



Demographic and Income Profile

Salem Point
 109 E Main St, Salem, Virginia, 24153
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.29343
 Longitude: -80.05640

Summary	Census 2010	2020	2025
Population	48,094	49,550	50,006
Households	19,979	20,395	20,549
Families	12,682	12,794	12,841
Average Household Size	2.31	2.32	2.33
Owner Occupied Housing Units	13,373	12,845	12,963
Renter Occupied Housing Units	6,606	7,550	7,586
Median Age	41.0	42.5	42.8
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.18%	0.74%	0.72%
Households	0.15%	0.70%	0.72%
Families	0.07%	0.63%	0.64%
Owner HHs	0.18%	0.69%	0.72%
Median Household Income	1.03%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	2,521	12.4%	2,409	11.7%
\$15,000 - \$24,999	2,015	9.9%	1,939	9.4%
\$25,000 - \$34,999	2,210	10.8%	2,085	10.1%
\$35,000 - \$49,999	2,891	14.2%	2,801	13.6%
\$50,000 - \$74,999	3,614	17.7%	3,541	17.2%
\$75,000 - \$99,999	3,040	14.9%	3,174	15.4%
\$100,000 - \$149,999	2,545	12.5%	2,794	13.6%
\$150,000 - \$199,999	883	4.3%	1,016	4.9%
\$200,000+	676	3.3%	789	3.8%
Median Household Income	\$52,721		\$55,488	
Average Household Income	\$70,143		\$76,686	
Per Capita Income	\$28,850		\$31,479	

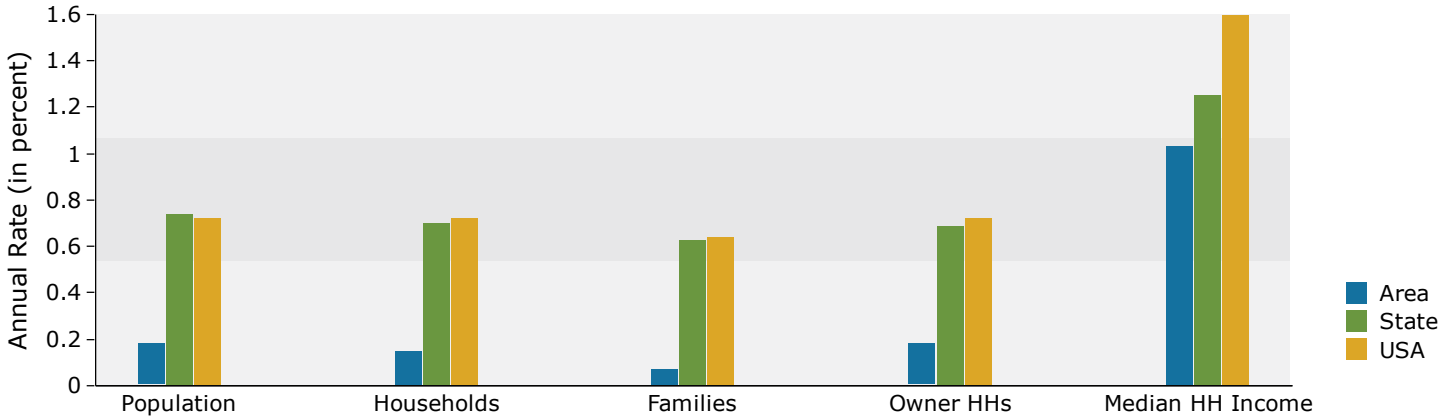
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,825	5.9%	2,589	5.2%	2,615	5.2%
5 - 9	2,733	5.7%	2,742	5.5%	2,671	5.3%
10 - 14	2,885	6.0%	2,728	5.5%	2,842	5.7%
15 - 19	3,655	7.6%	3,319	6.7%	3,327	6.7%
20 - 24	3,431	7.1%	3,340	6.7%	3,171	6.3%
25 - 34	5,148	10.7%	5,953	12.0%	5,728	11.5%
35 - 44	5,740	11.9%	5,411	10.9%	5,929	11.9%
45 - 54	6,891	14.3%	5,868	11.8%	5,446	10.9%
55 - 64	6,479	13.5%	6,811	13.7%	6,270	12.5%
65 - 74	4,077	8.5%	5,879	11.9%	6,301	12.6%
75 - 84	2,930	6.1%	3,219	6.5%	3,952	7.9%
85+	1,301	2.7%	1,691	3.4%	1,754	3.5%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	35,552	73.9%	35,242	71.1%	34,655	69.3%
Black Alone	10,034	20.9%	10,575	21.3%	10,877	21.8%
American Indian Alone	104	0.2%	126	0.3%	141	0.3%
Asian Alone	799	1.7%	1,266	2.6%	1,525	3.0%
Pacific Islander Alone	15	0.0%	21	0.0%	24	0.0%
Some Other Race Alone	624	1.3%	913	1.8%	1,098	2.2%
Two or More Races	966	2.0%	1,406	2.8%	1,686	3.4%
Hispanic Origin (Any Race)	1,438	3.0%	2,052	4.1%	2,450	4.9%

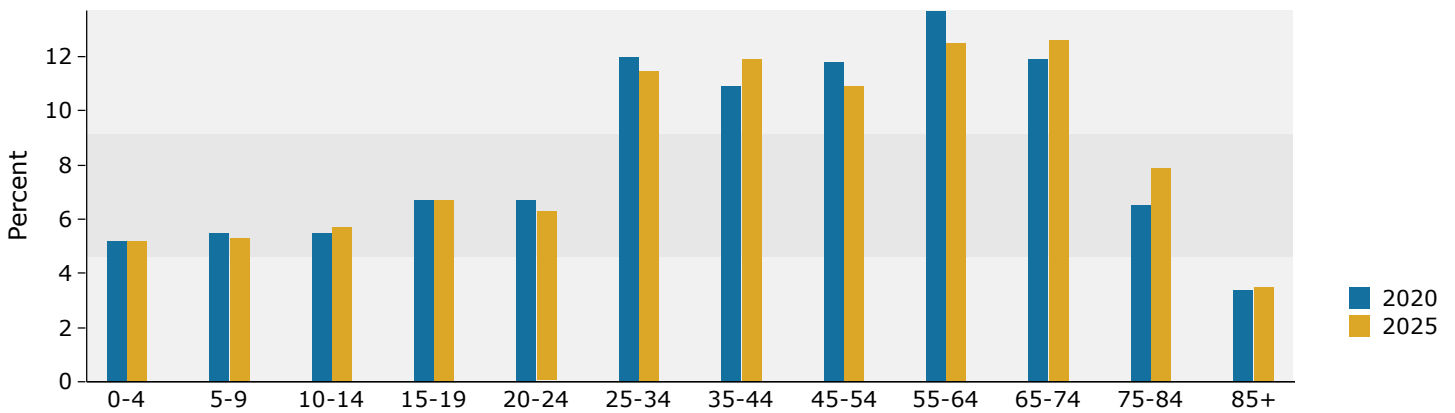
Data Note: Income is expressed in current dollars.

