



Demographic and Income Profile

Rocky Mount Point
 1001-1199 Pell Ave, Rocky Mount, Virginia, 24151
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.00876
 Longitude: -79.87551

Summary	Census 2010	2020	2025
Population	8,450	8,507	8,615
Households	3,527	3,557	3,597
Families	2,211	2,187	2,195
Average Household Size	2.28	2.30	2.31
Owner Occupied Housing Units	2,263	2,389	2,423
Renter Occupied Housing Units	1,264	1,169	1,174
Median Age	42.3	42.7	43.3
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.25%	0.74%	0.72%
Households	0.22%	0.70%	0.72%
Families	0.07%	0.63%	0.64%
Owner HHs	0.28%	0.69%	0.72%
Median Household Income	0.66%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	797	22.4%	777	21.6%
\$15,000 - \$24,999	419	11.8%	417	11.6%
\$25,000 - \$34,999	440	12.4%	435	12.1%
\$35,000 - \$49,999	444	12.5%	453	12.6%
\$50,000 - \$74,999	593	16.7%	604	16.8%
\$75,000 - \$99,999	310	8.7%	331	9.2%
\$100,000 - \$149,999	335	9.4%	354	9.8%
\$150,000 - \$199,999	106	3.0%	111	3.1%
\$200,000+	114	3.2%	115	3.2%
Median Household Income	\$38,285		\$39,573	
Average Household Income	\$58,628		\$61,852	
Per Capita Income	\$24,383		\$25,665	

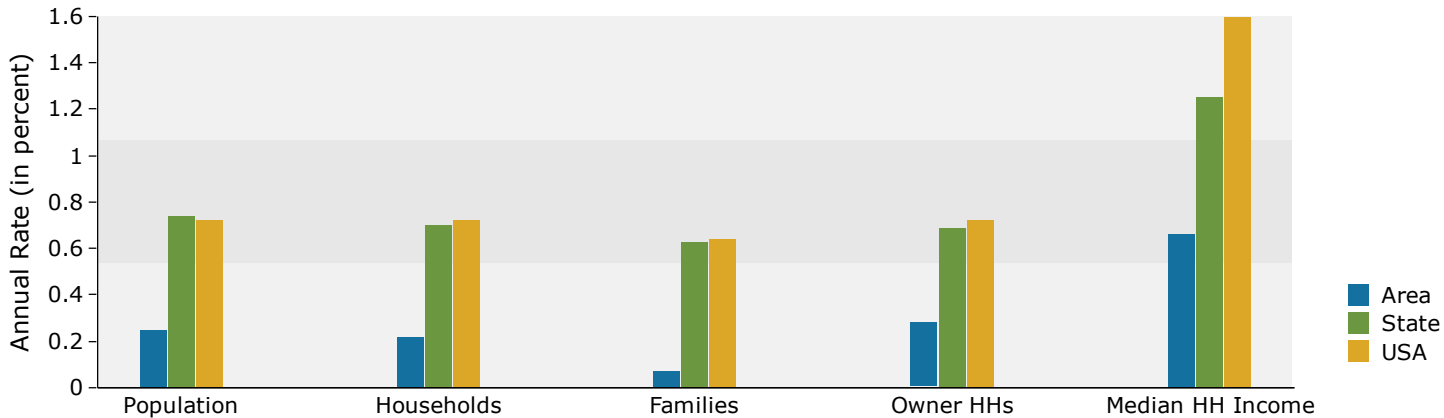
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	593	7.0%	530	6.2%	534	6.2%
5 - 9	472	5.6%	541	6.4%	529	6.1%
10 - 14	475	5.6%	551	6.5%	554	6.4%
15 - 19	512	6.1%	419	4.9%	544	6.3%
20 - 24	495	5.9%	417	4.9%	392	4.6%
25 - 34	946	11.2%	1,053	12.4%	905	10.5%
35 - 44	1,031	12.2%	953	11.2%	1,020	11.8%
45 - 54	1,223	14.5%	1,039	12.2%	964	11.2%
55 - 64	1,073	12.7%	1,174	13.8%	1,156	13.4%
65 - 74	776	9.2%	959	11.3%	1,029	11.9%
75 - 84	564	6.7%	587	6.9%	702	8.1%
85+	293	3.5%	286	3.4%	285	3.3%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,629	78.4%	6,590	77.5%	6,627	76.9%
Black Alone	1,311	15.5%	1,260	14.8%	1,233	14.3%
American Indian Alone	38	0.4%	42	0.5%	45	0.5%
Asian Alone	70	0.8%	76	0.9%	81	0.9%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	212	2.5%	268	3.2%	298	3.5%
Two or More Races	188	2.2%	269	3.2%	329	3.8%
Hispanic Origin (Any Race)	397	4.7%	498	5.9%	563	6.5%

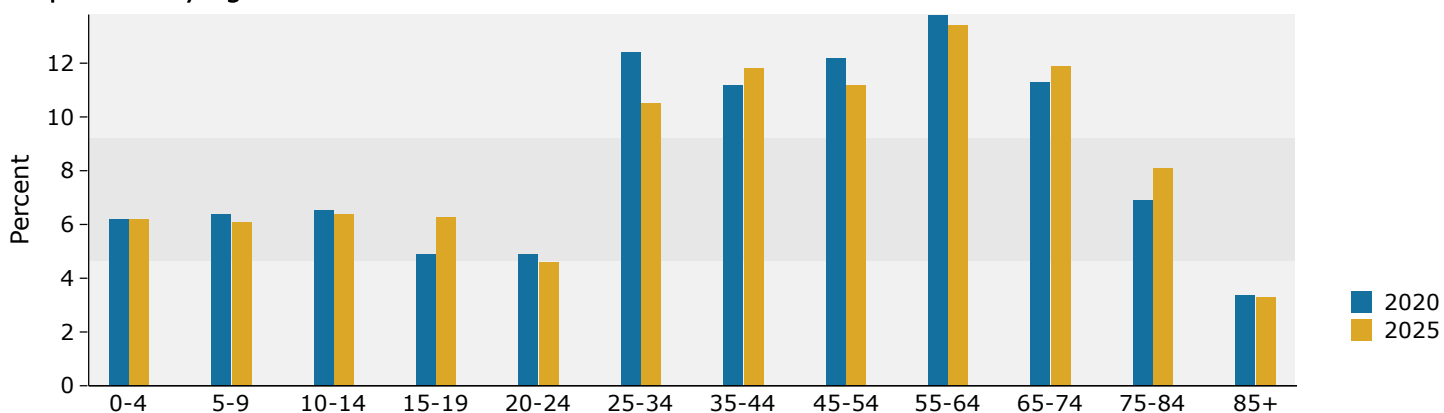
Data Note: Income is expressed in current dollars.

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

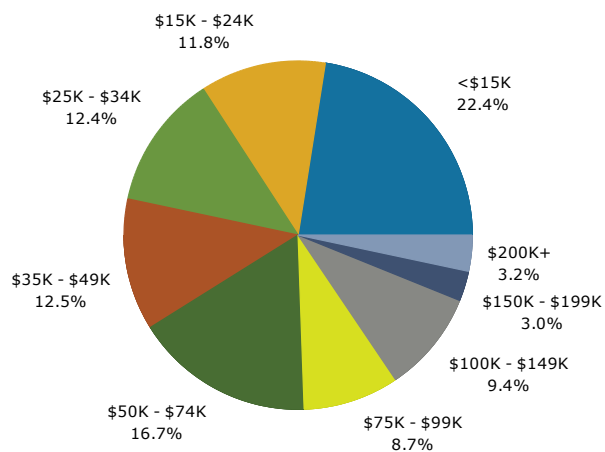
Trends 2020-2025



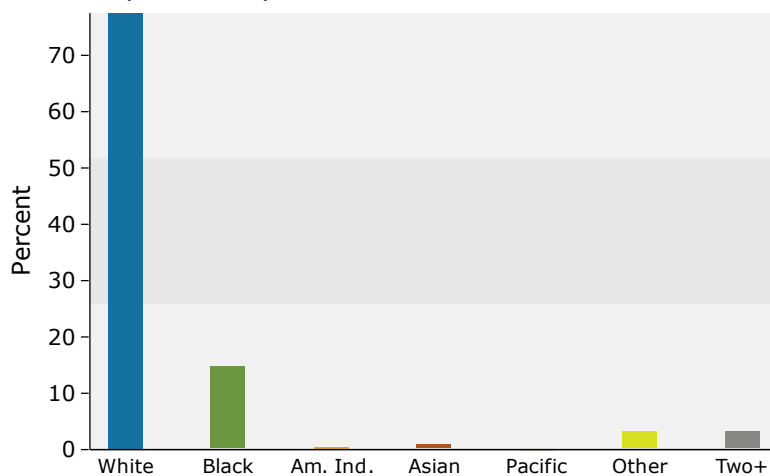
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 5.9%

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	29,812	30,372	30,893
Households	11,958	12,164	12,342
Families	8,189	8,202	8,274
Average Household Size	2.43	2.45	2.46
Owner Occupied Housing Units	8,844	9,302	9,457
Renter Occupied Housing Units	3,114	2,861	2,886
Median Age	41.8	43.6	44.4
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.34%	0.74%	0.72%
Households	0.29%	0.70%	0.72%
Families	0.17%	0.63%	0.64%
Owner HHs	0.33%	0.69%	0.72%
Median Household Income	0.61%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	1,904	15.7%	1,858	15.1%
\$15,000 - \$24,999	1,267	10.4%	1,257	10.2%
\$25,000 - \$34,999	1,329	10.9%	1,288	10.4%
\$35,000 - \$49,999	1,614	13.3%	1,600	13.0%
\$50,000 - \$74,999	2,461	20.2%	2,460	19.9%
\$75,000 - \$99,999	1,340	11.0%	1,400	11.3%
\$100,000 - \$149,999	1,437	11.8%	1,552	12.6%
\$150,000 - \$199,999	448	3.7%	508	4.1%
\$200,000+	362	3.0%	418	3.4%
Median Household Income	\$49,591		\$51,118	
Average Household Income	\$65,289		\$70,625	
Per Capita Income	\$26,419		\$28,509	

