.2%	6,264	3.0%	7,379	3.5%
Hispanic Origin (Any Race)	7,820	3.9%	11,161	5.3%	13,208	6.3%

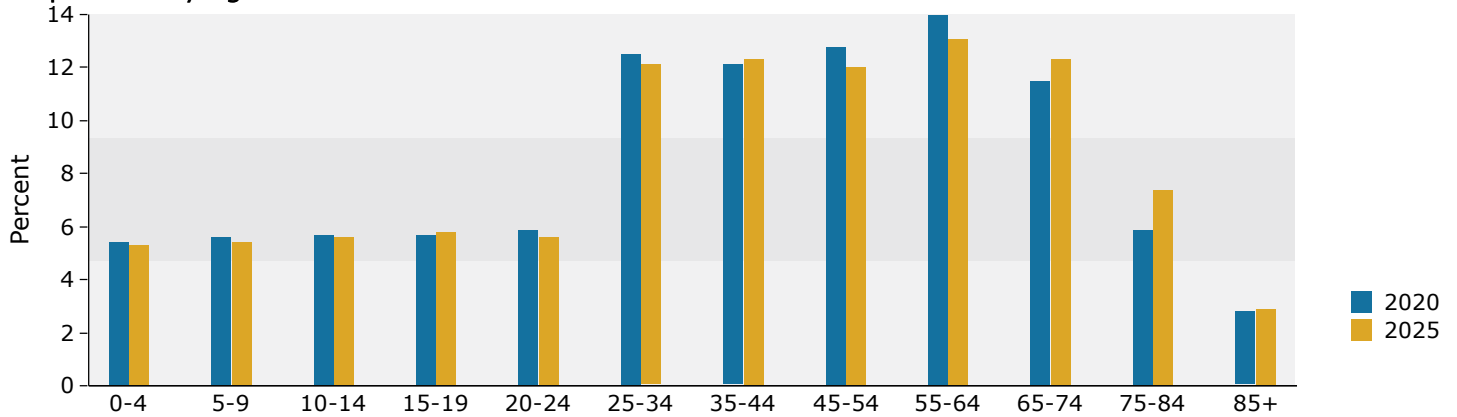
Data Note: Income is expressed in current dollars.

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

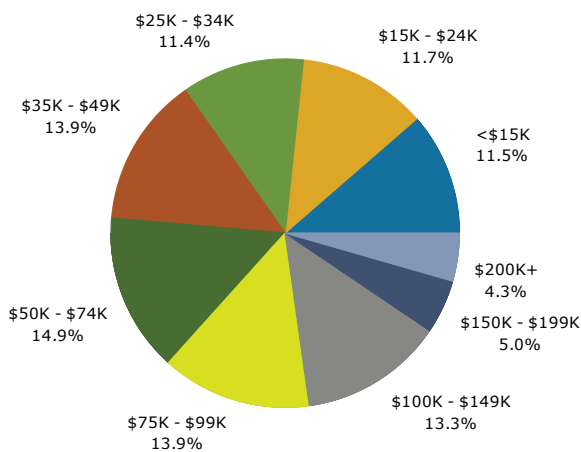
Trends 2020-2025



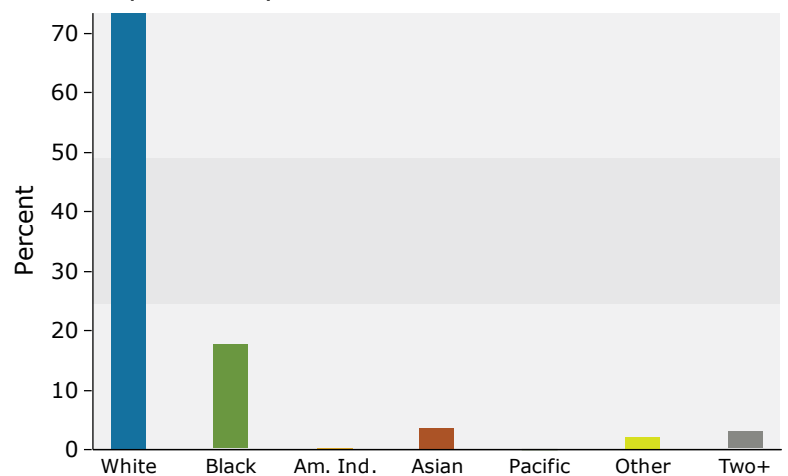
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 5.3%



Demographic and Income Profile

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 40 minute radius

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

Summary	Census 2010	2020	2025
Population	310,397	320,093	324,338
Households	129,558	133,343	135,057
Families	83,441	84,514	85,142
Average Household Size	2.34	2.35	2.35
Owner Occupied Housing Units	89,820	88,194	89,293
Renter Occupied Housing Units	39,738	45,149	45,764
Median Age	41.8	43.9	44.6
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.26%	0.74%	0.72%
Households	0.26%	0.70%	0.72%
Families	0.15%	0.63%	0.64%
Owner HHs	0.25%	0.69%	0.72%
Median Household Income	1.01%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	14,618	11.0%	14,158	10.5%
\$15,000 - \$24,999	14,715	11.0%	14,291	10.6%
\$25,000 - \$34,999	14,405	10.8%	13,708	10.1%
\$35,000 - \$49,999	18,167	13.6%	17,741	13.1%
\$50,000 - \$74,999	22,177	16.6%	21,934	16.2%
\$75,000 - \$99,999	18,250	13.7%	19,024	14.1%
\$100,000 - \$149,999	18,681	14.0%	20,174	14.9%
\$150,000 - \$199,999	6,586	4.9%	7,433	5.5%
\$200,000+	5,744	4.3%	6,593	4.9%
Median Household Income	\$53,912		\$56,702	
Average Household Income	\$74,696		\$81,284	
Per Capita Income	\$31,226		\$33,955	

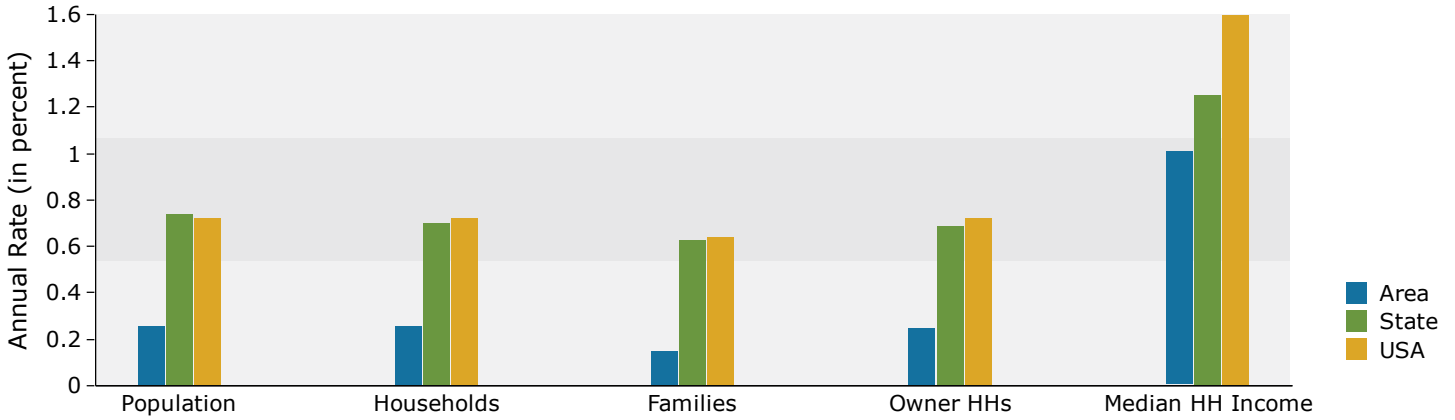
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,127	5.8%	16,489	5.2%	16,563	5.1%
5 - 9	18,174	5.9%	17,595	5.5%	17,182	5.3%
10 - 14	18,859	6.1%	18,369	5.7%	18,475	5.7%
15 - 19	19,702	6.3%	17,791	5.6%	18,528	5.7%
20 - 24	17,618	5.7%	17,448	5.5%	16,443	5.1%
25 - 34	35,675	11.5%	38,633	12.1%	36,987	11.4%
35 - 44	40,778	13.1%	37,719	11.8%	39,598	12.2%
45 - 54	48,065	15.5%	41,871	13.1%	39,347	12.1%
55 - 64	43,604	14.0%	47,234	14.8%	44,763	13.8%
65 - 74	26,204	8.4%	38,847	12.1%	42,157	13.0%
75 - 84	16,673	5.4%	19,466	6.1%	25,148	7.8%
85+	6,919	2.2%	8,630	2.7%	9,148	2.8%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	255,779	82.4%	254,477	79.5%	252,572	77.9%
Black Alone	39,160	12.6%	42,301	13.2%	43,883	13.5%
American Indian Alone	737	0.2%	928	0.3%	1,030	0.3%
Asian Alone	5,022	1.6%	8,646	2.7%	10,637	3.3%
Pacific Islander Alone	103	0.0%	155	0.0%	180	0.1%
Some Other Race Alone	3,780	1.2%	5,215	1.6%	6,055	1.9%
Two or More Races	5,816	1.9%	8,371	2.6%	9,981	3.1%
Hispanic Origin (Any Race)	9,711	3.1%	13,972	4.4%	16,611	5.1%