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

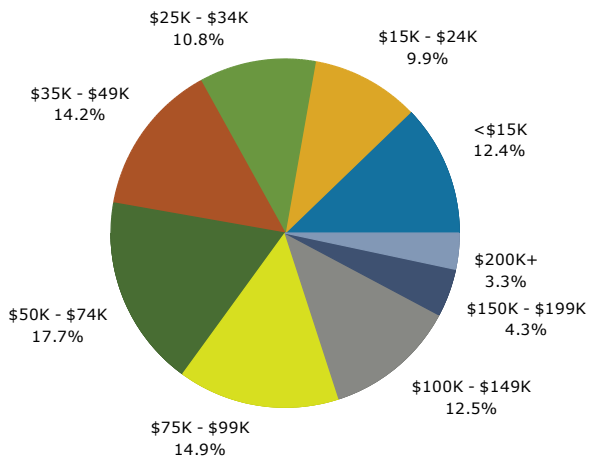
Trends 2020-2025



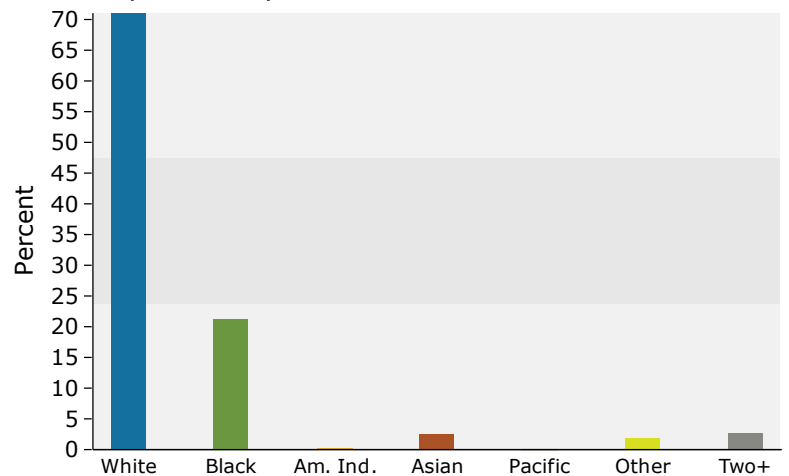
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 4.1%



Demographic and Income Profile

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 109 E Main St, Salem, Virginia, 24153
 Drive Time: 20 minute radius

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 Latitude: 37.29343
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Summary	Census 2010	2020	2025
Population	175,262	180,991	182,973
Households	74,432	76,621	77,436
Families	44,645	45,125	45,320
Average Household Size	2.28	2.29	2.29
Owner Occupied Housing Units	46,716	44,477	44,885
Renter Occupied Housing Units	27,716	32,145	32,551
Median Age	40.4	42.2	42.8
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.22%	0.74%	0.72%
Households	0.21%	0.70%	0.72%
Families	0.09%	0.63%	0.64%
Owner HHs	0.18%	0.69%	0.72%
Median Household Income	0.96%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	9,372	12.2%	9,098	11.7%
\$15,000 - \$24,999	9,024	11.8%	8,802	11.4%
\$25,000 - \$34,999	8,868	11.6%	8,476	10.9%
\$35,000 - \$49,999	10,639	13.9%	10,426	13.5%
\$50,000 - \$74,999	11,431	14.9%	11,314	14.6%
\$75,000 - \$99,999	10,505	13.7%	10,936	14.1%
\$100,000 - \$149,999	9,937	13.0%	10,621	13.7%
\$150,000 - \$199,999	3,600	4.7%	4,002	5.2%
\$200,000+	3,245	4.2%	3,760	4.9%
Median Household Income	\$50,617		\$53,092	
Average Household Income	\$72,498		\$78,921	
Per Capita Income	\$30,766		\$33,463	

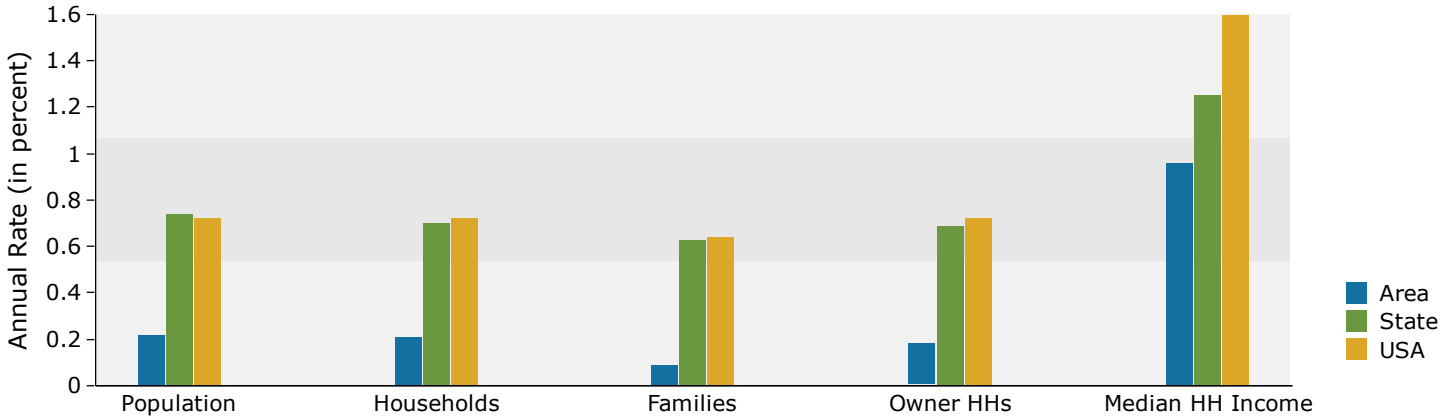
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,692	6.1%	9,761	5.4%	9,834	5.4%
5 - 9	10,145	5.8%	10,141	5.6%	9,905	5.4%
10 - 14	10,222	5.8%	10,294	5.7%	10,330	5.6%
15 - 19	11,382	6.5%	10,387	5.7%	10,684	5.8%
20 - 24	11,245	6.4%	10,962	6.1%	10,597	5.8%
25 - 34	22,046	12.6%	22,954	12.7%	22,362	12.2%
35 - 44	22,603	12.9%	22,008	12.2%	22,768	12.4%
45 - 54	25,997	14.8%	22,781	12.6%	21,765	11.9%
55 - 64	23,352	13.3%	25,115	13.9%	23,494	12.8%
65 - 74	13,496	7.7%	20,672	11.4%	22,262	12.2%
75 - 84	9,658	5.5%	10,489	5.8%	13,410	7.3%
85+	4,424	2.5%	5,427	3.0%	5,561	3.0%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	131,593	75.1%	128,948	71.2%	126,401	69.1%
Black Alone	32,355	18.5%	34,885	19.3%	36,136	19.7%
American Indian Alone	426	0.2%	532	0.3%	582	0.3%
Asian Alone	3,921	2.2%	6,930	3.8%	8,532	4.7%
Pacific Islander Alone	76	0.0%	118	0.1%	138	0.1%
Some Other Race Alone	2,984	1.7%	4,076	2.3%	4,716	2.6%
Two or More Races	3,908	2.2%	5,502	3.0%	6,469	3.5%
Hispanic Origin (Any Race)	7,317	4.2%	10,317	5.7%	12,132	6.6%