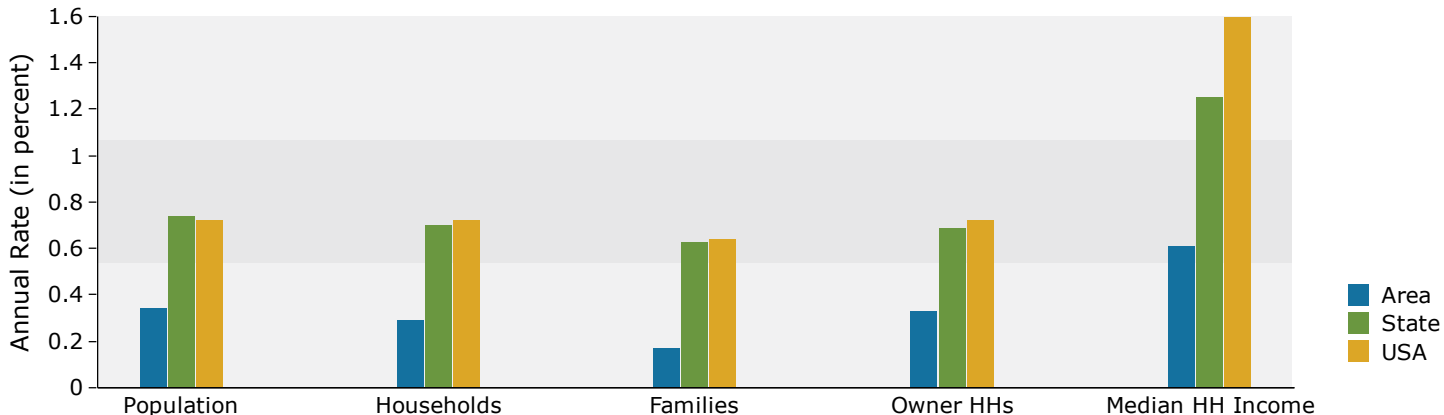
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,859	6.2%	1,682	5.5%	1,693	5.5%
5 - 9	1,792	6.0%	1,801	5.9%	1,755	5.7%
10 - 14	1,819	6.1%	1,877	6.2%	1,925	6.2%
15 - 19	2,029	6.8%	1,679	5.5%	1,944	6.3%
20 - 24	1,723	5.8%	1,506	5.0%	1,405	4.5%
25 - 34	3,120	10.5%	3,696	12.2%	3,149	10.2%
35 - 44	3,858	12.9%	3,418	11.3%	3,788	12.3%
45 - 54	4,701	15.8%	3,982	13.1%	3,683	11.9%
55 - 64	4,010	13.5%	4,602	15.2%	4,439	14.4%
65 - 74	2,720	9.1%	3,621	11.9%	4,046	13.1%
75 - 84	1,573	5.3%	1,847	6.1%	2,358	7.6%
85+	609	2.0%	660	2.2%	707	2.3%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,447	85.4%	25,740	84.7%	26,063	84.4%
Black Alone	3,107	10.4%	3,006	9.9%	2,954	9.6%
American Indian Alone	103	0.3%	114	0.4%	123	0.4%
Asian Alone	164	0.6%	181	0.6%	195	0.6%
Pacific Islander Alone	5	0.0%	6	0.0%	6	0.0%
Some Other Race Alone	521	1.7%	649	2.1%	720	2.3%
Two or More Races	465	1.6%	677	2.2%	831	2.7%
Hispanic Origin (Any Race)	949	3.2%	1,203	4.0%	1,367	4.4%

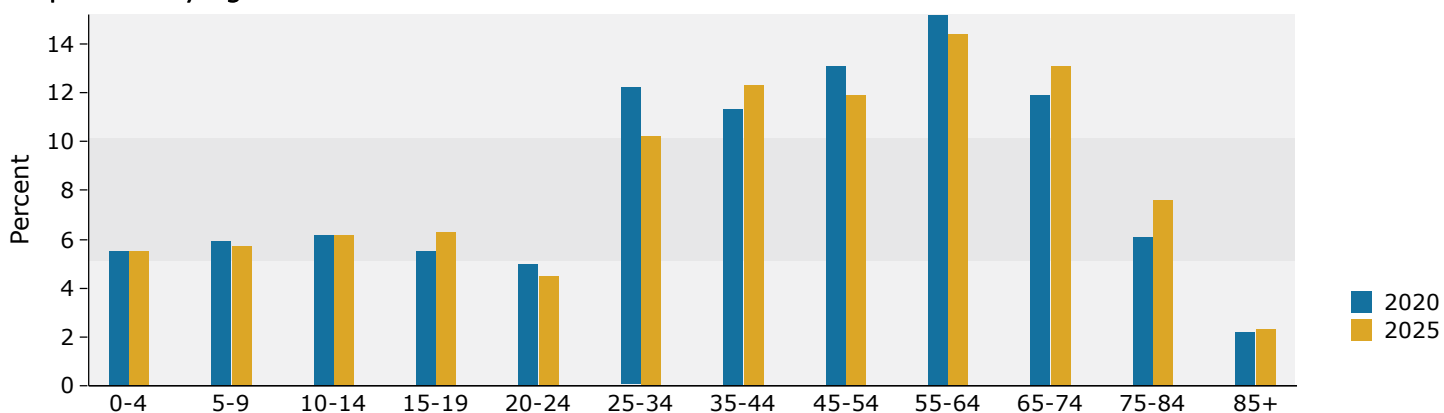
Data Note: Income is expressed in current dollars.

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

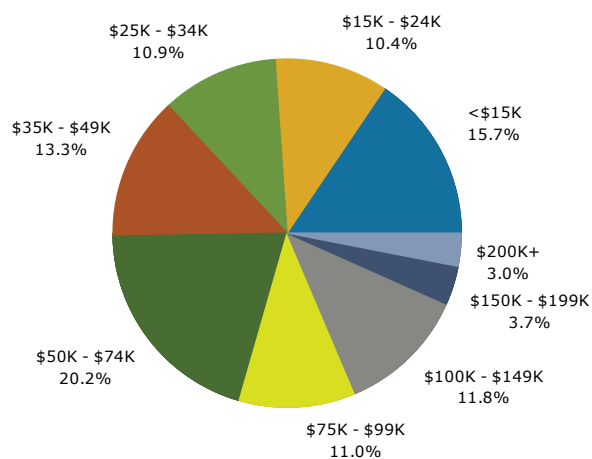
Trends 2020-2025



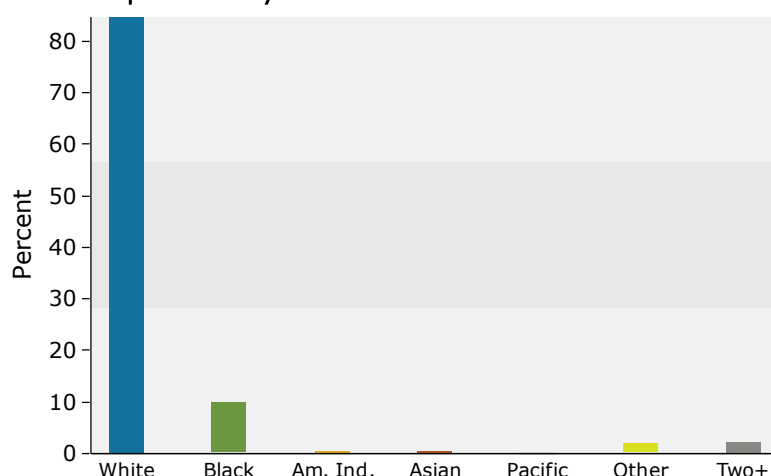
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 4.0%

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	257,329	261,889	263,413
Households	110,022	112,003	112,605
Families	68,381	68,396	68,354
Average Household Size	2.29	2.30	2.30
Owner Occupied Housing Units	72,023	69,701	70,125
Renter Occupied Housing Units	37,999	42,302	42,480
Median Age	41.7	43.8	44.5
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.12%	0.74%	0.72%
Households	0.11%	0.70%	0.72%
Families	-0.01%	0.63%	0.64%
Owner HHs	0.12%	0.69%	0.72%
Median Household Income	1.01%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	16,298	14.6%	15,782	14.0%
\$15,000 - \$24,999	13,879	12.4%	13,253	11.8%
\$25,000 - \$34,999	13,823	12.3%	13,325	11.8%
\$35,000 - \$49,999	16,280	14.5%	16,095	14.3%
\$50,000 - \$74,999	17,859	15.9%	17,854	15.9%
\$75,000 - \$99,999	13,149	11.7%	13,674	12.1%
\$100,000 - \$149,999	12,389	11.1%	13,279	11.8%
\$150,000 - \$199,999	4,340	3.9%	4,808	4.3%
\$200,000+	3,986	3.6%	4,535	4.0%
Median Household Income	\$45,080		\$47,399	
Average Household Income	\$66,310		\$72,009	
Per Capita Income	\$28,412		\$30,836	