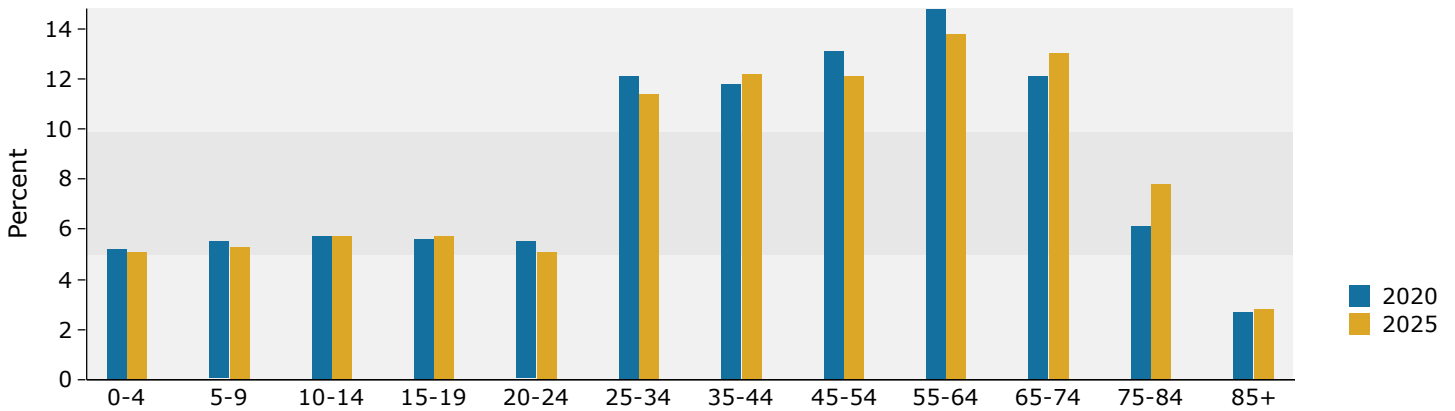
Data Note: Income is expressed in current dollars.

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

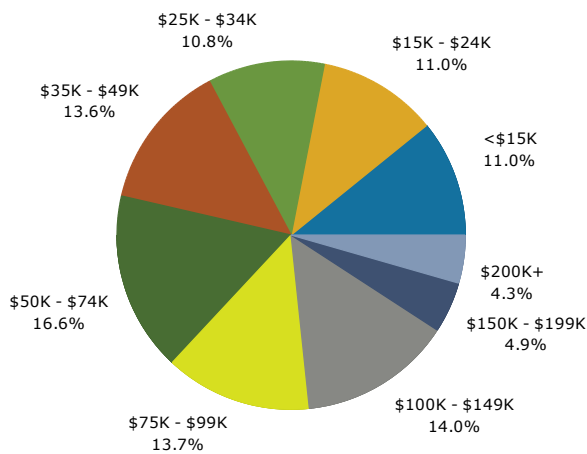
Trends 2020-2025



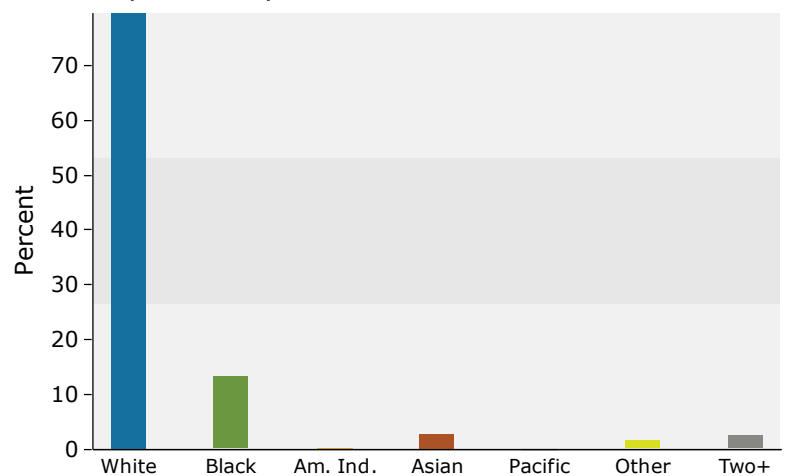
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 4.4%



Market Profile

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

	10 minutes	20 minutes	40 minutes
Population Summary			
2000 Total Population	75,408	196,003	293,047
2010 Total Population	76,511	202,281	310,397
2020 Total Population	79,258	208,679	320,093
2020 Group Quarters	2,134	5,282	7,185
2025 Total Population	80,422	211,017	324,338
2020-2025 Annual Rate	0.29%	0.22%	0.26%
2020 Total Daytime Population	98,110	228,476	328,676
Workers	56,052	119,069	159,948
Residents	42,058	109,407	168,728
Household Summary			
2000 Households	33,462	83,168	121,368
2000 Average Household Size	2.19	2.29	2.35
2010 Households	33,645	86,100	129,558
2010 Average Household Size	2.21	2.29	2.34
2020 Households	34,814	88,600	133,343
2020 Average Household Size	2.22	2.30	2.35
2025 Households	35,319	89,564	135,057
2025 Average Household Size	2.22	2.30	2.35
2020-2025 Annual Rate	0.29%	0.22%	0.26%
2010 Families	18,119	52,594	83,441
2010 Average Family Size	2.92	2.90	2.89
2020 Families	18,301	53,185	84,514
2020 Average Family Size	2.95	2.92	2.91
2025 Families	18,420	53,443	85,142
2025 Average Family Size	2.96	2.92	2.92
2020-2025 Annual Rate	0.13%	0.10%	0.15%
Housing Unit Summary			
2000 Housing Units	36,247	88,203	129,015
Owner Occupied Housing Units	49.0%	61.6%	66.3%
Renter Occupied Housing Units	43.3%	32.7%	27.8%
Vacant Housing Units	7.7%	5.7%	5.9%
2010 Housing Units	37,574	93,778	142,069
Owner Occupied Housing Units	45.5%	59.1%	63.2%
Renter Occupied Housing Units	44.0%	32.7%	28.0%
Vacant Housing Units	10.5%	8.2%	8.8%
2020 Housing Units	38,401	96,366	146,859
Owner Occupied Housing Units	40.8%	54.9%	60.1%
Renter Occupied Housing Units	49.9%	37.1%	30.7%
Vacant Housing Units	9.3%	8.1%	9.2%
2025 Housing Units	38,974	97,729	149,641
Owner Occupied Housing Units	40.6%	54.7%	59.7%
Renter Occupied Housing Units	50.0%	37.0%	30.6%
Vacant Housing Units	9.4%	8.4%	9.7%
Median Household Income			
2020	\$39,688	\$51,705	\$53,912
2025	\$41,319	\$54,343	\$56,702
Median Home Value			
2020	\$137,630	\$182,439	\$191,152
2025	\$148,688	\$198,407	\$215,047
Per Capita Income			
2020	\$28,351	\$31,334	\$31,226
2025	\$30,990	\$34,063	\$33,955
Median Age			
2010	37.4	40.6	41.8
2020	39.2	42.5	43.9
2025	40.1	43.2	44.6

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.