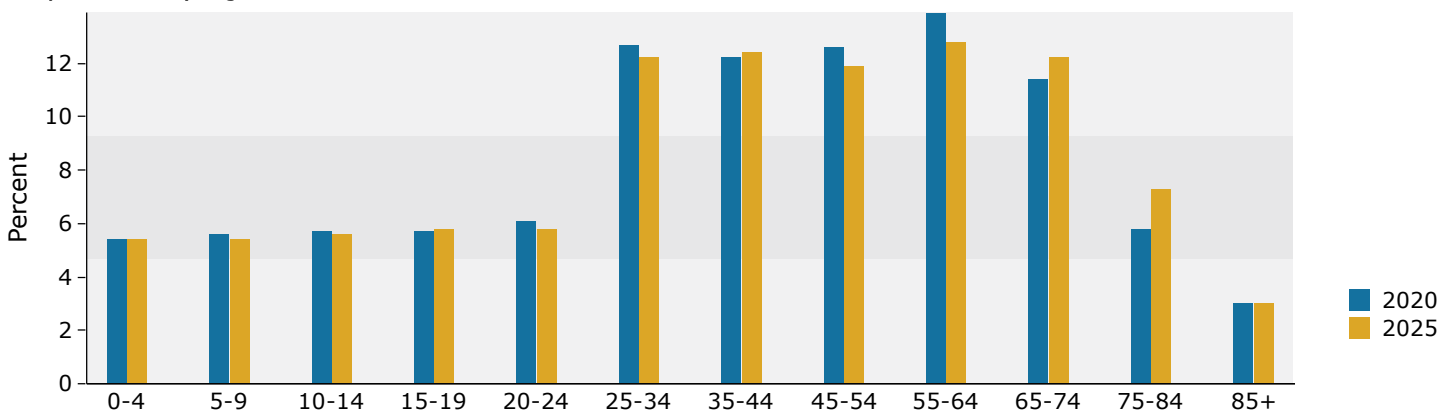
Data Note: Income is expressed in current dollars.

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

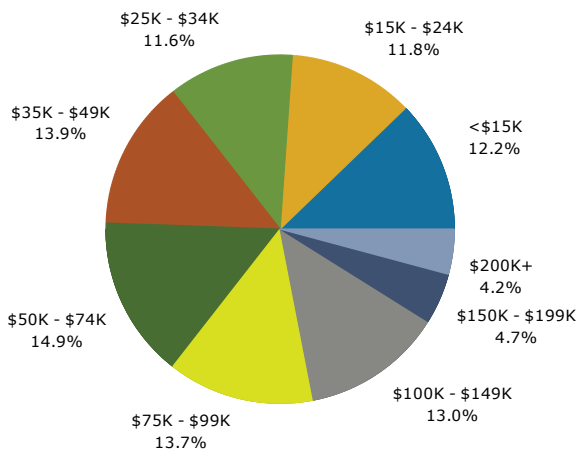
Trends 2020-2025



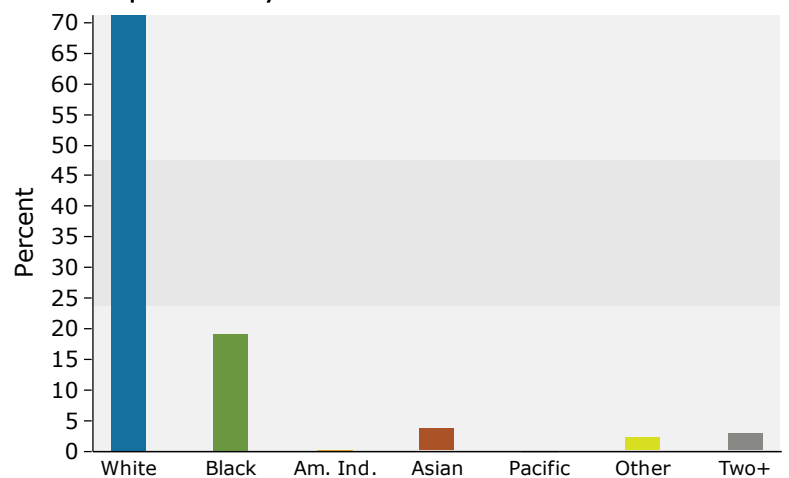
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 5.7%



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Summary	Census 2010	2020	2025
Population	345,686	360,310	365,919
Households	140,522	145,859	148,185
Families	84,683	86,285	87,080
Average Household Size	2.33	2.33	2.34
Owner Occupied Housing Units	89,719	88,799	90,163
Renter Occupied Housing Units	50,803	57,060	58,022
Median Age	37.3	38.8	39.8
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.31%	0.74%	0.72%
Households	0.32%	0.70%	0.72%
Families	0.18%	0.63%	0.64%
Owner HHs	0.31%	0.69%	0.72%
Median Household Income	0.91%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	19,156	13.1%	18,697	12.6%
\$15,000 - \$24,999	16,162	11.1%	15,837	10.7%
\$25,000 - \$34,999	14,903	10.2%	14,273	9.6%
\$35,000 - \$49,999	18,775	12.9%	18,398	12.4%
\$50,000 - \$74,999	24,468	16.8%	24,278	16.4%
\$75,000 - \$99,999	18,872	12.9%	19,667	13.3%
\$100,000 - \$149,999	19,333	13.3%	20,850	14.1%
\$150,000 - \$199,999	7,597	5.2%	8,594	5.8%
\$200,000+	6,593	4.5%	7,590	5.1%
Median Household Income	\$52,858		\$55,320	
Average Household Income	\$73,951		\$80,497	
Per Capita Income	\$30,124		\$32,784	