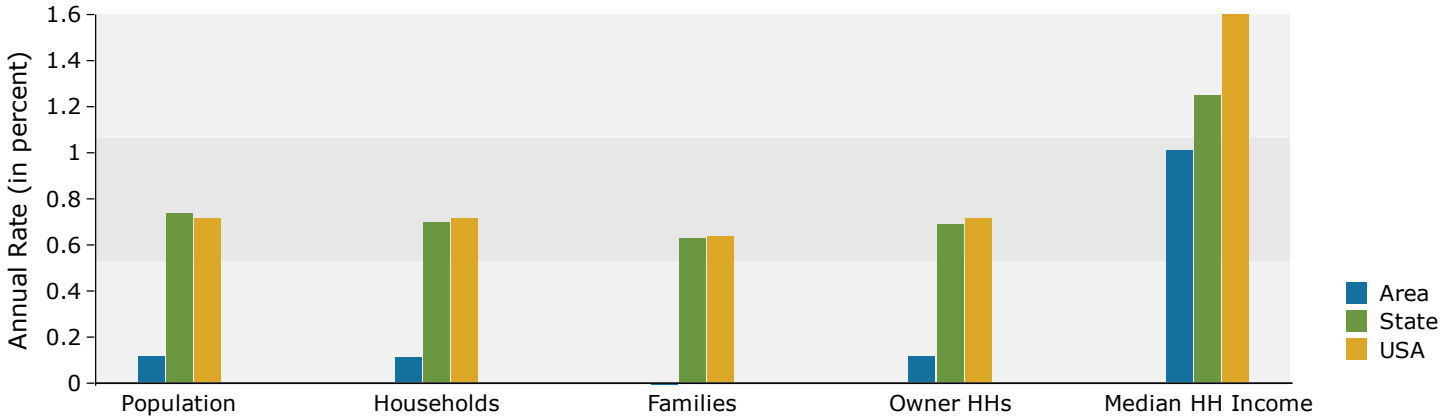
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	15,695	6.1%	14,085	5.4%	14,035	5.3%
5 - 9	14,862	5.8%	14,720	5.6%	14,231	5.4%
10 - 14	14,965	5.8%	14,933	5.7%	15,011	5.7%
15 - 19	15,925	6.2%	13,816	5.3%	14,758	5.6%
20 - 24	14,895	5.8%	13,918	5.3%	13,173	5.0%
25 - 34	30,527	11.9%	32,246	12.3%	30,061	11.4%
35 - 44	33,179	12.9%	30,881	11.8%	32,019	12.2%
45 - 54	39,041	15.2%	33,791	12.9%	31,610	12.0%
55 - 64	35,263	13.7%	38,243	14.6%	36,183	13.7%
65 - 74	22,652	8.8%	31,869	12.2%	34,333	13.0%
75 - 84	14,305	5.6%	16,221	6.2%	20,513	7.8%
85+	6,018	2.3%	7,166	2.7%	7,487	2.8%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	195,805	76.1%	191,623	73.2%	188,546	71.6%
Black Alone	46,731	18.2%	48,523	18.5%	49,114	18.6%
American Indian Alone	614	0.2%	752	0.3%	823	0.3%
Asian Alone	3,932	1.5%	7,000	2.7%	8,623	3.3%
Pacific Islander Alone	83	0.0%	126	0.0%	146	0.1%
Some Other Race Alone	4,935	1.9%	6,503	2.5%	7,466	2.8%
Two or More Races	5,229	2.0%	7,361	2.8%	8,695	3.3%
Hispanic Origin (Any Race)	10,387	4.0%	14,162	5.4%	16,456	6.2%

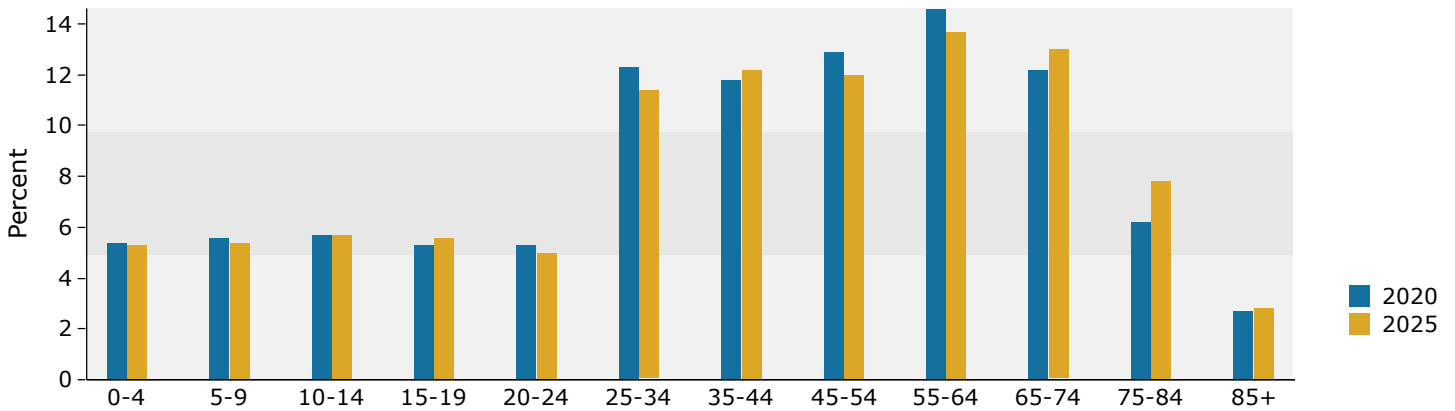
Data Note: Income is expressed in current dollars.

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

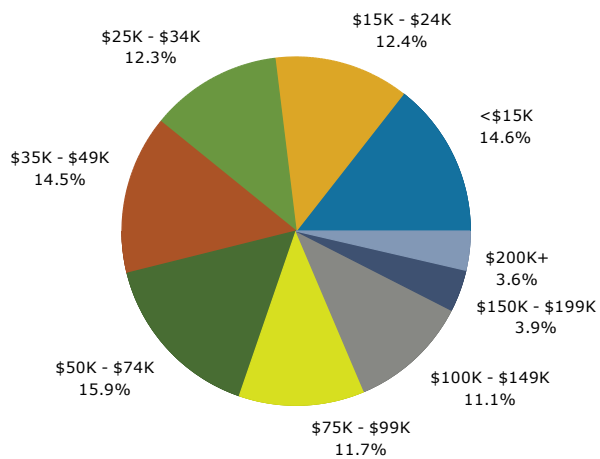
Trends 2020-2025



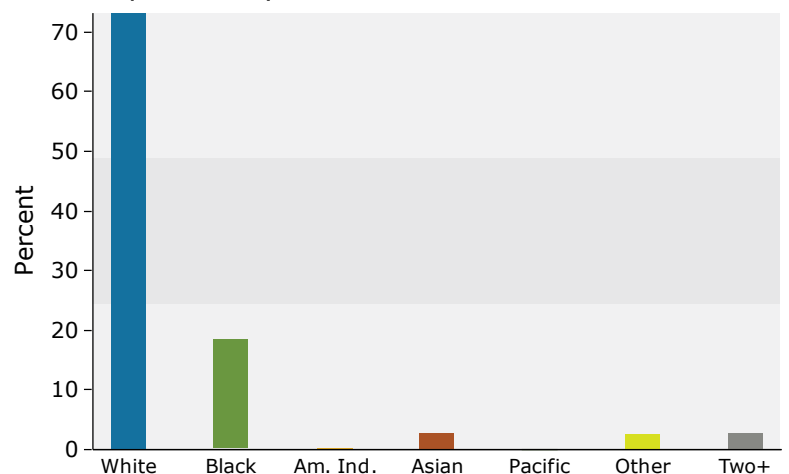
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 5.4%

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



Market Profile

Rocky Mount Point
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	10 minutes	20 minutes	40 minutes
Population Summary			
2000 Total Population	7,646	25,765	249,286
2010 Total Population	8,450	29,812	257,329
2020 Total Population	8,507	30,372	261,889
2020 Group Quarters	317	539	4,763
2025 Total Population	8,615	30,893	263,413
2020-2025 Annual Rate	0.25%	0.34%	0.12%
2020 Total Daytime Population	12,082	30,213	276,691
Workers	7,154	13,734	132,744
Residents	4,928	16,479	143,947
Household Summary			
2000 Households	3,181	10,216	106,033
2000 Average Household Size	2.30	2.47	2.30
2010 Households	3,527	11,958	110,022
2010 Average Household Size	2.28	2.43	2.29
2020 Households	3,557	12,164	112,003
2020 Average Household Size	2.30	2.45	2.30
2025 Households	3,597	12,342	112,605
2025 Average Household Size	2.31	2.46	2.30
2020-2025 Annual Rate	0.22%	0.29%	0.11%
2010 Families	2,211	8,189	68,381
2010 Average Family Size	2.84	2.91	2.88
2020 Families	2,187	8,202	68,396
2020 Average Family Size	2.88	2.95	2.89
2025 Families	2,195	8,274	68,354
2025 Average Family Size	2.89	2.96	2.90
2020-2025 Annual Rate	0.07%	0.17%	-0.01%
Housing Unit Summary			
2000 Housing Units	3,401	11,045	116,491
Owner Occupied Housing Units	64.4%	71.6%	60.9%
Renter Occupied Housing Units	29.1%	20.9%	30.1%
Vacant Housing Units	6.5%	7.5%	9.0%
2010 Housing Units	3,943	13,493	126,078
Owner Occupied Housing Units	57.4%	65.5%	57.1%
Renter Occupied Housing Units	32.1%	23.1%	30.1%
Vacant Housing Units	10.6%	11.4%	12.7%
2020 Housing Units	4,078	14,045	129,282
Owner Occupied Housing Units	58.6%	66.2%	53.9%
Renter Occupied Housing Units	28.7%	20.4%	32.7%
Vacant Housing Units	12.8%	13.4%	13.4%
2025 Housing Units	4,192	14,485	131,343
Owner Occupied Housing Units	57.8%	65.3%	53.4%
Renter Occupied Housing Units	28.0%	19.9%	32.3%
Vacant Housing Units	14.2%	14.8%	14.3%
Median Household Income			
2020	\$38,285	\$49,591	\$45,080
2025	\$39,573	\$51,118	\$47,399
Median Home Value			
2020	\$143,799	\$178,345	\$161,642
2025	\$169,479	\$215,756	\$178,682
Per Capita Income			
2020	\$24,383	\$26,419	\$28,412
2025	\$25,665	\$28,509	\$30,836
Median Age			
2010	42.3	41.8	41.7
2020	42.7	43.6	43.8
2025	43.3	44.4	44.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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