Market Profile

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

	10 minutes	20 minutes	40 minutes
2020 Households by Income			
Household Income Base	34,814	88,600	133,343
<\$15,000	16.0%	11.5%	11.0%
\$15,000 - \$24,999	14.2%	11.7%	11.0%
\$25,000 - \$34,999	13.8%	11.4%	10.8%
\$35,000 - \$49,999	15.4%	13.9%	13.6%
\$50,000 - \$74,999	13.3%	14.9%	16.6%
\$75,000 - \$99,999	11.3%	13.9%	13.7%
\$100,000 - \$149,999	8.7%	13.3%	14.0%
\$150,000 - \$199,999	2.7%	5.0%	4.9%
\$200,000+	4.6%	4.3%	4.3%
Average Household Income	\$64,684	\$73,736	\$74,696
2025 Households by Income			
Household Income Base	35,319	89,564	135,057
<\$15,000	15.5%	11.0%	10.5%
\$15,000 - \$24,999	13.8%	11.3%	10.6%
\$25,000 - \$34,999	13.1%	10.8%	10.1%
\$35,000 - \$49,999	15.1%	13.5%	13.1%
\$50,000 - \$74,999	13.2%	14.5%	16.2%
\$75,000 - \$99,999	11.8%	14.3%	14.1%
\$100,000 - \$149,999	9.2%	14.1%	14.9%
\$150,000 - \$199,999	3.0%	5.6%	5.5%
\$200,000+	5.2%	4.9%	4.9%
Average Household Income	\$70,735	\$80,202	\$81,284
2020 Owner Occupied Housing Units by Value			
Total	15,665	52,880	88,194
<\$50,000	6.2%	3.9%	4.9%
\$50,000 - \$99,999	24.4%	11.2%	10.1%
\$100,000 - \$149,999	25.8%	21.1%	18.7%
\$150,000 - \$199,999	13.0%	21.2%	19.7%
\$200,000 - \$249,999	9.6%	14.2%	13.3%
\$250,000 - \$299,999	4.7%	8.5%	9.6%
\$300,000 - \$399,999	7.5%	10.8%	11.7%
\$400,000 - \$499,999	3.6%	4.0%	5.2%
\$500,000 - \$749,999	2.5%	3.2%	4.2%
\$750,000 - \$999,999	0.9%	0.7%	1.3%
\$1,000,000 - \$1,499,999	1.0%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.5%	0.2%	0.3%
\$2,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$202,273	\$228,484	\$244,299
2025 Owner Occupied Housing Units by Value			
Total	15,841	53,437	89,293
<\$50,000	5.7%	3.5%	4.3%
\$50,000 - \$99,999	22.1%	10.0%	8.8%
\$100,000 - \$149,999	22.7%	18.0%	15.5%
\$150,000 - \$199,999	12.2%	19.1%	17.4%
\$200,000 - \$249,999	10.0%	14.3%	13.2%
\$250,000 - \$299,999	5.5%	9.4%	10.4%
\$300,000 - \$399,999	9.5%	13.1%	14.0%
\$400,000 - \$499,999	4.6%	5.2%	6.7%
\$500,000 - \$749,999	3.6%	4.4%	5.9%
\$750,000 - \$999,999	1.4%	1.1%	1.9%
\$1,000,000 - \$1,499,999	1.4%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.7%	0.3%	0.4%
\$2,000,000 +	0.4%	0.5%	0.5%
Average Home Value	\$233,673	\$258,159	\$278,851

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.



Market Profile

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

	10 minutes	20 minutes	40 minutes
2010 Population by Age			
Total	76,509	202,278	310,396
0 - 4	7.1%	6.1%	5.8%
5 - 9	6.0%	5.9%	5.9%
10 - 14	5.5%	6.0%	6.1%
15 - 24	12.7%	12.6%	12.0%
25 - 34	15.5%	12.4%	11.5%
35 - 44	13.5%	13.0%	13.1%
45 - 54	14.6%	15.0%	15.5%
55 - 64	12.2%	13.5%	14.0%
65 - 74	6.4%	7.9%	8.4%
75 - 84	4.3%	5.4%	5.4%
85 +	2.2%	2.4%	2.2%
18 +	78.0%	78.3%	78.4%
2020 Population by Age			
Total	79,256	208,681	320,092
0 - 4	6.2%	5.4%	5.2%
5 - 9	6.1%	5.6%	5.5%
10 - 14	5.9%	5.7%	5.7%
15 - 24	11.3%	11.6%	11.0%
25 - 34	14.4%	12.5%	12.1%
35 - 44	13.5%	12.1%	11.8%
45 - 54	12.7%	12.8%	13.1%
55 - 64	13.0%	14.0%	14.8%
65 - 74	10.0%	11.5%	12.1%
75 - 84	4.6%	5.9%	6.1%
85 +	2.3%	2.8%	2.7%
18 +	78.7%	80.1%	80.4%
2025 Population by Age			
Total	80,422	211,015	324,339
0 - 4	6.2%	5.3%	5.1%
5 - 9	5.9%	5.4%	5.3%
10 - 14	5.8%	5.6%	5.7%
15 - 24	11.7%	11.4%	10.8%
25 - 34	13.6%	12.1%	11.4%
35 - 44	13.5%	12.3%	12.2%
45 - 54	12.4%	12.0%	12.1%
55 - 64	12.2%	13.1%	13.8%
65 - 74	10.6%	12.3%	13.0%
75 - 84	5.8%	7.4%	7.8%
85 +	2.2%	2.9%	2.8%
18 +	78.8%	80.3%	80.6%
2010 Population by Sex			
Males	36,670	96,294	149,467
Females	39,841	105,987	160,930
2020 Population by Sex			
Males	38,174	99,767	154,747
Females	41,084	108,912	165,346
2025 Population by Sex			
Males	38,816	101,069	157,133
Females	41,606	109,948	167,205

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

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

	10 minutes	20 minutes	40 minutes
2010 Population by Race/Ethnicity			
Total	76,511	202,281	310,397
White Alone	67.2%	77.2%	82.4%
Black Alone	25.4%	16.7%	12.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.7%	2.1%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	1.6%	1.2%
Two or More Races	2.9%	2.2%	1.9%
Hispanic Origin	5.5%	3.9%	3.1%
Diversity Index	53.7	42.3	34.7
2020 Population by Race/Ethnicity			
Total	79,257	208,679	320,093
White Alone	62.9%	73.4%	79.5%
Black Alone	26.2%	17.6%	13.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.7%	3.7%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.0%	2.1%	1.6%
Two or More Races	3.8%	3.0%	2.6%
Hispanic Origin	7.2%	5.3%	4.4%
Diversity Index	59.7	48.7	40.4
2025 Population by Race/Ethnicity			
Total	80,423	211,017	324,338
White Alone	60.6%	71.2%	77.9%
Black Alone	26.5%	18.0%	13.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.7%	4.5%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	2.4%	1.9%
Two or More Races	4.4%	3.5%	3.1%
Hispanic Origin	8.1%	6.3%	5.1%
Diversity Index	62.5	52.2	43.5
2010 Population by Relationship and Household Type			
Total	76,511	202,281	310,397
In Households	97.2%	97.5%	97.7%
In Family Households	72.3%	77.5%	79.8%
Householder	23.6%	26.0%	26.9%
Spouse	13.7%	18.2%	19.8%
Child	28.1%	28.0%	28.0%
Other relative	3.9%	3.1%	3.0%
Nonrelative	3.1%	2.2%	2.1%
In Nonfamily Households	24.9%	20.0%	17.9%
In Group Quarters	2.8%	2.5%	2.3%
Institutionalized Population	1.4%	1.1%	1.2%
Noninstitutionalized Population	1.4%	1.4%	1.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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