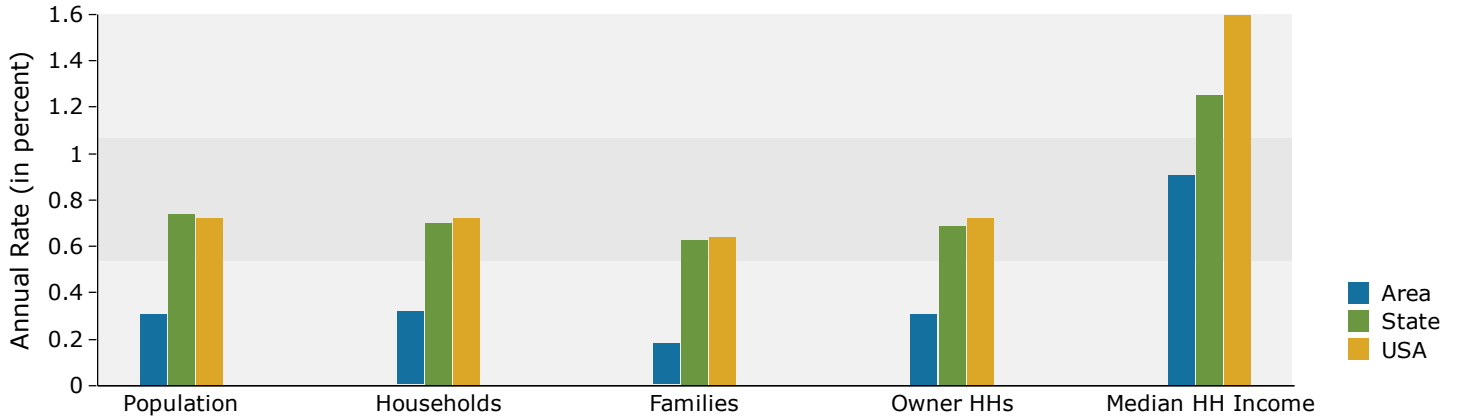
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,769	5.4%	17,242	4.8%	17,449	4.8%
5 - 9	18,671	5.4%	18,133	5.0%	17,791	4.9%
10 - 14	19,138	5.5%	18,884	5.2%	18,912	5.2%
15 - 19	28,818	8.3%	28,275	7.8%	29,007	7.9%
20 - 24	36,719	10.6%	37,103	10.3%	36,096	9.9%
25 - 34	41,192	11.9%	44,569	12.4%	43,201	11.8%
35 - 44	42,190	12.2%	39,951	11.1%	42,245	11.5%
45 - 54	47,880	13.9%	42,684	11.8%	40,452	11.1%
55 - 64	43,191	12.5%	46,831	13.0%	44,714	12.2%
65 - 74	25,625	7.4%	38,475	10.7%	41,657	11.4%
75 - 84	16,509	4.8%	19,280	5.4%	24,943	6.8%
85+	6,983	2.0%	8,881	2.5%	9,453	2.6%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	285,251	82.5%	286,039	79.4%	284,118	77.6%
Black Alone	39,343	11.4%	43,291	12.0%	45,220	12.4%
American Indian Alone	770	0.2%	959	0.3%	1,051	0.3%
Asian Alone	9,254	2.7%	14,324	4.0%	17,112	4.7%
Pacific Islander Alone	121	0.0%	181	0.1%	207	0.1%
Some Other Race Alone	3,986	1.2%	5,540	1.5%	6,450	1.8%
Two or More Races	6,961	2.0%	9,976	2.8%	11,762	3.2%
Hispanic Origin (Any Race)	10,879	3.1%	15,707	4.4%	18,645	5.1%

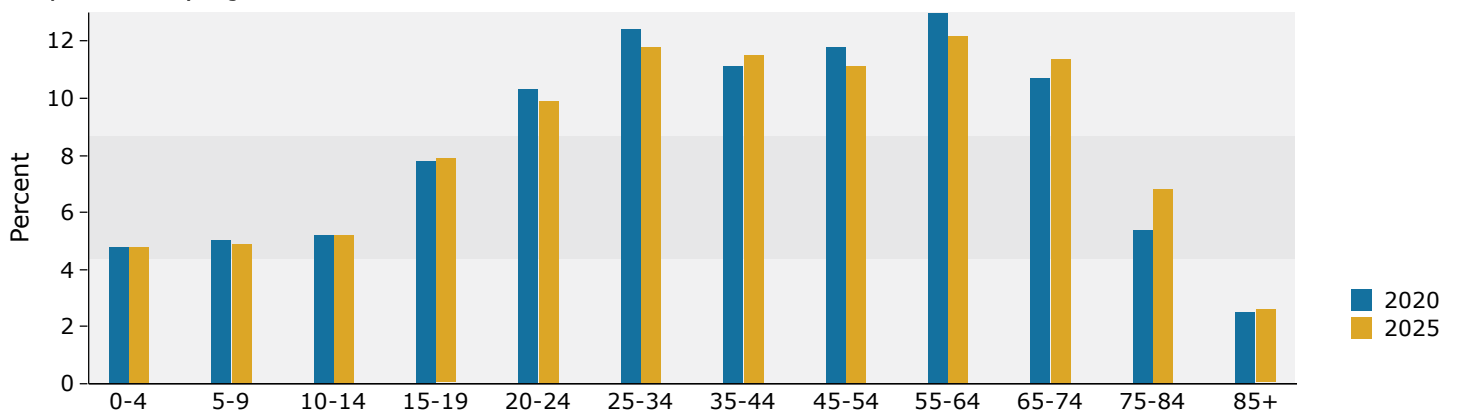
Data Note: Income is expressed in current dollars.