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	10 minutes	20 minutes	40 minutes
2020 Households by Income			
Household Income Base	3,557	12,164	112,003
<\$15,000	22.4%	15.7%	14.6%
\$15,000 - \$24,999	11.8%	10.4%	12.4%
\$25,000 - \$34,999	12.4%	10.9%	12.3%
\$35,000 - \$49,999	12.5%	13.3%	14.5%
\$50,000 - \$74,999	16.7%	20.2%	15.9%
\$75,000 - \$99,999	8.7%	11.0%	11.7%
\$100,000 - \$149,999	9.4%	11.8%	11.1%
\$150,000 - \$199,999	3.0%	3.7%	3.9%
\$200,000+	3.2%	3.0%	3.6%
Average Household Income	\$58,628	\$65,289	\$66,310
2025 Households by Income			
Household Income Base	3,597	12,342	112,605
<\$15,000	21.6%	15.1%	14.0%
\$15,000 - \$24,999	11.6%	10.2%	11.8%
\$25,000 - \$34,999	12.1%	10.4%	11.8%
\$35,000 - \$49,999	12.6%	13.0%	14.3%
\$50,000 - \$74,999	16.8%	19.9%	15.9%
\$75,000 - \$99,999	9.2%	11.3%	12.1%
\$100,000 - \$149,999	9.8%	12.6%	11.8%
\$150,000 - \$199,999	3.1%	4.1%	4.3%
\$200,000+	3.2%	3.4%	4.0%
Average Household Income	\$61,852	\$70,625	\$72,009
2020 Owner Occupied Housing Units by Value			
Total	2,389	9,302	69,701
<\$50,000	8.6%	8.5%	7.9%
\$50,000 - \$99,999	22.6%	14.9%	17.7%
\$100,000 - \$149,999	21.4%	17.5%	20.3%
\$150,000 - \$199,999	15.0%	15.9%	17.7%
\$200,000 - \$249,999	5.7%	9.4%	10.7%
\$250,000 - \$299,999	6.2%	8.3%	6.4%
\$300,000 - \$399,999	10.6%	13.8%	8.8%
\$400,000 - \$499,999	5.1%	4.9%	3.8%
\$500,000 - \$749,999	1.4%	2.5%	3.9%
\$750,000 - \$999,999	2.1%	2.2%	1.6%
\$1,000,000 - \$1,499,999	0.9%	1.0%	0.8%
\$1,500,000 - \$1,999,999	0.4%	0.9%	0.3%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$206,614	\$242,119	\$219,654
2025 Owner Occupied Housing Units by Value			
Total	2,423	9,457	70,125
<\$50,000	7.2%	7.1%	7.0%
\$50,000 - \$99,999	19.5%	12.2%	15.7%
\$100,000 - \$149,999	18.0%	14.0%	18.0%
\$150,000 - \$199,999	13.5%	13.8%	16.3%
\$200,000 - \$249,999	5.7%	9.1%	10.9%
\$250,000 - \$299,999	6.9%	9.0%	7.1%
\$300,000 - \$399,999	13.2%	16.6%	10.6%
\$400,000 - \$499,999	7.4%	6.5%	4.8%
\$500,000 - \$749,999	2.6%	4.2%	5.2%
\$750,000 - \$999,999	3.8%	3.8%	2.3%
\$1,000,000 - \$1,499,999	1.6%	1.9%	1.2%
\$1,500,000 - \$1,999,999	0.7%	1.8%	0.5%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$255,260	\$299,072	\$252,254

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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



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	10 minutes	20 minutes	40 minutes
2010 Population by Age			
Total	8,447	29,812	257,328
0 - 4	7.0%	6.2%	6.1%
5 - 9	5.6%	6.0%	5.8%
10 - 14	5.6%	6.1%	5.8%
15 - 24	11.9%	12.6%	12.0%
25 - 34	11.2%	10.5%	11.9%
35 - 44	12.2%	12.9%	12.9%
45 - 54	14.5%	15.8%	15.2%
55 - 64	12.7%	13.5%	13.7%
65 - 74	9.2%	9.1%	8.8%
75 - 84	6.7%	5.3%	5.6%
85 +	3.5%	2.0%	2.3%
18 +	78.1%	77.6%	78.5%
2020 Population by Age			
Total	8,509	30,371	261,889
0 - 4	6.2%	5.5%	5.4%
5 - 9	6.4%	5.9%	5.6%
10 - 14	6.5%	6.2%	5.7%
15 - 24	9.8%	10.5%	10.6%
25 - 34	12.4%	12.2%	12.3%
35 - 44	11.2%	11.3%	11.8%
45 - 54	12.2%	13.1%	12.9%
55 - 64	13.8%	15.2%	14.6%
65 - 74	11.3%	11.9%	12.2%
75 - 84	6.9%	6.1%	6.2%
85 +	3.4%	2.2%	2.7%
18 +	77.9%	79.1%	80.2%
2025 Population by Age			
Total	8,614	30,892	263,414
0 - 4	6.2%	5.5%	5.3%
5 - 9	6.1%	5.7%	5.4%
10 - 14	6.4%	6.2%	5.7%
15 - 24	10.9%	10.8%	10.6%
25 - 34	10.5%	10.2%	11.4%
35 - 44	11.8%	12.3%	12.2%
45 - 54	11.2%	11.9%	12.0%
55 - 64	13.4%	14.4%	13.7%
65 - 74	11.9%	13.1%	13.0%
75 - 84	8.1%	7.6%	7.8%
85 +	3.3%	2.3%	2.8%
18 +	77.4%	78.9%	80.2%
2010 Population by Sex			
Males	3,999	14,504	123,419
Females	4,451	15,308	133,910
2020 Population by Sex			
Males	4,102	14,867	126,305
Females	4,404	15,505	135,584
2025 Population by Sex			
Males	4,186	15,163	127,370
Females	4,428	15,729	136,043

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

Rocky Mount Point
 1001-1199 Pell Ave, Rocky Mount, Virginia, 24151
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.00876
 Longitude: -79.87551

	10 minutes	20 minutes	40 minutes
2010 Population by Race/Ethnicity			
Total	8,450	29,812	257,329
White Alone	78.4%	85.4%	76.1%
Black Alone	15.5%	10.4%	18.2%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	0.8%	0.6%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	1.7%	1.9%
Two or More Races	2.2%	1.6%	2.0%
Hispanic Origin	4.7%	3.2%	4.0%
Diversity Index	41.8	30.6	43.5
2020 Population by Race/Ethnicity			
Total	8,507	30,373	261,888
White Alone	77.5%	84.7%	73.2%
Black Alone	14.8%	9.9%	18.5%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.9%	0.6%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	2.1%	2.5%
Two or More Races	3.2%	2.2%	2.8%
Hispanic Origin	5.9%	4.0%	5.4%
Diversity Index	44.6	32.7	48.8
2025 Population by Race/Ethnicity			
Total	8,615	30,892	263,413
White Alone	76.9%	84.4%	71.6%
Black Alone	14.3%	9.6%	18.6%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.9%	0.6%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.5%	2.3%	2.8%
Two or More Races	3.8%	2.7%	3.3%
Hispanic Origin	6.5%	4.4%	6.2%
Diversity Index	46.2	34.0	51.6
2010 Population by Relationship and Household Type			
Total	8,450	29,812	257,329
In Households	95.2%	97.6%	98.0%
In Family Households	76.9%	82.4%	78.8%
Householder	25.9%	27.7%	26.6%
Spouse	17.2%	20.3%	18.5%
Child	27.8%	28.9%	28.1%
Other relative	3.4%	3.1%	3.3%
Nonrelative	2.6%	2.5%	2.4%
In Nonfamily Households	18.4%	15.2%	19.3%
In Group Quarters	4.8%	2.4%	2.0%
Institutionalized Population	3.7%	1.0%	1.1%
Noninstitutionalized Population	1.1%	1.3%	0.9%

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

Rocky Mount Point
 1001-1199 Pell Ave, Rocky Mount, Virginia, 24151
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
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	10 minutes	20 minutes	40 minutes
2020 Population 25+ by Educational Attainment			
Total	6,050	21,827	190,417
Less than 9th Grade	6.1%	4.9%	4.7%
9th - 12th Grade, No Diploma	8.4%	7.6%	8.0%
High School Graduate	32.0%	30.0%	25.9%
GED/Alternative Credential	8.2%	7.7%	5.8%
Some College, No Degree	19.8%	20.9%	19.9%
Associate Degree	10.1%	10.2%	10.3%
Bachelor's Degree	7.8%	11.5%	16.0%
Graduate/Professional Degree	7.6%	7.1%	9.4%
2020 Population 15+ by Marital Status			
Total	6,887	25,012	218,152
Never Married	31.3%	26.5%	29.5%
Married	43.1%	51.7%	47.9%
Widowed	12.3%	9.2%	8.5%
Divorced	13.4%	12.6%	14.0%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,072	15,522	132,509
Population 16+ Employed	87.6%	89.8%	89.1%
Population 16+ Unemployment rate	12.4%	10.2%	10.9%
Population 16-24 Employed	11.4%	11.6%	11.1%
Population 16-24 Unemployment rate	18.5%	15.7%	18.7%
Population 25-54 Employed	62.8%	60.7%	61.5%
Population 25-54 Unemployment rate	12.6%	10.2%	10.4%
Population 55-64 Employed	19.3%	20.8%	19.3%
Population 55-64 Unemployment rate	7.9%	7.5%	8.8%
Population 65+ Employed	6.6%	6.9%	8.1%
Population 65+ Unemployment rate	11.4%	8.3%	7.9%
2020 Employed Population 16+ by Industry			
Total	3,568	13,941	118,067
Agriculture/Mining	1.7%	3.0%	1.0%
Construction	5.9%	8.8%	7.2%
Manufacturing	17.5%	16.8%	12.7%
Wholesale Trade	3.9%	2.5%	2.8%
Retail Trade	10.6%	10.2%	10.3%
Transportation/Utilities	5.4%	5.5%	5.4%
Information	0.2%	0.7%	1.3%
Finance/Insurance/Real Estate	2.1%	4.1%	6.6%
Services	50.1%	44.8%	48.3%
Public Administration	2.7%	3.7%	4.5%
2020 Employed Population 16+ by Occupation			
Total	3,569	13,940	118,067
White Collar	52.6%	55.8%	58.3%
Management/Business/Financial	9.0%	13.6%	12.5%
Professional	23.5%	19.3%	21.5%
Sales	9.5%	8.7%	9.8%
Administrative Support	10.7%	14.2%	14.5%
Services	15.5%	14.6%	17.4%
Blue Collar	31.9%	29.6%	24.3%
Farming/Forestry/Fishing	0.6%	1.8%	0.7%
Construction/Extraction	6.8%	6.7%	5.6%
Installation/Maintenance/Repair	3.9%	4.3%	3.1%
Production	9.9%	9.7%	8.2%
Transportation/Material Moving	10.7%	7.3%	6.8%