Market Profile

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

	10 minutes	20 minutes	40 minutes
2020 Population 25+ by Educational Attainment			
Total	55,850	149,644	232,400
Less than 9th Grade	5.4%	3.8%	3.6%
9th - 12th Grade, No Diploma	8.2%	6.5%	6.7%
High School Graduate	26.6%	24.5%	25.5%
GED/Alternative Credential	6.1%	4.6%	5.2%
Some College, No Degree	18.8%	19.3%	19.9%
Associate Degree	8.8%	10.7%	10.5%
Bachelor's Degree	16.4%	19.4%	17.9%
Graduate/Professional Degree	9.7%	11.2%	10.7%
2020 Population 15+ by Marital Status			
Total	64,828	173,937	267,639
Never Married	38.5%	31.4%	28.8%
Married	37.6%	46.9%	50.1%
Widowed	7.7%	7.7%	7.8%
Divorced	16.2%	14.0%	13.3%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	42,291	111,308	168,383
Population 16+ Employed	87.8%	89.4%	89.9%
Population 16+ Unemployment rate	12.2%	10.6%	10.1%
Population 16-24 Employed	12.1%	11.9%	11.2%
Population 16-24 Unemployment rate	20.3%	18.5%	18.4%
Population 25-54 Employed	64.9%	61.5%	61.1%
Population 25-54 Unemployment rate	11.2%	9.9%	9.4%
Population 55-64 Employed	16.7%	18.8%	19.8%
Population 55-64 Unemployment rate	10.4%	8.6%	8.1%
Population 65+ Employed	6.3%	7.8%	8.0%
Population 65+ Unemployment rate	9.3%	7.8%	7.6%
2020 Employed Population 16+ by Industry			
Total	37,137	99,521	151,357
Agriculture/Mining	0.4%	0.4%	0.9%
Construction	6.2%	5.7%	6.7%
Manufacturing	9.6%	9.7%	11.1%
Wholesale Trade	3.0%	2.9%	3.0%
Retail Trade	11.0%	10.4%	10.3%
Transportation/Utilities	5.0%	6.3%	6.3%
Information	1.6%	1.4%	1.3%
Finance/Insurance/Real Estate	7.1%	8.1%	7.2%
Services	52.0%	50.2%	48.4%
Public Administration	4.1%	4.9%	4.8%
2020 Employed Population 16+ by Occupation			
Total	37,137	99,520	151,357
White Collar	58.0%	62.1%	60.5%
Management/Business/Financial	11.6%	13.8%	13.6%
Professional	21.5%	23.5%	22.6%
Sales	10.4%	10.1%	9.6%
Administrative Support	14.4%	14.7%	14.8%
Services	20.7%	17.7%	16.9%
Blue Collar	21.2%	20.1%	22.6%
Farming/Forestry/Fishing	0.5%	0.3%	0.5%
Construction/Extraction	5.3%	4.6%	5.1%
Installation/Maintenance/Repair	2.3%	2.7%	3.2%
Production	6.7%	6.3%	7.1%
Transportation/Material Moving	6.4%	6.2%	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.

May 03, 2021



Market Profile

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

	10 minutes	20 minutes	40 minutes
2010 Households by Type			
Total	33,645	86,099	129,558
Households with 1 Person	37.6%	32.5%	29.7%
Households with 2+ People	62.4%	67.5%	70.3%
Family Households	53.9%	61.1%	64.4%
Husband-wife Families	31.3%	42.8%	47.5%
With Related Children	12.6%	16.9%	18.2%
Other Family (No Spouse Present)	22.6%	18.3%	16.9%
Other Family with Male Householder	5.0%	4.2%	4.2%
With Related Children	2.9%	2.4%	2.4%
Other Family with Female Householder	17.6%	14.0%	12.7%
With Related Children	11.8%	9.1%	8.1%
Nonfamily Households	8.5%	6.4%	5.9%
All Households with Children	27.8%	28.8%	29.2%
Multigenerational Households	3.6%	3.3%	3.3%
Unmarried Partner Households	8.5%	6.4%	6.1%
Male-female	7.5%	5.6%	5.4%
Same-sex	1.0%	0.8%	0.7%
2010 Households by Size			
Total	33,644	86,099	129,557
1 Person Household	37.6%	32.5%	29.7%
2 Person Household	31.6%	34.4%	36.1%
3 Person Household	14.3%	15.4%	15.7%
4 Person Household	9.4%	10.8%	11.4%
5 Person Household	4.2%	4.5%	4.6%
6 Person Household	1.7%	1.6%	1.6%
7 + Person Household	1.2%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	33,645	86,100	129,558
Owner Occupied	50.8%	64.4%	69.3%
Owned with a Mortgage/Loan	36.7%	45.2%	47.2%
Owned Free and Clear	14.1%	19.2%	22.1%
Renter Occupied	49.2%	35.6%	30.7%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	156	154	156
Percent of Income for Mortgage	14.5%	14.7%	14.8%
Wealth Index	60	78	81
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	37,574	93,778	142,069
Housing Units Inside Urbanized Area	99.6%	94.5%	69.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	3.3%
Rural Housing Units	0.4%	5.5%	27.2%
2010 Population By Urban/ Rural Status			
Total Population	76,511	202,281	310,397
Population Inside Urbanized Area	99.5%	94.2%	69.3%
Population Inside Urbanized Cluster	0.0%	0.0%	3.2%
Rural Population	0.5%	5.8%	27.5%

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

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

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

	10 minutes	20 minutes	40 minutes
Top 3 Tapestry Segments			
1.	In Style (5B)	Old and Newcomers (8F)	Salt of the Earth (6B)
2.	Hardscrabble Road (8G)	Comfortable Empty Nesters	Comfortable Empty Nesters (5A)
3.	Traditional Living (12B)	In Style (5B)	Old and Newcomers (8F)
2020 Consumer Spending			
Apparel & Services: Total \$	\$55,395,808	\$156,607,425	\$235,943,627
Average Spent	\$1,591.19	\$1,767.58	\$1,769.45
Spending Potential Index	74	82	82
Education: Total \$	\$43,744,994	\$126,863,312	\$189,862,945
Average Spent	\$1,256.53	\$1,431.87	\$1,423.87
Spending Potential Index	70	80	80
Entertainment/Recreation: Total \$	\$81,805,520	\$238,200,707	\$367,700,041
Average Spent	\$2,349.79	\$2,688.50	\$2,757.55
Spending Potential Index	72	83	85
Food at Home: Total \$	\$137,211,054	\$390,650,880	\$599,654,227
Average Spent	\$3,941.26	\$4,409.15	\$4,497.08
Spending Potential Index	74	83	84
Food Away from Home: Total \$	\$96,263,002	\$273,264,435	\$415,265,852
Average Spent	\$2,765.07	\$3,084.25	\$3,114.27
Spending Potential Index	73	82	83
Health Care: Total \$	\$147,070,113	\$431,750,435	\$670,990,300
Average Spent	\$4,224.45	\$4,873.03	\$5,032.06
Spending Potential Index	73	85	88
HH Furnishings & Equipment: Total \$	\$55,534,882	\$161,448,537	\$246,447,008
Average Spent	\$1,595.19	\$1,822.22	\$1,848.22
Spending Potential Index	73	83	85
Personal Care Products & Services: Total \$	\$23,765,033	\$68,262,821	\$103,087,140
Average Spent	\$682.63	\$770.46	\$773.10
Spending Potential Index	74	84	84
Shelter: Total \$	\$487,718,679	\$1,389,862,258	\$2,079,309,639
Average Spent	\$14,009.27	\$15,686.93	\$15,593.69
Spending Potential Index	72	81	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$58,419,347	\$174,237,006	\$270,671,258
Average Spent	\$1,678.04	\$1,966.56	\$2,029.89
Spending Potential Index	72	84	87
Travel: Total \$	\$57,974,617	\$173,109,965	\$263,573,566
Average Spent	\$1,665.27	\$1,953.84	\$1,976.66
Spending Potential Index	69	81	82
Vehicle Maintenance & Repairs: Total \$	\$30,919,339	\$88,512,466	\$134,881,001
Average Spent	\$888.13	\$999.01	\$1,011.53
Spending Potential Index	77	86	87

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

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

Summary Demographics

2020 Population	79,258
2020 Households	34,814
2020 Median Disposable Income	\$33,746
2020 Per Capita Income	\$28,351

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.