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

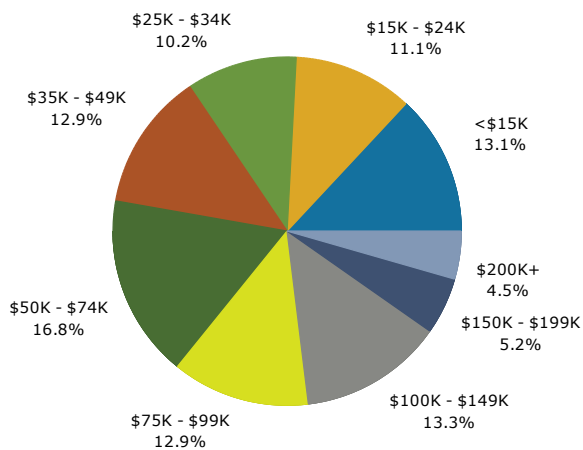
Trends 2020-2025



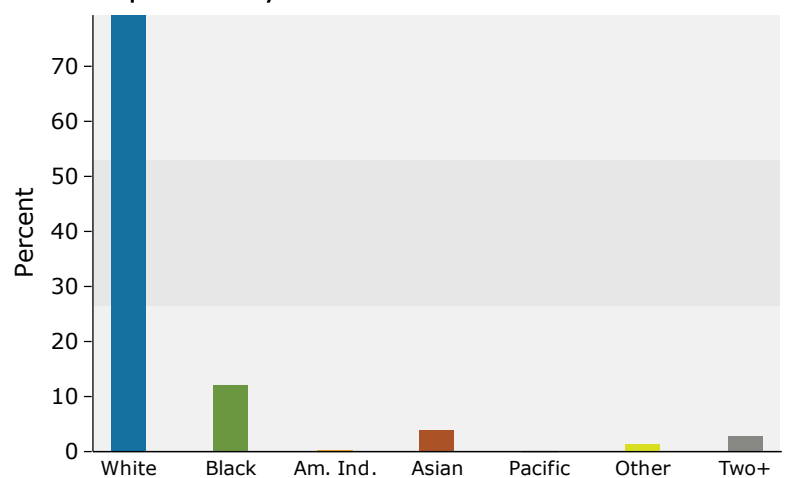
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 4.4%



Market Profile

Salem Point
 109 E Main St, Salem, Virginia, 24153
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.29343
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	10 minutes	20 minutes	40 minutes
Population Summary			
2000 Total Population	47,685	171,018	323,602
2010 Total Population	48,094	175,262	345,686
2020 Total Population	49,550	180,991	360,310
2020 Group Quarters	2,133	5,863	19,831
2025 Total Population	50,006	182,973	365,919
2020-2025 Annual Rate	0.18%	0.22%	0.31%
2020 Total Daytime Population	56,617	205,875	376,245
Workers	29,833	110,542	182,471
Residents	26,784	95,333	193,774
Household Summary			
2000 Households	19,496	72,723	130,477
2000 Average Household Size	2.33	2.27	2.34
2010 Households	19,979	74,432	140,522
2010 Average Household Size	2.31	2.28	2.33
2020 Households	20,395	76,621	145,859
2020 Average Household Size	2.32	2.29	2.33
2025 Households	20,549	77,436	148,185
2025 Average Household Size	2.33	2.29	2.34
2020-2025 Annual Rate	0.15%	0.21%	0.32%
2010 Families	12,682	44,645	84,683
2010 Average Family Size	2.89	2.91	2.89
2020 Families	12,794	45,125	86,285
2020 Average Family Size	2.91	2.93	2.90
2025 Families	12,841	45,320	87,080
2025 Average Family Size	2.92	2.94	2.91
2020-2025 Annual Rate	0.07%	0.09%	0.18%
Housing Unit Summary			
2000 Housing Units	20,407	77,349	137,872
Owner Occupied Housing Units	64.3%	59.9%	62.0%
Renter Occupied Housing Units	31.2%	34.1%	32.6%
Vacant Housing Units	4.5%	6.0%	5.4%
2010 Housing Units	21,729	81,266	152,538
Owner Occupied Housing Units	61.5%	57.5%	58.8%
Renter Occupied Housing Units	30.4%	34.1%	33.3%
Vacant Housing Units	8.1%	8.4%	7.9%
2020 Housing Units	22,361	83,484	158,752
Owner Occupied Housing Units	57.4%	53.3%	55.9%
Renter Occupied Housing Units	33.8%	38.5%	35.9%
Vacant Housing Units	8.8%	8.2%	8.1%
2025 Housing Units	22,616	84,618	162,098
Owner Occupied Housing Units	57.3%	53.0%	55.6%
Renter Occupied Housing Units	33.5%	38.5%	35.8%
Vacant Housing Units	9.1%	8.5%	8.6%
Median Household Income			
2020	\$52,721	\$50,617	\$52,858
2025	\$55,488	\$53,092	\$55,320
Median Home Value			
2020	\$173,750	\$178,827	\$195,481
2025	\$189,016	\$194,135	\$219,735
Per Capita Income			
2020	\$28,850	\$30,766	\$30,124
2025	\$31,479	\$33,463	\$32,784
Median Age			
2010	41.0	40.4	37.3
2020	42.5	42.2	38.8
2025	42.8	42.8	39.8

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

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 Drive Time: 10, 20, 40 minute radii

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	10 minutes	20 minutes	40 minutes
2020 Households by Income			
Household Income Base	20,395	76,621	145,858
<\$15,000	12.4%	12.2%	13.1%
\$15,000 - \$24,999	9.9%	11.8%	11.1%
\$25,000 - \$34,999	10.8%	11.6%	10.2%
\$35,000 - \$49,999	14.2%	13.9%	12.9%
\$50,000 - \$74,999	17.7%	14.9%	16.8%
\$75,000 - \$99,999	14.9%	13.7%	12.9%
\$100,000 - \$149,999	12.5%	13.0%	13.3%
\$150,000 - \$199,999	4.3%	4.7%	5.2%
\$200,000+	3.3%	4.2%	4.5%
Average Household Income	\$70,143	\$72,498	\$73,951
2025 Households by Income			
Household Income Base	20,549	77,436	148,184
<\$15,000	11.7%	11.7%	12.6%
\$15,000 - \$24,999	9.4%	11.4%	10.7%
\$25,000 - \$34,999	10.1%	10.9%	9.6%
\$35,000 - \$49,999	13.6%	13.5%	12.4%
\$50,000 - \$74,999	17.2%	14.6%	16.4%
\$75,000 - \$99,999	15.4%	14.1%	13.3%
\$100,000 - \$149,999	13.6%	13.7%	14.1%
\$150,000 - \$199,999	4.9%	5.2%	5.8%
\$200,000+	3.8%	4.9%	5.1%
Average Household Income	\$76,686	\$78,921	\$80,497
2020 Owner Occupied Housing Units by Value			
Total	12,845	44,477	88,789
<\$50,000	4.1%	4.3%	4.9%
\$50,000 - \$99,999	10.1%	11.6%	8.9%
\$100,000 - \$149,999	24.4%	22.0%	18.0%
\$150,000 - \$199,999	24.1%	21.1%	20.0%
\$200,000 - \$249,999	12.5%	13.9%	14.0%
\$250,000 - \$299,999	6.5%	7.6%	10.1%
\$300,000 - \$399,999	10.1%	10.6%	12.1%
\$400,000 - \$499,999	3.2%	4.1%	5.6%
\$500,000 - \$749,999	3.3%	3.1%	4.2%
\$750,000 - \$999,999	0.6%	0.8%	1.1%
\$1,000,000 - \$1,499,999	0.6%	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.4%	0.2%	0.3%
Average Home Value	\$222,534	\$224,531	\$246,205
2025 Owner Occupied Housing Units by Value			
Total	12,963	44,885	90,152
<\$50,000	3.6%	3.9%	4.2%
\$50,000 - \$99,999	8.9%	10.4%	7.8%
\$100,000 - \$149,999	20.6%	18.9%	14.9%
\$150,000 - \$199,999	21.6%	19.1%	17.7%
\$200,000 - \$249,999	12.8%	14.1%	13.8%
\$250,000 - \$299,999	7.4%	8.5%	11.0%
\$300,000 - \$399,999	12.8%	12.9%	14.4%
\$400,000 - \$499,999	4.4%	5.3%	7.2%
\$500,000 - \$749,999	4.7%	4.2%	5.7%
\$750,000 - \$999,999	1.0%	1.1%	1.6%
\$1,000,000 - \$1,499,999	1.0%	0.9%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.3%
\$2,000,000 +	0.9%	0.4%	0.5%
Average Home Value	\$259,873	\$251,921	\$278,639