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

Rocky Mount Point
 1001-1199 Pell Ave, Rocky Mount, Virginia, 24151
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.00876
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	10 minutes	20 minutes	40 minutes
2010 Households by Type			
Total	3,527	11,957	110,022
Households with 1 Person	32.1%	26.6%	32.0%
Households with 2+ People	67.9%	73.4%	68.0%
Family Households	62.7%	68.5%	62.2%
Husband-wife Families	41.7%	50.2%	43.2%
With Related Children	15.5%	18.8%	16.1%
Other Family (No Spouse Present)	20.9%	18.3%	18.9%
Other Family with Male Householder	5.5%	5.4%	4.6%
With Related Children	3.2%	3.1%	2.6%
Other Family with Female Householder	15.4%	12.9%	14.3%
With Related Children	10.7%	8.3%	9.2%
Nonfamily Households	5.2%	4.9%	5.9%
All Households with Children	29.9%	30.8%	28.3%
Multigenerational Households	3.6%	3.4%	3.5%
Unmarried Partner Households	7.0%	6.7%	6.4%
Male-female	6.4%	6.1%	5.7%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	3,527	11,956	110,021
1 Person Household	32.1%	26.6%	32.0%
2 Person Household	34.1%	37.2%	35.3%
3 Person Household	16.5%	16.7%	15.4%
4 Person Household	10.3%	11.9%	10.5%
5 Person Household	4.3%	4.6%	4.3%
6 Person Household	1.7%	1.9%	1.6%
7 + Person Household	0.9%	1.1%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,527	11,958	110,022
Owner Occupied	64.2%	74.0%	65.5%
Owned with a Mortgage/Loan	36.2%	43.5%	42.2%
Owned Free and Clear	28.0%	30.5%	23.3%
Renter Occupied	35.8%	26.0%	34.5%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	156	164	156
Percent of Income for Mortgage	15.7%	15.0%	15.0%
Wealth Index	56	65	68
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,943	13,493	126,078
Housing Units Inside Urbanized Area	0.0%	0.0%	55.1%
Housing Units Inside Urbanized Cluster	55.6%	21.2%	13.2%
Rural Housing Units	44.4%	78.8%	31.7%
2010 Population By Urban/ Rural Status			
Total Population	8,450	29,812	257,329
Population Inside Urbanized Area	0.0%	0.0%	56.4%
Population Inside Urbanized Cluster	54.5%	20.2%	12.9%
Rural Population	45.5%	79.7%	30.8%

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

Rocky Mount Point
 1001-1199 Pell Ave, Rocky Mount, Virginia, 24151
 Drive Time: 10, 20, 40 minute radii

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	10 minutes	20 minutes	40 minutes
Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Southern Satellites (10A)	Old and Newcomers (8F)
2.	Midlife Constants (5E)	Down the Road (10D)	Salt of the Earth (6B)
3.	Down the Road (10D)	Salt of the Earth (6B)	In Style (5B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$4,929,838	\$18,561,403	\$176,187,979
Average Spent	\$1,385.95	\$1,525.93	\$1,573.06
Spending Potential Index	65	71	73
Education: Total \$	\$3,578,499	\$13,719,240	\$137,850,341
Average Spent	\$1,006.04	\$1,127.86	\$1,230.77
Spending Potential Index	56	63	69
Entertainment/Recreation: Total \$	\$8,107,587	\$30,581,902	\$278,090,547
Average Spent	\$2,279.33	\$2,514.13	\$2,482.88
Spending Potential Index	70	77	76
Food at Home: Total \$	\$13,477,914	\$50,358,763	\$457,731,577
Average Spent	\$3,789.12	\$4,139.98	\$4,086.78
Spending Potential Index	71	78	77
Food Away from Home: Total \$	\$8,898,051	\$33,718,896	\$312,430,184
Average Spent	\$2,501.56	\$2,772.02	\$2,789.48
Spending Potential Index	66	74	74
Health Care: Total \$	\$14,929,232	\$56,900,084	\$508,580,802
Average Spent	\$4,197.14	\$4,677.74	\$4,540.78
Spending Potential Index	73	81	79
HH Furnishings & Equipment: Total \$	\$5,200,852	\$19,889,219	\$183,811,972
Average Spent	\$1,462.15	\$1,635.09	\$1,641.13
Spending Potential Index	67	75	75
Personal Care Products & Services: Total \$	\$2,114,826	\$8,062,883	\$76,495,161
Average Spent	\$594.55	\$662.85	\$682.97
Spending Potential Index	65	72	74
Shelter: Total \$	\$41,824,431	\$156,316,128	\$1,539,589,381
Average Spent	\$11,758.34	\$12,850.72	\$13,745.97
Spending Potential Index	61	66	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,043,163	\$23,030,492	\$204,814,890
Average Spent	\$1,698.95	\$1,893.33	\$1,828.66
Spending Potential Index	73	81	78
Travel: Total \$	\$5,236,998	\$20,222,597	\$192,995,204
Average Spent	\$1,472.31	\$1,662.50	\$1,723.13
Spending Potential Index	61	69	71
Vehicle Maintenance & Repairs: Total \$	\$2,992,982	\$11,077,544	\$102,826,144
Average Spent	\$841.43	\$910.68	\$918.07
Spending Potential Index	73	79	79

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

Rocky Mount Point
 1001-1199 Pell Ave, Rocky Mount, Virginia, 24151
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.00876
 Longitude: -79.87551

Summary Demographics

2020 Population	8,507
2020 Households	3,557
2020 Median Disposable Income	\$32,205
2020 Per Capita Income	\$24,383

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	\$91,276,389	\$245,755,577	-\$154,479,188	-45.8	140
Total Retail Trade	44-45	\$83,248,066	\$223,135,366	-\$139,887,300	-45.7	104
Total Food & Drink	722	\$8,028,323	\$22,620,211	-\$14,591,888	-47.6	36
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,710,193	\$12,326,442	\$6,383,751	20.6	16
Automobile Dealers	4411	\$15,388,779	\$7,178,592	\$8,210,187	36.4	8
Other Motor Vehicle Dealers	4412	\$1,932,061	\$1,288,416	\$643,645	20.0	2
Auto Parts, Accessories & Tire Stores	4413	\$1,389,352	\$3,859,434	-\$2,470,082	-47.1	7
Furniture & Home Furnishings Stores	442	\$2,836,299	\$7,834,774	-\$4,998,475	-46.8	7
Furniture Stores	4421	\$1,593,140	\$7,106,015	-\$5,512,875	-63.4	6
Home Furnishings Stores	4422	\$1,243,159	\$728,758	\$514,401	26.1	2
Electronics & Appliance Stores	443	\$2,433,298	\$925,973	\$1,507,325	44.9	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,682,357	\$21,472,368	-\$15,790,011	-58.1	11
Bldg Material & Supplies Dealers	4441	\$5,251,934	\$21,043,048	-\$15,791,114	-60.1	10
Lawn & Garden Equip & Supply Stores	4442	\$430,423	\$429,320	\$1,103	0.1	2
Food & Beverage Stores	445	\$14,714,996	\$50,251,821	-\$35,536,825	-54.7	10
Grocery Stores	4451	\$13,723,517	\$49,384,495	-\$35,660,978	-56.5	9
Specialty Food Stores	4452	\$431,036	\$0	\$431,036	100.0	0
Beer, Wine & Liquor Stores	4453	\$560,443	\$867,326	-\$306,883	-21.5	1
Health & Personal Care Stores	446,4461	\$5,206,660	\$30,374,328	-\$25,167,668	-70.7	10
Gasoline Stations	447,4471	\$8,803,110	\$19,477,748	-\$10,674,638	-37.7	9
Clothing & Clothing Accessories Stores	448	\$3,639,596	\$3,953,908	-\$314,312	-4.1	8
Clothing Stores	4481	\$2,508,975	\$1,463,536	\$1,045,439	26.3	4
Shoe Stores	4482	\$535,903	\$523,004	\$12,899	1.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$594,717	\$1,967,368	-\$1,372,651	-53.6	3
Sporting Goods, Hobby, Book & Music Stores	451	\$2,076,077	\$1,553,509	\$522,568	14.4	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,769,724	\$1,553,509	\$216,215	6.5	4
Book, Periodical & Music Stores	4512	\$306,353	\$0	\$306,353	100.0	0
General Merchandise Stores	452	\$14,332,681	\$43,759,942	-\$29,427,261	-50.7	10
Department Stores Excluding Leased Depts.	4521	\$9,696,525	\$39,185,854	-\$29,489,329	-60.3	4
Other General Merchandise Stores	4529	\$4,636,156	\$4,574,088	\$62,068	0.7	6
Miscellaneous Store Retailers	453	\$3,238,906	\$31,178,419	-\$27,939,513	-81.2	16
Florists	4531	\$129,397	\$672,685	-\$543,288	-67.7	2
Office Supplies, Stationery & Gift Stores	4532	\$708,340	\$123,118	\$585,222	70.4	1
Used Merchandise Stores	4533	\$331,387	\$1,203,391	-\$872,004	-56.8	4
Other Miscellaneous Store Retailers	4539	\$2,069,781	\$29,179,225	-\$27,109,444	-86.8	9
Nonstore Retailers	454	\$1,573,893	\$26,135	\$1,547,758	96.7	1
Electronic Shopping & Mail-Order Houses	4541	\$938,992	\$0	\$938,992	100.0	0
Vending Machine Operators	4542	\$73,690	\$0	\$73,690	100.0	0
Direct Selling Establishments	4543	\$561,211	\$26,135	\$535,076	91.1	1
Food Services & Drinking Places	722	\$8,028,323	\$22,620,211	-\$14,591,888	-47.6	36
Special Food Services	7223	\$114,145	\$307,962	-\$193,817	-45.9	2
Drinking Places - Alcoholic Beverages	7224	\$98,188	\$0	\$98,188	100.0	0
Restaurants/Other Eating Places	7225	\$7,815,990	\$22,312,249	-\$14,496,259	-48.1	34

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.