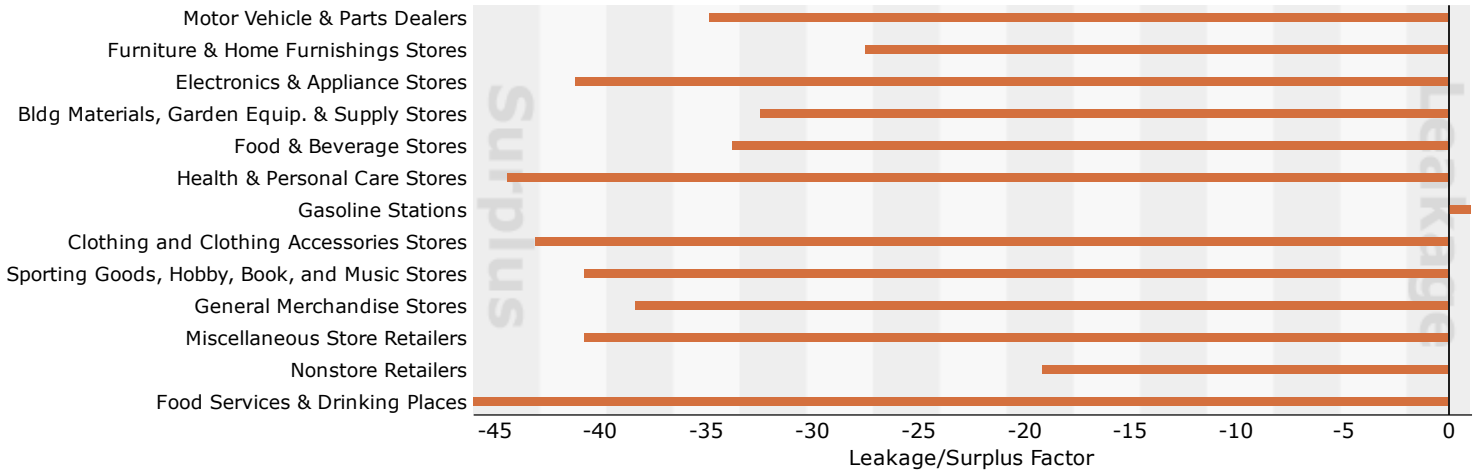
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$865,106,803	\$1,818,755,388	-\$953,648,585	-35.5	895
Total Retail Trade	44-45	\$781,330,247	\$1,592,254,091	-\$810,923,844	-34.2	619
Total Food & Drink	722	\$83,776,556	\$226,501,298	-\$142,724,742	-46.0	276
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$166,097,653	\$344,269,280	-\$178,171,627	-34.9	77
Automobile Dealers	4411	\$136,379,141	\$300,678,899	-\$164,299,758	-37.6	38
Other Motor Vehicle Dealers	4412	\$16,521,307	\$6,539,112	\$9,982,195	43.3	6
Auto Parts, Accessories & Tire Stores	4413	\$13,197,205	\$37,051,269	-\$23,854,064	-47.5	33
Furniture & Home Furnishings Stores	442	\$29,092,838	\$51,111,028	-\$22,018,190	-27.5	35
Furniture Stores	4421	\$16,684,778	\$36,430,657	-\$19,745,879	-37.2	20
Home Furnishings Stores	4422	\$12,408,060	\$14,680,371	-\$2,272,311	-8.4	15
Electronics & Appliance Stores	443	\$25,150,154	\$60,409,624	-\$35,259,470	-41.2	27
Bldg Materials, Garden Equip. & Supply Stores	444	\$48,347,738	\$94,891,911	-\$46,544,173	-32.5	41
Bldg Material & Supplies Dealers	4441	\$44,791,317	\$91,366,780	-\$46,575,463	-34.2	37
Lawn & Garden Equip & Supply Stores	4442	\$3,556,422	\$3,525,131	\$31,291	0.4	4
Food & Beverage Stores	445	\$141,217,743	\$285,730,791	-\$144,513,048	-33.8	86
Grocery Stores	4451	\$130,995,289	\$269,638,888	-\$138,643,599	-34.6	65
Specialty Food Stores	4452	\$4,144,268	\$7,885,317	-\$3,741,049	-31.1	15
Beer, Wine & Liquor Stores	4453	\$6,078,185	\$8,206,587	-\$2,128,402	-14.9	7
Health & Personal Care Stores	446,4461	\$47,014,611	\$122,079,216	-\$75,064,605	-44.4	53
Gasoline Stations	447,4471	\$79,294,580	\$77,586,527	\$1,708,053	1.1	28
Clothing & Clothing Accessories Stores	448	\$38,837,556	\$97,576,229	-\$58,738,673	-43.1	100
Clothing Stores	4481	\$26,311,449	\$60,317,568	-\$34,006,119	-39.3	64
Shoe Stores	4482	\$5,540,226	\$15,741,734	-\$10,201,508	-47.9	14
Jewelry, Luggage & Leather Goods Stores	4483	\$6,985,880	\$21,516,928	-\$14,531,048	-51.0	23
Sporting Goods, Hobby, Book & Music Stores	451	\$21,136,149	\$50,209,577	-\$29,073,428	-40.8	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,784,622	\$44,214,497	-\$26,429,875	-42.6	27
Book, Periodical & Music Stores	4512	\$3,351,527	\$5,995,080	-\$2,643,553	-28.3	9
General Merchandise Stores	452	\$141,332,889	\$317,666,914	-\$176,334,025	-38.4	39
Department Stores Excluding Leased Depts.	4521	\$97,408,593	\$226,353,055	-\$128,944,462	-39.8	15
Other General Merchandise Stores	4529	\$43,924,296	\$91,313,859	-\$47,389,563	-35.0	24
Miscellaneous Store Retailers	453	\$28,964,975	\$68,808,925	-\$39,843,950	-40.8	86
Florists	4531	\$1,276,683	\$2,881,328	-\$1,604,645	-38.6	6
Office Supplies, Stationery & Gift Stores	4532	\$7,105,387	\$18,608,376	-\$11,502,989	-44.7	30
Used Merchandise Stores	4533	\$3,461,217	\$23,739,118	-\$20,277,901	-74.6	16
Other Miscellaneous Store Retailers	4539	\$17,121,688	\$23,580,103	-\$6,458,415	-15.9	34
Nonstore Retailers	454	\$14,843,362	\$21,914,069	-\$7,070,707	-19.2	9
Electronic Shopping & Mail-Order Houses	4541	\$9,642,909	\$1,741,078	\$7,901,831	69.4	3
Vending Machine Operators	4542	\$708,355	\$16,733,693	-\$16,025,338	-91.9	2
Direct Selling Establishments	4543	\$4,492,098	\$3,439,298	\$1,052,800	13.3	4
Food Services & Drinking Places	722	\$83,776,556	\$226,501,298	-\$142,724,742	-46.0	276
Special Food Services	7223	\$1,164,211	\$2,805,524	-\$1,641,313	-41.3	9
Drinking Places - Alcoholic Beverages	7224	\$1,090,940	\$2,527,959	-\$1,437,019	-39.7	7
Restaurants/Other Eating Places	7225	\$81,521,405	\$221,167,815	-\$139,646,410	-46.1	260

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.