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

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 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.29343
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	10 minutes	20 minutes	40 minutes
2010 Population by Age			
Total	48,093	175,262	345,684
0 - 4	5.9%	6.1%	5.4%
5 - 9	5.7%	5.8%	5.4%
10 - 14	6.0%	5.8%	5.5%
15 - 24	14.7%	12.9%	19.0%
25 - 34	10.7%	12.6%	11.9%
35 - 44	11.9%	12.9%	12.2%
45 - 54	14.3%	14.8%	13.9%
55 - 64	13.5%	13.3%	12.5%
65 - 74	8.5%	7.7%	7.4%
75 - 84	6.1%	5.5%	4.8%
85 +	2.7%	2.5%	2.0%
18 +	78.5%	78.5%	80.2%
2020 Population by Age			
Total	49,550	180,991	360,308
0 - 4	5.2%	5.4%	4.8%
5 - 9	5.5%	5.6%	5.0%
10 - 14	5.5%	5.7%	5.2%
15 - 24	13.4%	11.8%	18.1%
25 - 34	12.0%	12.7%	12.4%
35 - 44	10.9%	12.2%	11.1%
45 - 54	11.8%	12.6%	11.8%
55 - 64	13.7%	13.9%	13.0%
65 - 74	11.9%	11.4%	10.7%
75 - 84	6.5%	5.8%	5.4%
85 +	3.4%	3.0%	2.5%
18 +	80.5%	80.1%	81.9%
2025 Population by Age			
Total	50,006	182,972	365,920
0 - 4	5.2%	5.4%	4.8%
5 - 9	5.3%	5.4%	4.9%
10 - 14	5.7%	5.6%	5.2%
15 - 24	13.0%	11.6%	17.8%
25 - 34	11.5%	12.2%	11.8%
35 - 44	11.9%	12.4%	11.5%
45 - 54	10.9%	11.9%	11.1%
55 - 64	12.5%	12.8%	12.2%
65 - 74	12.6%	12.2%	11.4%
75 - 84	7.9%	7.3%	6.8%
85 +	3.5%	3.0%	2.6%
18 +	80.5%	80.3%	82.1%
2010 Population by Sex			
Males	22,672	83,409	168,720
Females	25,422	91,853	176,966
2020 Population by Sex			
Males	23,459	86,612	176,522
Females	26,091	94,380	183,788
2025 Population by Sex			
Males	23,701	87,739	179,449
Females	26,305	95,234	186,470

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

Salem Point
 109 E Main St, Salem, Virginia, 24153
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.29343
 Longitude: -80.05640

	10 minutes	20 minutes	40 minutes
2010 Population by Race/Ethnicity			
Total	48,094	175,263	345,686
White Alone	73.9%	75.1%	82.5%
Black Alone	20.9%	18.5%	11.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.7%	2.2%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.7%	1.2%
Two or More Races	2.0%	2.2%	2.0%
Hispanic Origin	3.0%	4.2%	3.1%
Diversity Index	44.4	45.0	34.8
2020 Population by Race/Ethnicity			
Total	49,549	180,991	360,310
White Alone	71.1%	71.2%	79.4%
Black Alone	21.3%	19.3%	12.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.6%	3.8%	4.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	2.3%	1.5%
Two or More Races	2.8%	3.0%	2.8%
Hispanic Origin	4.1%	5.7%	4.4%
Diversity Index	49.2	51.2	40.8
2025 Population by Race/Ethnicity			
Total	50,006	182,974	365,920
White Alone	69.3%	69.1%	77.6%
Black Alone	21.8%	19.7%	12.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.0%	4.7%	4.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	2.6%	1.8%
Two or More Races	3.4%	3.5%	3.2%
Hispanic Origin	4.9%	6.6%	5.1%
Diversity Index	52.1	54.6	44.0
2010 Population by Relationship and Household Type			
Total	48,094	175,262	345,686
In Households	96.1%	96.8%	94.8%
In Family Households	78.1%	76.3%	72.7%
Householder	26.2%	25.4%	24.5%
Spouse	18.2%	17.5%	18.1%
Child	28.5%	27.9%	25.5%
Other relative	3.2%	3.2%	2.7%
Nonrelative	2.0%	2.3%	1.9%
In Nonfamily Households	18.0%	20.5%	22.1%
In Group Quarters	3.9%	3.2%	5.2%
Institutionalized Population	1.3%	1.6%	1.1%
Noninstitutionalized Population	2.5%	1.6%	4.1%

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

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



Market Profile

Salem Point
 109 E Main St, Salem, Virginia, 24153
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.29343
 Longitude: -80.05640