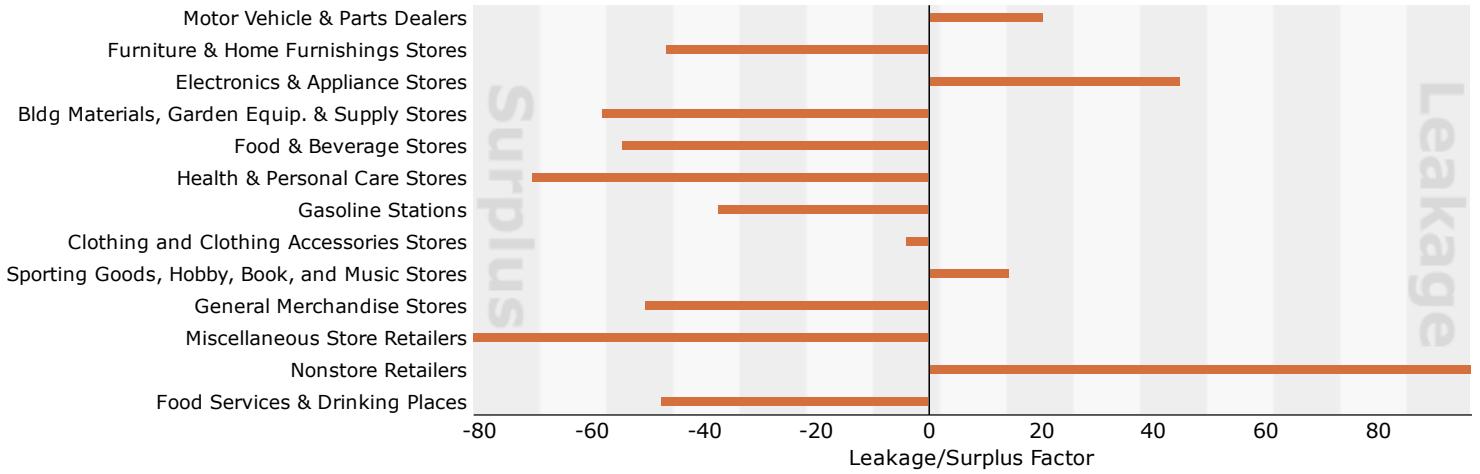


Retail MarketPlace Profile

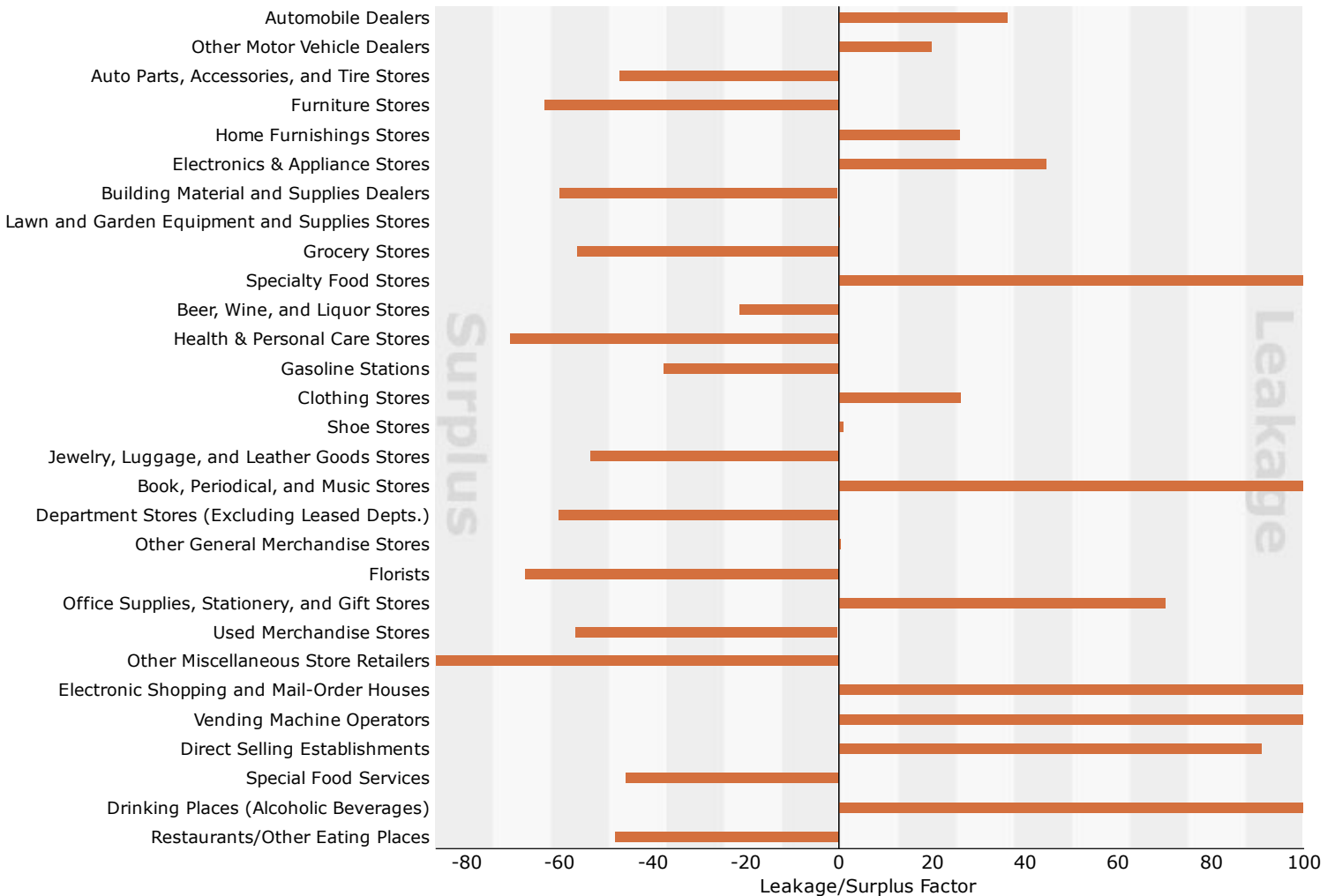
Rocky Mount Point
 1001-1199 Pell Ave, Rocky Mount, Virginia, 24151
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.00876
 Longitude: -79.87551

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

Rocky Mount Point
 1001-1199 Pell Ave, Rocky Mount, Virginia, 24151
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 37.00876
 Longitude: -79.87551

Summary Demographics

2020 Population	30,372
2020 Households	12,164
2020 Median Disposable Income	\$39,432
2020 Per Capita Income	\$26,419

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.