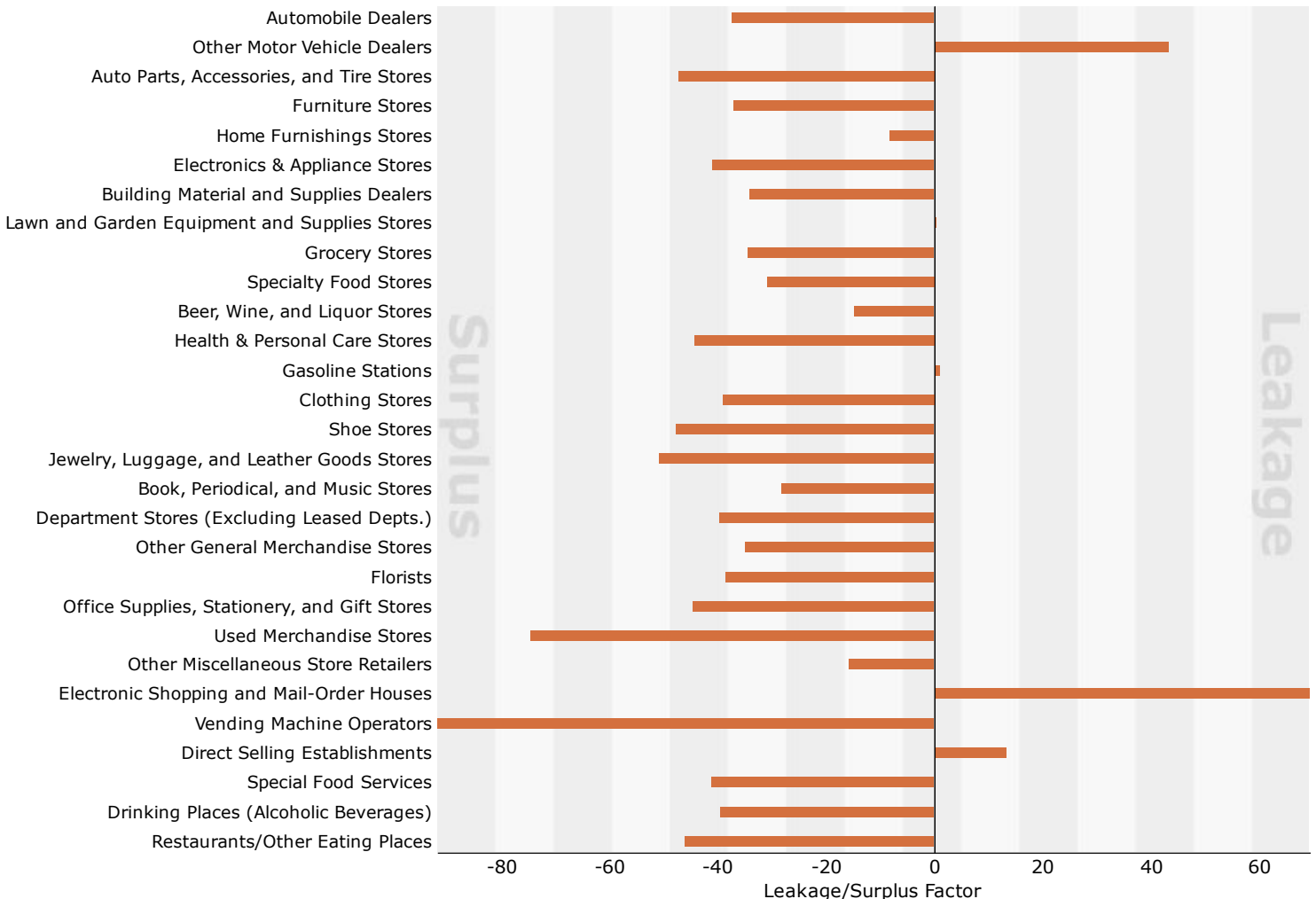
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

Summary Demographics

2020 Population	208,679
2020 Households	88,600
2020 Median Disposable Income	\$42,684
2020 Per Capita Income	\$31,334

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.

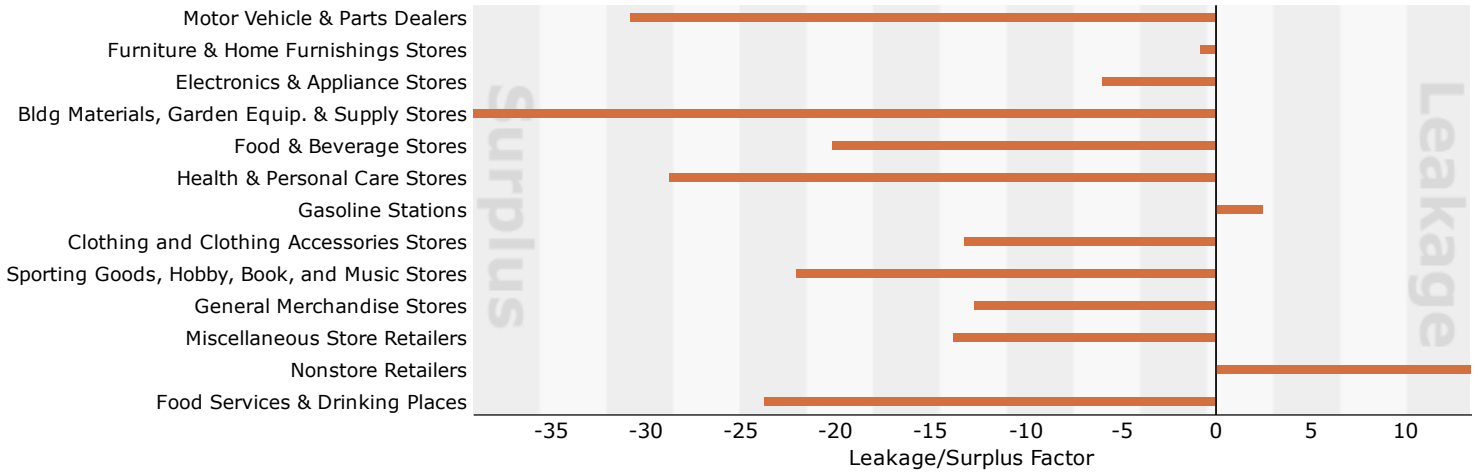
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,683,684,696	\$4,070,076,668	-\$1,386,391,972	-20.5	1,817
Total Retail Trade	44-45	\$2,425,355,632	\$3,650,678,383	-\$1,225,322,751	-20.2	1,289
Total Food & Drink	722	\$258,329,063	\$419,398,285	-\$161,069,222	-23.8	528
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$517,182,494	\$980,609,060	-\$463,426,566	-30.9	178
Automobile Dealers	4411	\$423,603,166	\$873,926,585	-\$450,323,419	-34.7	97
Other Motor Vehicle Dealers	4412	\$52,409,631	\$31,757,900	\$20,651,731	24.5	18
Auto Parts, Accessories & Tire Stores	4413	\$41,169,697	\$74,924,574	-\$33,754,877	-29.1	64
Furniture & Home Furnishings Stores	442	\$91,012,276	\$92,524,766	-\$1,512,490	-0.8	70
Furniture Stores	4421	\$51,145,523	\$59,516,400	-\$8,370,877	-7.6	39
Home Furnishings Stores	4422	\$39,866,753	\$33,008,366	\$6,858,387	9.4	31
Electronics & Appliance Stores	443	\$77,819,724	\$87,711,382	-\$9,891,658	-6.0	49
Bldg Materials, Garden Equip. & Supply Stores	444	\$160,144,401	\$365,869,089	-\$205,724,688	-39.1	114
Bldg Material & Supplies Dealers	4441	\$148,250,094	\$355,730,480	-\$207,480,386	-41.2	98
Lawn & Garden Equip & Supply Stores	4442	\$11,894,306	\$10,138,608	\$1,755,698	8.0	16
Food & Beverage Stores	445	\$432,228,554	\$650,557,860	-\$218,329,306	-20.2	152
Grocery Stores	4451	\$400,650,218	\$618,211,791	-\$217,561,573	-21.4	115
Specialty Food Stores	4452	\$12,623,028	\$16,887,664	-\$4,264,636	-14.5	26
Beer, Wine & Liquor Stores	4453	\$18,955,308	\$15,458,404	\$3,496,904	10.2	11
Health & Personal Care Stores	446,4461	\$147,869,152	\$267,298,650	-\$119,429,498	-28.8	115
Gasoline Stations	447,4471	\$242,140,014	\$230,428,250	\$11,711,764	2.5	70
Clothing & Clothing Accessories Stores	448	\$119,813,661	\$156,590,641	-\$36,776,980	-13.3	163
Clothing Stores	4481	\$80,934,385	\$97,164,512	-\$16,230,127	-9.1	104
Shoe Stores	4482	\$16,973,810	\$26,417,316	-\$9,443,506	-21.8	23
Jewelry, Luggage & Leather Goods Stores	4483	\$21,905,465	\$33,008,813	-\$11,103,348	-20.2	36
Sporting Goods, Hobby, Book & Music Stores	451	\$65,421,207	\$102,522,819	-\$37,101,612	-22.1	78
Sporting Goods/Hobby/Musical Instr Stores	4511	\$55,321,641	\$93,548,111	-\$38,226,470	-25.7	66
Book, Periodical & Music Stores	4512	\$10,099,566	\$8,974,708	\$1,124,858	5.9	12
General Merchandise Stores	452	\$435,173,807	\$562,190,929	-\$127,017,122	-12.7	77
Department Stores Excluding Leased Depts.	4521	\$300,563,492	\$416,120,579	-\$115,557,087	-16.1	27
Other General Merchandise Stores	4529	\$134,610,315	\$146,070,350	-\$11,460,035	-4.1	50
Miscellaneous Store Retailers	453	\$90,137,967	\$119,006,342	-\$28,868,375	-13.8	200
Florists	4531	\$4,292,153	\$5,018,048	-\$725,895	-7.8	14
Office Supplies, Stationery & Gift Stores	4532	\$22,182,362	\$27,045,265	-\$4,862,903	-9.9	60
Used Merchandise Stores	4533	\$10,682,679	\$41,811,735	-\$31,129,056	-59.3	46
Other Miscellaneous Store Retailers	4539	\$52,980,773	\$45,131,294	\$7,849,479	8.0	80
Nonstore Retailers	454	\$46,412,376	\$35,368,594	\$11,043,782	13.5	22
Electronic Shopping & Mail-Order Houses	4541	\$29,574,191	\$14,275,117	\$15,299,074	34.9	9
Vending Machine Operators	4542	\$2,156,755	\$17,185,927	-\$15,029,172	-77.7	4
Direct Selling Establishments	4543	\$14,681,430	\$3,907,550	\$10,773,880	58.0	8
Food Services & Drinking Places	722	\$258,329,063	\$419,398,285	-\$161,069,222	-23.8	528
Special Food Services	7223	\$3,640,150	\$7,292,529	-\$3,652,379	-33.4	19
Drinking Places - Alcoholic Beverages	7224	\$3,331,375	\$2,784,906	\$546,469	8.9	8
Restaurants/Other Eating Places	7225	\$251,357,539	\$409,320,850	-\$157,963,311	-23.9	501