	10 minutes	20 minutes	40 minutes
2020 Population 25+ by Educational Attainment			
Total	34,832	129,446	240,675
Less than 9th Grade	4.0%	3.9%	3.4%
9th - 12th Grade, No Diploma	7.7%	7.0%	6.0%
High School Graduate	26.2%	24.3%	23.4%
GED/Alternative Credential	5.1%	4.7%	4.7%
Some College, No Degree	19.6%	19.3%	19.4%
Associate Degree	10.8%	10.1%	10.1%
Bachelor's Degree	16.1%	19.1%	19.7%
Graduate/Professional Degree	10.4%	11.5%	13.3%
2020 Population 15+ by Marital Status			
Total	41,493	150,795	306,051
Never Married	31.3%	32.5%	36.0%
Married	45.1%	45.2%	45.1%
Widowed	8.6%	8.0%	6.9%
Divorced	15.0%	14.3%	12.0%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	25,381	95,642	186,264
Population 16+ Employed	90.0%	89.1%	89.5%
Population 16+ Unemployment rate	10.0%	10.9%	10.5%
Population 16-24 Employed	13.5%	11.8%	15.8%
Population 16-24 Unemployment rate	16.6%	19.3%	17.6%
Population 25-54 Employed	58.8%	61.5%	59.3%
Population 25-54 Unemployment rate	9.4%	10.0%	9.4%
Population 55-64 Employed	19.1%	18.7%	17.7%
Population 55-64 Unemployment rate	7.8%	8.8%	8.1%
Population 65+ Employed	8.6%	8.0%	7.2%
Population 65+ Unemployment rate	7.4%	7.9%	7.6%
2020 Employed Population 16+ by Industry			
Total	22,849	85,259	166,784
Agriculture/Mining	0.2%	0.4%	0.7%
Construction	5.2%	5.7%	5.7%
Manufacturing	10.7%	9.8%	10.2%
Wholesale Trade	3.1%	2.9%	2.6%
Retail Trade	10.9%	10.0%	10.1%
Transportation/Utilities	6.5%	5.9%	5.5%
Information	1.1%	1.4%	1.3%
Finance/Insurance/Real Estate	7.6%	8.2%	6.6%
Services	48.6%	50.9%	52.7%
Public Administration	6.1%	4.7%	4.6%
2020 Employed Population 16+ by Occupation			
Total	22,849	85,260	166,782
White Collar	59.3%	61.8%	62.6%
Management/Business/Financial	13.5%	13.7%	13.3%
Professional	21.1%	23.4%	25.8%
Sales	9.6%	9.9%	9.8%
Administrative Support	15.0%	14.8%	13.7%
Services	19.2%	18.3%	17.7%
Blue Collar	21.5%	19.9%	19.6%
Farming/Forestry/Fishing	0.1%	0.3%	0.4%
Construction/Extraction	3.9%	4.4%	4.3%
Installation/Maintenance/Repair	2.5%	2.5%	2.7%
Production	8.4%	6.5%	6.5%
Transportation/Material Moving	6.6%	6.1%	5.8%

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

May 03, 2021



Market Profile

Salem Point
 109 E Main St, Salem, Virginia, 24153
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.29343
 Longitude: -80.05640

	10 minutes	20 minutes	40 minutes
2010 Households by Type			
Total	19,979	74,432	140,522
Households with 1 Person	31.1%	33.5%	29.9%
Households with 2+ People	68.9%	66.5%	70.1%
Family Households	63.5%	60.0%	60.3%
Husband-wife Families	44.0%	41.2%	44.5%
With Related Children	16.7%	16.3%	17.4%
Other Family (No Spouse Present)	19.5%	18.8%	15.7%
Other Family with Male Householder	4.1%	4.2%	3.9%
With Related Children	2.3%	2.4%	2.2%
Other Family with Female Householder	15.3%	14.5%	11.8%
With Related Children	9.8%	9.4%	7.5%
Nonfamily Households	5.4%	6.5%	9.8%
All Households with Children	29.3%	28.5%	27.6%
Multigenerational Households	3.6%	3.3%	2.9%
Unmarried Partner Households	5.3%	6.4%	6.1%
Male-female	4.8%	5.7%	5.3%
Same-sex	0.5%	0.8%	0.7%
2010 Households by Size			
Total	19,978	74,432	140,523
1 Person Household	31.1%	33.5%	29.9%
2 Person Household	34.4%	33.7%	35.6%
3 Person Household	16.0%	15.2%	16.1%
4 Person Household	11.4%	10.6%	11.7%
5 Person Household	4.6%	4.4%	4.4%
6 Person Household	1.7%	1.6%	1.5%
7 + Person Household	0.8%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	19,979	74,432	140,522
Owner Occupied	66.9%	62.8%	63.8%
Owned with a Mortgage/Loan	45.6%	43.7%	43.7%
Owned Free and Clear	21.4%	19.1%	20.1%
Renter Occupied	33.1%	37.2%	36.2%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	163	153	149
Percent of Income for Mortgage	13.8%	14.8%	15.5%
Wealth Index	74	76	79
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	21,729	81,266	152,538
Housing Units Inside Urbanized Area	98.2%	96.5%	81.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	1.8%	3.5%	18.7%
2010 Population By Urban/ Rural Status			
Total Population	48,094	175,262	345,686
Population Inside Urbanized Area	98.2%	96.2%	81.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	1.8%	3.8%	18.7%

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

Salem Point
 109 E Main St, Salem, Virginia, 24153
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.29343
 Longitude: -80.05640

	10 minutes	20 minutes	40 minutes
Top 3 Tapestry Segments			
1.	Rustbelt Traditions (5D)	Old and Newcomers (8F)	Comfortable Empty Nesters (5A)
2.	Comfortable Empty Nesters (5A)	Comfortable Empty Nesters	Old and Newcomers (8F)
3.	Old and Newcomers (8F)	In Style (5B)	In Style (5B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$34,153,860	\$133,462,316	\$258,929,260
Average Spent	\$1,674.62	\$1,741.85	\$1,775.20
Spending Potential Index	78	81	83
Education: Total \$	\$27,379,688	\$107,922,262	\$217,360,054
Average Spent	\$1,342.47	\$1,408.52	\$1,490.21
Spending Potential Index	75	79	83
Entertainment/Recreation: Total \$	\$52,477,072	\$202,249,655	\$394,112,462
Average Spent	\$2,573.04	\$2,639.61	\$2,702.01
Spending Potential Index	79	81	83
Food at Home: Total \$	\$85,771,168	\$332,749,834	\$644,770,841
Average Spent	\$4,205.50	\$4,342.80	\$4,420.51
Spending Potential Index	79	81	83
Food Away from Home: Total \$	\$59,633,431	\$232,860,768	\$454,672,324
Average Spent	\$2,923.92	\$3,039.12	\$3,117.20
Spending Potential Index	78	81	83
Health Care: Total \$	\$96,057,248	\$366,696,738	\$709,629,562
Average Spent	\$4,709.84	\$4,785.85	\$4,865.18
Spending Potential Index	82	83	85
HH Furnishings & Equipment: Total \$	\$35,477,643	\$137,160,037	\$266,008,000
Average Spent	\$1,739.53	\$1,790.11	\$1,823.73
Spending Potential Index	80	82	83
Personal Care Products & Services: Total \$	\$15,006,193	\$58,159,709	\$112,692,758
Average Spent	\$735.78	\$759.06	\$772.61
Spending Potential Index	80	83	84
Shelter: Total \$	\$302,335,797	\$1,185,594,686	\$2,295,675,167
Average Spent	\$14,824.02	\$15,473.50	\$15,739.00
Spending Potential Index	77	80	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,578,619	\$147,992,384	\$286,038,155
Average Spent	\$1,891.57	\$1,931.49	\$1,961.06
Spending Potential Index	81	82	84
Travel: Total \$	\$37,949,265	\$146,835,897	\$284,370,158
Average Spent	\$1,860.71	\$1,916.39	\$1,949.62
Spending Potential Index	77	80	81
Vehicle Maintenance & Repairs: Total \$	\$19,470,575	\$75,552,871	\$146,566,833
Average Spent	\$954.67	\$986.06	\$1,004.85
Spending Potential Index	82	85	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

Salem Point
109 E Main St, Salem, Virginia, 24153
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 37.29343
Longitude: -80.05640

Summary Demographics

2020 Population	49,550
2020 Households	20,395
2020 Median Disposable Income	\$43,104
2020 Per Capita Income	\$28,850

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.