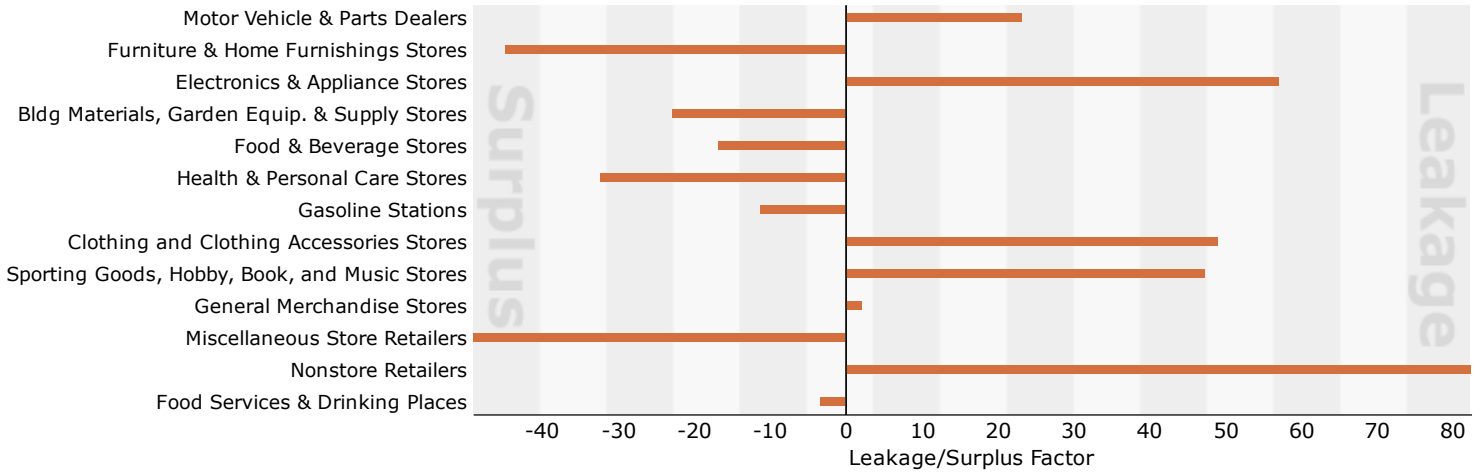
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$336,860,796	\$386,592,918	-\$49,732,122	-6.9	253
Total Retail Trade	44-45	\$307,054,059	\$354,677,188	-\$47,623,129	-7.2	195
Total Food & Drink	722	\$29,806,737	\$31,915,730	-\$2,108,993	-3.4	58
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$69,189,197	\$42,997,967	\$26,191,230	23.3	41
Automobile Dealers	4411	\$56,862,788	\$33,514,094	\$23,348,694	25.8	23
Other Motor Vehicle Dealers	4412	\$7,217,567	\$3,598,216	\$3,619,351	33.5	5
Auto Parts, Accessories & Tire Stores	4413	\$5,108,841	\$5,885,656	-\$776,815	-7.1	12
Furniture & Home Furnishings Stores	442	\$10,604,988	\$27,891,750	-\$17,286,762	-44.9	17
Furniture Stores	4421	\$5,891,391	\$25,898,807	-\$20,007,416	-62.9	12
Home Furnishings Stores	4422	\$4,713,597	\$1,992,943	\$2,720,654	40.6	5
Electronics & Appliance Stores	443	\$8,958,449	\$2,443,435	\$6,515,014	57.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,773,517	\$34,763,490	-\$12,989,973	-23.0	24
Bldg Material & Supplies Dealers	4441	\$20,148,044	\$32,977,414	-\$12,829,370	-24.1	19
Lawn & Garden Equip & Supply Stores	4442	\$1,625,473	\$1,786,076	-\$160,603	-4.7	5
Food & Beverage Stores	445	\$53,668,681	\$75,492,725	-\$21,824,044	-16.9	21
Grocery Stores	4451	\$50,022,266	\$72,137,082	-\$22,114,816	-18.1	16
Specialty Food Stores	4452	\$1,567,277	\$1,350,423	\$216,854	7.4	3
Beer, Wine & Liquor Stores	4453	\$2,079,138	\$2,005,220	\$73,918	1.8	2
Health & Personal Care Stores	446,4461	\$19,154,498	\$37,545,650	-\$18,391,152	-32.4	13
Gasoline Stations	447,4471	\$32,075,828	\$40,224,186	-\$8,148,358	-11.3	15
Clothing & Clothing Accessories Stores	448	\$13,521,083	\$4,620,960	\$8,900,123	49.1	10
Clothing Stores	4481	\$9,302,303	\$1,597,820	\$7,704,483	70.7	4
Shoe Stores	4482	\$1,987,914	\$591,222	\$1,396,692	54.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,230,866	\$2,431,918	-\$201,052	-4.3	5
Sporting Goods, Hobby, Book & Music Stores	451	\$7,689,916	\$2,745,398	\$4,944,518	47.4	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,576,441	\$2,367,404	\$4,209,037	47.1	7
Book, Periodical & Music Stores	4512	\$1,113,475	\$377,994	\$735,481	49.3	1
General Merchandise Stores	452	\$52,766,626	\$50,449,709	\$2,316,917	2.2	13
Department Stores Excluding Leased Depts.	4521	\$35,822,036	\$44,116,856	-\$8,294,820	-10.4	5
Other General Merchandise Stores	4529	\$16,944,590	\$6,332,852	\$10,611,738	45.6	8
Miscellaneous Store Retailers	453	\$11,885,076	\$34,949,558	-\$23,064,482	-49.2	28
Florists	4531	\$495,386	\$832,486	-\$337,100	-25.4	3
Office Supplies, Stationery & Gift Stores	4532	\$2,625,213	\$724,283	\$1,900,930	56.8	4
Used Merchandise Stores	4533	\$1,230,207	\$2,677,238	-\$1,447,031	-37.0	7
Other Miscellaneous Store Retailers	4539	\$7,534,271	\$30,715,551	-\$23,181,280	-60.6	14
Nonstore Retailers	454	\$5,766,200	\$552,361	\$5,213,839	82.5	2
Electronic Shopping & Mail-Order Houses	4541	\$3,440,760	\$526,226	\$2,914,534	73.5	1
Vending Machine Operators	4542	\$267,860	\$0	\$267,860	100.0	0
Direct Selling Establishments	4543	\$2,057,580	\$26,135	\$2,031,445	97.5	1
Food Services & Drinking Places	722	\$29,806,737	\$31,915,730	-\$2,108,993	-3.4	58
Special Food Services	7223	\$429,930	\$335,973	\$93,957	12.3	3
Drinking Places - Alcoholic Beverages	7224	\$361,508	\$0	\$361,508	100.0	0
Restaurants/Other Eating Places	7225	\$29,015,298	\$31,579,757	-\$2,564,459	-4.2	55

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.

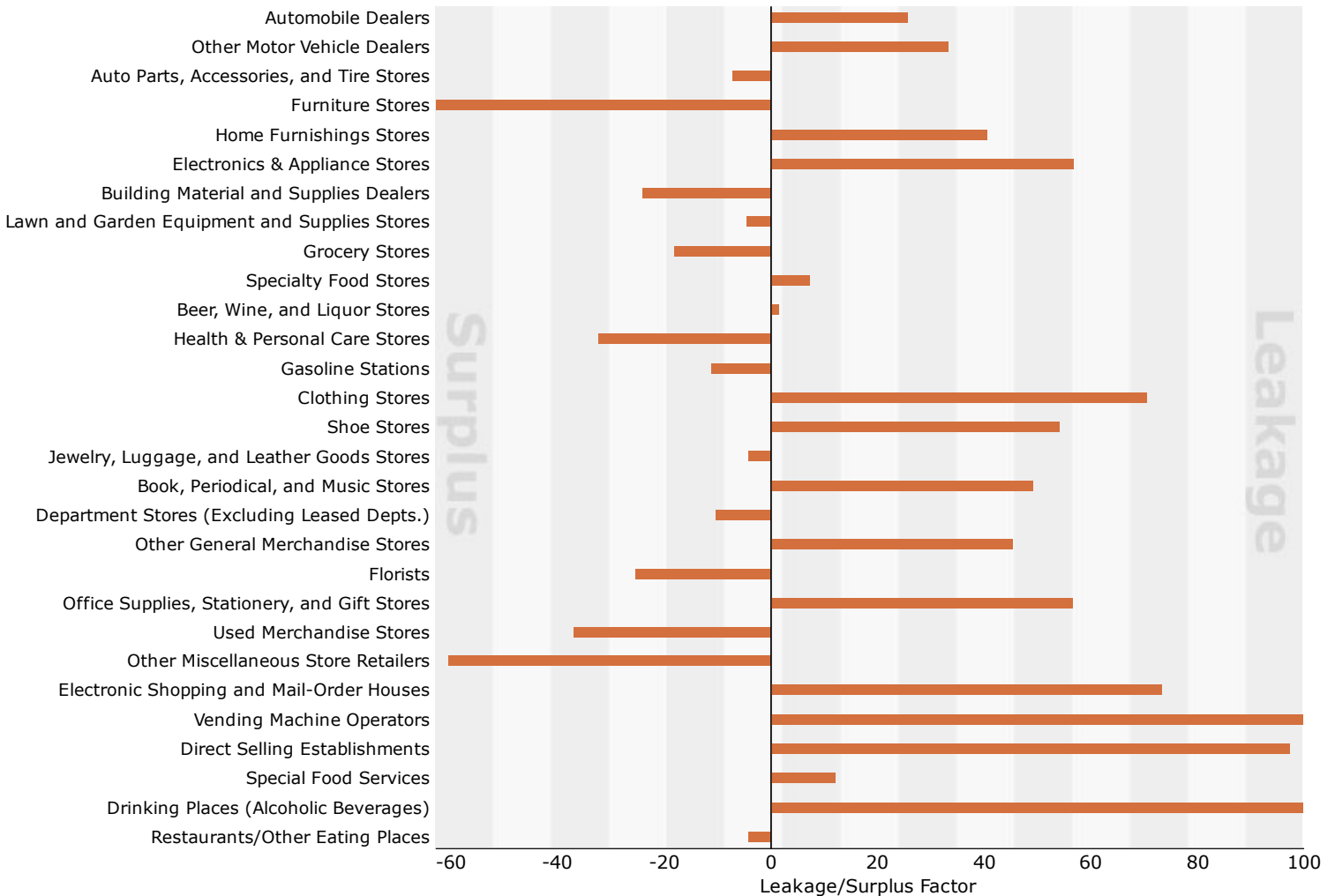
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Rocky Mount Point
 1001-1199 Pell Ave, Rocky Mount, Virginia, 24151
 Drive Time: 40 minute radius

Prepared by Esri
 Latitude: 37.00876
 Longitude: -79.87551

Summary Demographics

2020 Population	261,889
2020 Households	112,003
2020 Median Disposable Income	\$37,586
2020 Per Capita Income	\$28,412

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	\$3,204,676,212	\$4,557,839,865	-\$1,353,163,653	-17.4	2,267
Total Retail Trade	44-45	\$2,906,797,041	\$4,125,935,517	-\$1,219,138,476	-17.3	1,666
Total Food & Drink	722	\$297,879,171	\$431,904,348	-\$134,025,177	-18.4	601