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.

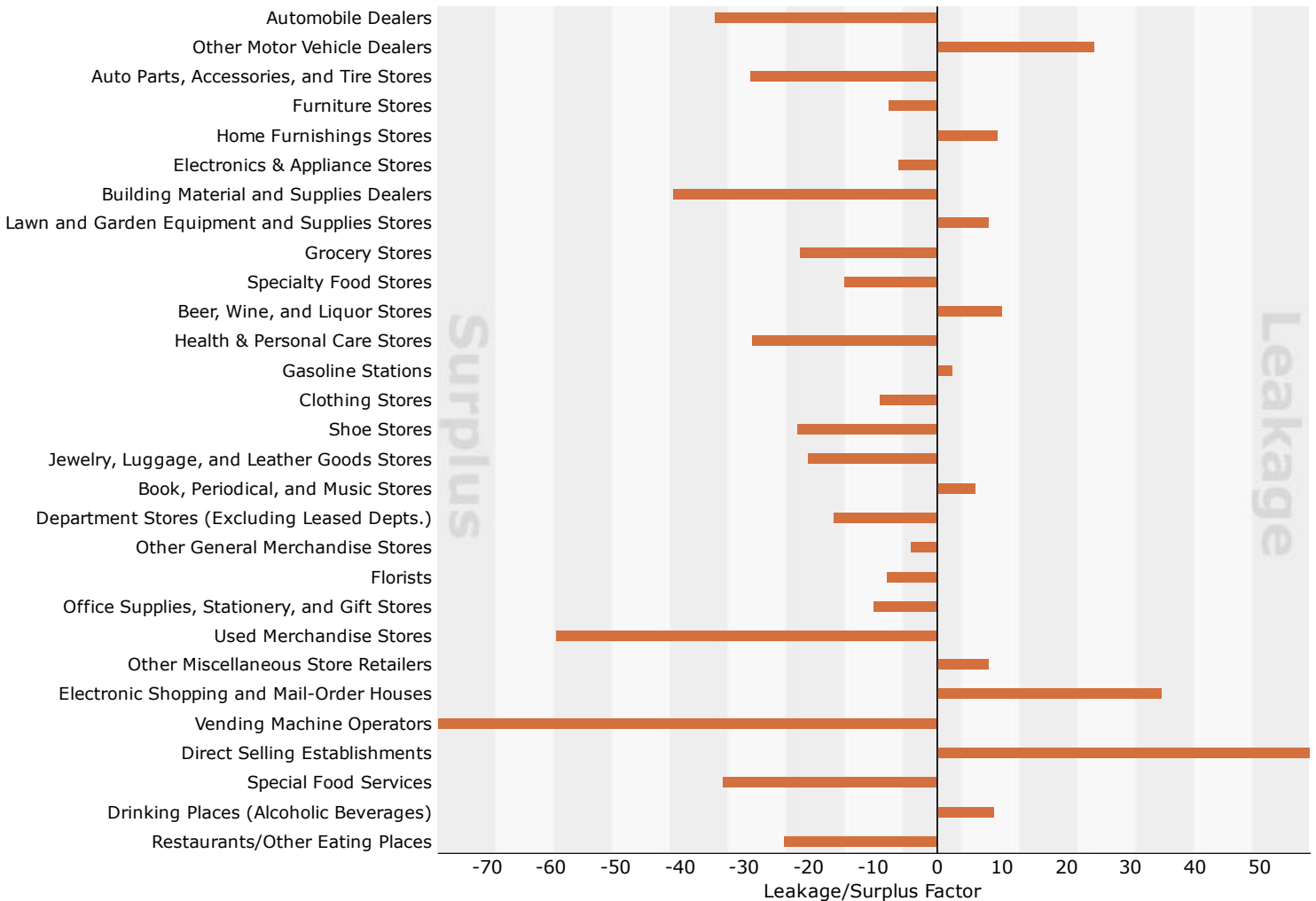
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Roanoke Point
 301-399 US-220-BR, Roanoke, Virginia, 24011
 Drive Time: 40 minute radius

Prepared by Esri
 Latitude: 37.27054
 Longitude: -79.94060

Summary Demographics

2020 Population	320,093
2020 Households	133,343
2020 Median Disposable Income	\$44,281
2020 Per Capita Income	\$31,226

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.