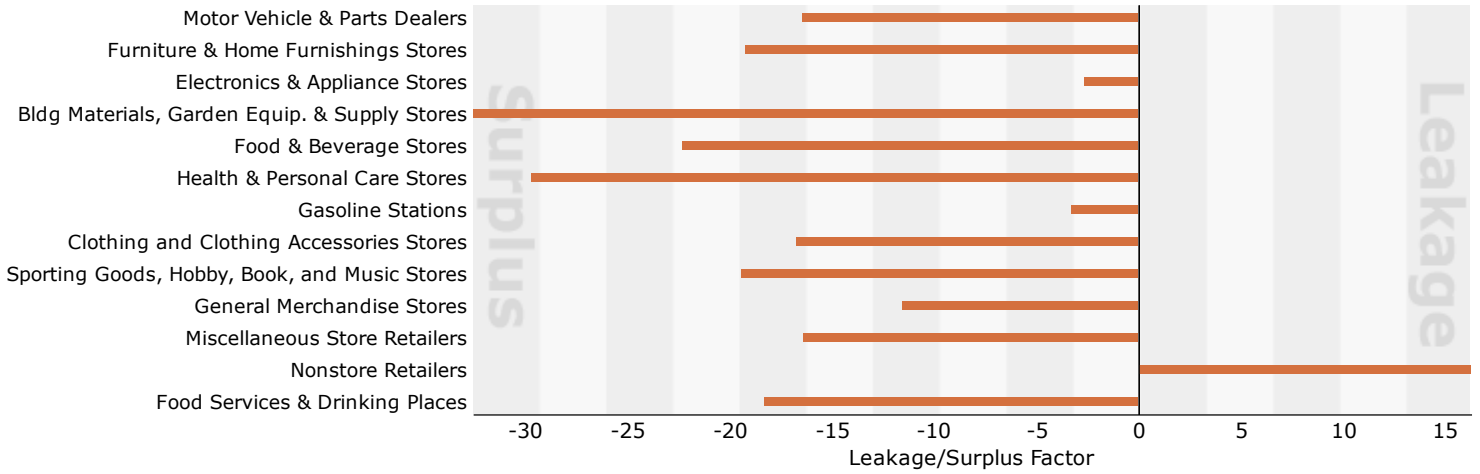
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$634,534,703	\$884,512,570	-\$249,977,867	-16.5	258
Automobile Dealers	4411	\$520,530,204	\$765,904,643	-\$245,374,439	-19.1	133
Other Motor Vehicle Dealers	4412	\$65,000,302	\$34,828,296	\$30,172,006	30.2	29
Auto Parts, Accessories & Tire Stores	4413	\$49,004,197	\$83,779,631	-\$34,775,434	-26.2	95
Furniture & Home Furnishings Stores	442	\$105,184,670	\$155,516,846	-\$50,332,176	-19.3	108
Furniture Stores	4421	\$59,000,438	\$114,967,950	-\$55,967,512	-32.2	65
Home Furnishings Stores	4422	\$46,184,232	\$40,548,896	\$5,635,336	6.5	42
Electronics & Appliance Stores	443	\$89,876,619	\$94,883,275	-\$5,006,656	-2.7	61
Bldg Materials, Garden Equip. & Supply Stores	444	\$195,989,137	\$385,569,009	-\$189,579,872	-32.6	146
Bldg Material & Supplies Dealers	4441	\$181,264,823	\$371,707,184	-\$190,442,361	-34.4	119
Lawn & Garden Equip & Supply Stores	4442	\$14,724,315	\$13,861,825	\$862,490	3.0	27
Food & Beverage Stores	445	\$515,252,174	\$812,730,742	-\$297,478,568	-22.4	204
Grocery Stores	4451	\$478,668,066	\$772,580,332	-\$293,912,266	-23.5	154
Specialty Food Stores	4452	\$15,051,586	\$19,865,159	-\$4,813,573	-13.8	35
Beer, Wine & Liquor Stores	4453	\$21,532,522	\$20,285,251	\$1,247,271	3.0	15
Health & Personal Care Stores	446,4461	\$179,345,564	\$331,805,503	-\$152,459,939	-29.8	137
Gasoline Stations	447,4471	\$295,718,479	\$316,058,452	-\$20,339,973	-3.3	115
Clothing & Clothing Accessories Stores	448	\$136,917,168	\$192,297,510	-\$55,380,342	-16.8	183
Clothing Stores	4481	\$93,074,754	\$129,573,041	-\$36,498,287	-16.4	119
Shoe Stores	4482	\$19,590,959	\$27,548,702	-\$7,957,743	-16.9	26
Jewelry, Luggage & Leather Goods Stores	4483	\$24,251,455	\$35,175,767	-\$10,924,312	-18.4	39
Sporting Goods, Hobby, Book & Music Stores	451	\$75,964,942	\$112,880,317	-\$36,915,375	-19.5	88
Sporting Goods/Hobby/Musical Instr Stores	4511	\$64,451,745	\$102,349,833	-\$37,898,088	-22.7	71
Book, Periodical & Music Stores	4512	\$11,513,197	\$10,530,485	\$982,712	4.5	17
General Merchandise Stores	452	\$512,236,078	\$646,187,700	-\$133,951,622	-11.6	111
Department Stores Excluding Leased Depts.	4521	\$351,050,438	\$471,426,390	-\$120,375,952	-14.6	39
Other General Merchandise Stores	4529	\$161,185,640	\$174,761,310	-\$13,575,670	-4.0	72
Miscellaneous Store Retailers	453	\$110,275,556	\$153,563,443	-\$43,287,887	-16.4	231
Florists	4531	\$4,945,410	\$6,807,951	-\$1,862,541	-15.8	27
Office Supplies, Stationery & Gift Stores	4532	\$25,850,517	\$30,873,856	-\$5,023,339	-8.9	67
Used Merchandise Stores	4533	\$12,307,704	\$40,913,044	-\$28,605,340	-53.7	50
Other Miscellaneous Store Retailers	4539	\$67,171,924	\$74,968,591	-\$7,796,667	-5.5	87
Nonstore Retailers	454	\$55,501,950	\$39,930,150	\$15,571,800	16.3	24
Electronic Shopping & Mail-Order Houses	4541	\$34,336,725	\$13,162,367	\$21,174,358	44.6	10
Vending Machine Operators	4542	\$2,572,119	\$22,923,762	-\$20,351,643	-79.8	6
Direct Selling Establishments	4543	\$18,593,106	\$3,844,021	\$14,749,085	65.7	8
Food Services & Drinking Places	722	\$297,879,171	\$431,904,348	-\$134,025,177	-18.4	601
Special Food Services	7223	\$4,216,503	\$7,020,414	-\$2,803,911	-25.0	21
Drinking Places - Alcoholic Beverages	7224	\$3,764,431	\$2,784,906	\$979,525	15.0	8
Restaurants/Other Eating Places	7225	\$289,898,236	\$422,099,028	-\$132,200,792	-18.6	572

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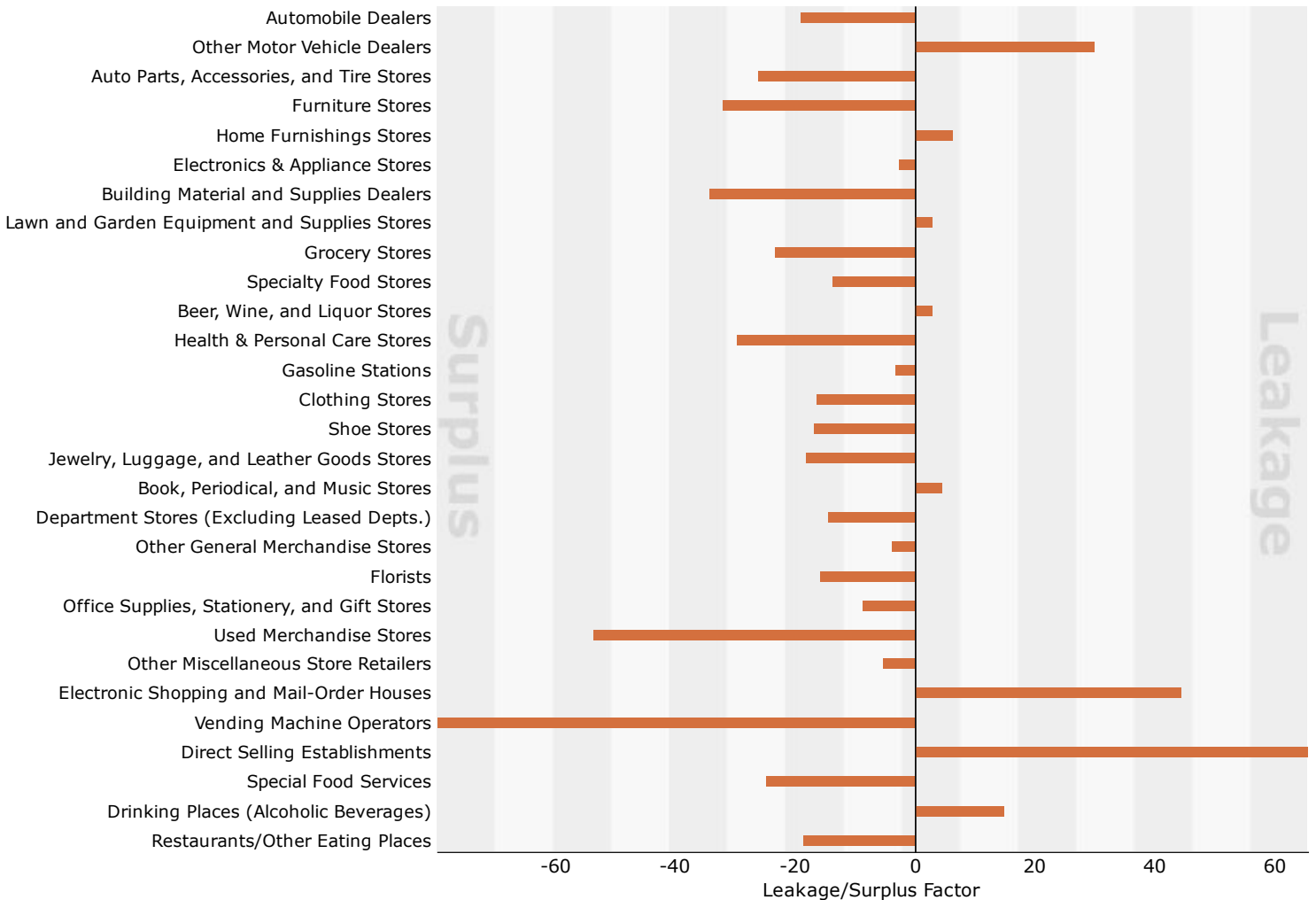
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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