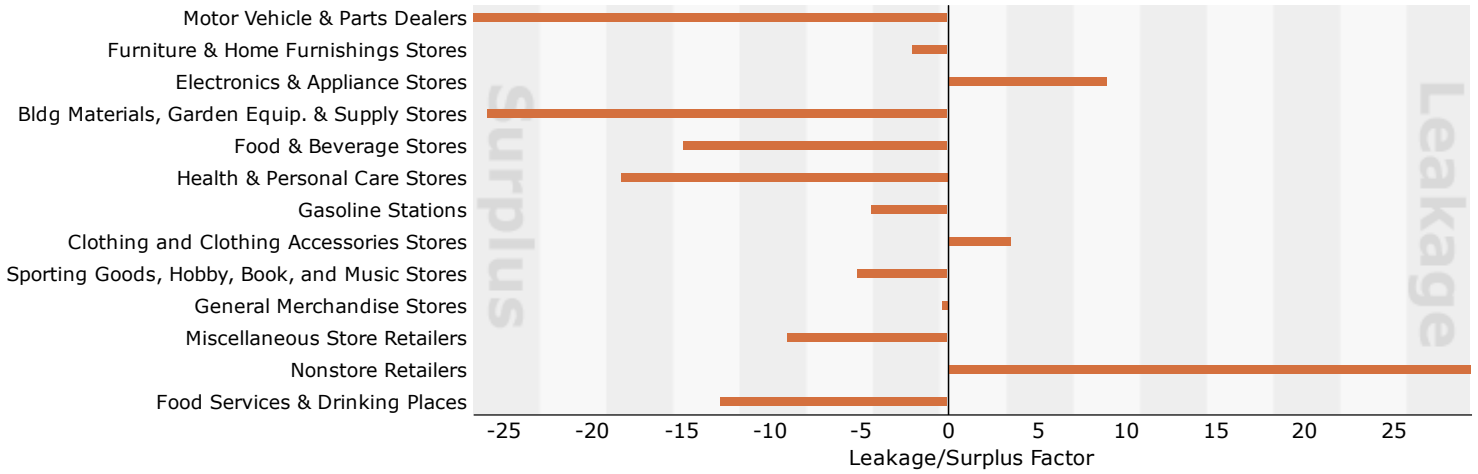
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$4,158,697,825	\$5,401,270,706	-\$1,242,572,881	-13.0	2,505
Total Retail Trade	44-45	\$3,765,707,959	\$4,893,359,686	-\$1,127,651,727	-13.0	1,819
Total Food & Drink	722	\$392,989,866	\$507,911,020	-\$114,921,154	-12.8	686
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$813,523,590	\$1,405,263,789	-\$591,740,199	-26.7	262
Automobile Dealers	4411	\$666,374,915	\$1,257,303,683	-\$590,928,768	-30.7	137
Other Motor Vehicle Dealers	4412	\$83,431,641	\$52,445,577	\$30,986,064	22.8	32
Auto Parts, Accessories & Tire Stores	4413	\$63,717,034	\$95,514,528	-\$31,797,494	-20.0	93
Furniture & Home Furnishings Stores	442	\$139,097,586	\$144,844,227	-\$5,746,641	-2.0	100
Furniture Stores	4421	\$77,686,370	\$100,473,061	-\$22,786,691	-12.8	57
Home Furnishings Stores	4422	\$61,411,216	\$44,371,166	\$17,040,050	16.1	43
Electronics & Appliance Stores	443	\$118,407,455	\$98,951,042	\$19,456,413	9.0	64
Bldg Materials, Garden Equip. & Supply Stores	444	\$255,869,144	\$434,985,844	-\$179,116,700	-25.9	174
Bldg Material & Supplies Dealers	4441	\$236,714,244	\$417,974,330	-\$181,260,086	-27.7	142
Lawn & Garden Equip & Supply Stores	4442	\$19,154,901	\$17,011,514	\$2,143,387	5.9	31
Food & Beverage Stores	445	\$666,354,583	\$899,710,691	-\$233,356,108	-14.9	228
Grocery Stores	4451	\$618,250,515	\$854,424,214	-\$236,173,699	-16.0	175
Specialty Food Stores	4452	\$19,440,616	\$22,403,020	-\$2,962,404	-7.1	35
Beer, Wine & Liquor Stores	4453	\$28,663,452	\$22,883,457	\$5,779,995	11.2	18
Health & Personal Care Stores	446,4461	\$231,070,918	\$335,526,284	-\$104,455,366	-18.4	154
Gasoline Stations	447,4471	\$378,006,621	\$411,633,845	-\$33,627,224	-4.3	126
Clothing & Clothing Accessories Stores	448	\$181,466,656	\$168,724,120	\$12,742,536	3.6	190
Clothing Stores	4481	\$122,937,342	\$103,029,316	\$19,908,026	8.8	121
Shoe Stores	4482	\$25,817,576	\$27,729,432	-\$1,911,856	-3.6	25
Jewelry, Luggage & Leather Goods Stores	4483	\$32,711,737	\$37,965,372	-\$5,253,635	-7.4	44
Sporting Goods, Hobby, Book & Music Stores	451	\$100,022,632	\$110,667,030	-\$10,644,398	-5.1	100
Sporting Goods/Hobby/Musical Instr Stores	4511	\$84,827,779	\$99,992,750	-\$15,164,971	-8.2	85
Book, Periodical & Music Stores	4512	\$15,194,853	\$10,674,280	\$4,520,573	17.5	15
General Merchandise Stores	452	\$668,433,262	\$673,921,511	-\$5,488,249	-0.4	111
Department Stores Excluding Leased Depts.	4521	\$460,228,797	\$505,228,451	-\$44,999,654	-4.7	35
Other General Merchandise Stores	4529	\$208,204,465	\$168,693,060	\$39,511,405	10.5	76
Miscellaneous Store Retailers	453	\$141,308,778	\$169,737,556	-\$28,428,778	-9.1	283
Florists	4531	\$6,672,778	\$6,977,319	-\$304,541	-2.2	26
Office Supplies, Stationery & Gift Stores	4532	\$33,967,989	\$29,664,334	\$4,303,655	6.8	75
Used Merchandise Stores	4533	\$16,248,842	\$49,359,586	-\$33,110,744	-50.5	69
Other Miscellaneous Store Retailers	4539	\$84,419,169	\$83,736,318	\$682,851	0.4	113
Nonstore Retailers	454	\$72,146,735	\$39,393,747	\$32,752,988	29.4	27
Electronic Shopping & Mail-Order Houses	4541	\$45,058,742	\$17,378,986	\$27,679,756	44.3	11
Vending Machine Operators	4542	\$3,321,529	\$18,014,096	-\$14,692,567	-68.9	6
Direct Selling Establishments	4543	\$23,766,464	\$4,000,665	\$19,765,799	71.2	10
Food Services & Drinking Places	722	\$392,989,866	\$507,911,020	-\$114,921,154	-12.8	686
Special Food Services	7223	\$5,604,504	\$8,408,618	-\$2,804,114	-20.0	23
Drinking Places - Alcoholic Beverages	7224	\$5,006,971	\$2,857,545	\$2,149,426	27.3	8
Restaurants/Other Eating Places	7225	\$382,378,391	\$496,644,857	-\$114,266,466	-13.0	654

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.

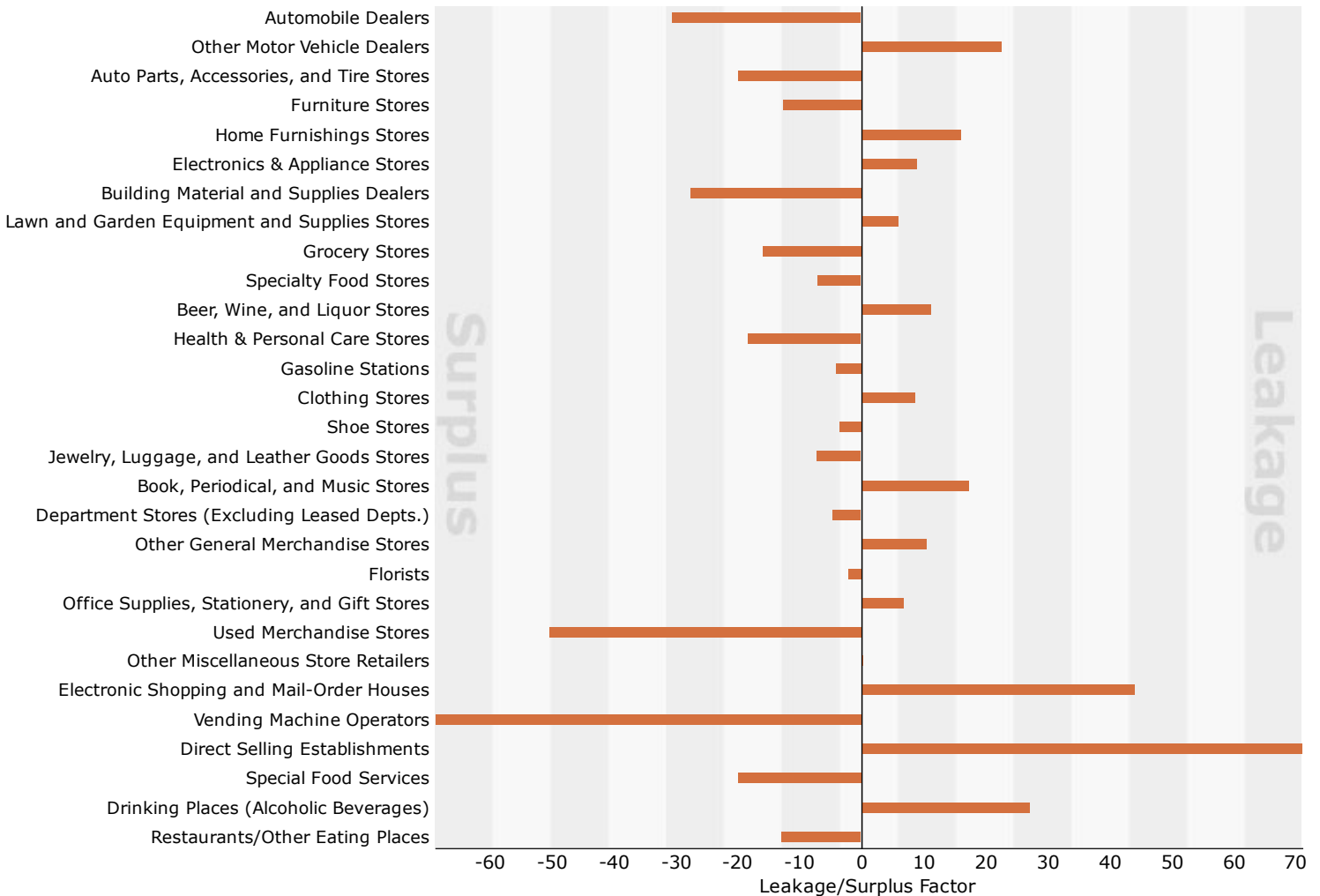
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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.