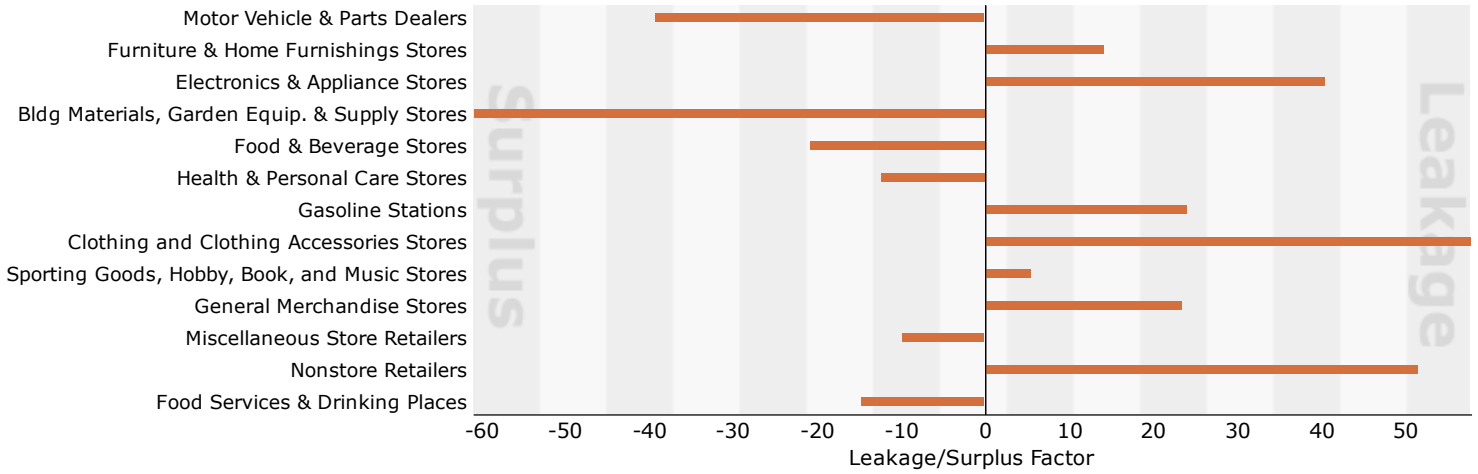
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$604,115,996	\$853,030,728	-\$248,914,732	-17.1	415
Total Retail Trade	44-45	\$546,446,465	\$775,384,635	-\$228,938,170	-17.3	297
Total Food & Drink	722	\$57,669,531	\$77,646,093	-\$19,976,562	-14.8	118
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$116,740,935	\$268,070,352	-\$151,329,417	-39.3	50
Automobile Dealers	4411	\$95,602,666	\$237,286,659	-\$141,683,993	-42.6	29
Other Motor Vehicle Dealers	4412	\$11,847,752	\$18,852,093	-\$7,004,341	-22.8	7
Auto Parts, Accessories & Tire Stores	4413	\$9,290,517	\$11,931,600	-\$2,641,083	-12.4	14
Furniture & Home Furnishings Stores	442	\$20,459,894	\$15,378,647	\$5,081,247	14.2	15
Furniture Stores	4421	\$11,465,102	\$7,186,965	\$4,278,137	22.9	9
Home Furnishings Stores	4422	\$8,994,792	\$8,191,682	\$803,110	4.7	6
Electronics & Appliance Stores	443	\$17,458,576	\$7,385,587	\$10,072,989	40.5	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,325,192	\$149,889,281	-\$113,564,089	-61.0	35
Bldg Material & Supplies Dealers	4441	\$33,619,884	\$146,367,904	-\$112,748,020	-62.6	30
Lawn & Garden Equip & Supply Stores	4442	\$2,705,308	\$3,521,377	-\$816,069	-13.1	5
Food & Beverage Stores	445	\$97,337,086	\$148,768,094	-\$51,431,008	-20.9	42
Grocery Stores	4451	\$90,270,121	\$139,044,267	-\$48,774,146	-21.3	32
Specialty Food Stores	4452	\$2,842,523	\$7,064,909	-\$4,222,386	-42.6	8
Beer, Wine & Liquor Stores	4453	\$4,224,441	\$2,658,918	\$1,565,523	22.7	2
Health & Personal Care Stores	446,4461	\$33,671,553	\$43,315,598	-\$9,644,045	-12.5	30
Gasoline Stations	447,4471	\$54,674,292	\$33,454,061	\$21,220,231	24.1	16
Clothing & Clothing Accessories Stores	448	\$26,661,016	\$7,108,146	\$19,552,870	57.9	19
Clothing Stores	4481	\$18,033,528	\$3,844,259	\$14,189,269	64.9	14
Shoe Stores	4482	\$3,777,956	\$1,865,011	\$1,912,945	33.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$4,849,532	\$1,398,876	\$3,450,656	55.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$14,639,303	\$13,118,774	\$1,520,529	5.5	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,391,008	\$12,013,448	\$377,560	1.5	16
Book, Periodical & Music Stores	4512	\$2,248,295	\$1,105,326	\$1,142,969	34.1	2
General Merchandise Stores	452	\$97,674,288	\$60,690,842	\$36,983,446	23.4	16
Department Stores Excluding Leased Depts.	4521	\$67,354,511	\$47,609,529	\$19,744,982	17.2	3
Other General Merchandise Stores	4529	\$30,319,778	\$13,081,313	\$17,238,465	39.7	13
Miscellaneous Store Retailers	453	\$20,383,321	\$24,878,397	-\$4,495,076	-9.9	42
Florists	4531	\$966,726	\$512,932	\$453,794	30.7	1
Office Supplies, Stationery & Gift Stores	4532	\$4,992,868	\$3,256,894	\$1,735,974	21.0	11
Used Merchandise Stores	4533	\$2,391,359	\$16,620,191	-\$14,228,832	-74.8	14
Other Miscellaneous Store Retailers	4539	\$12,032,368	\$4,488,380	\$7,543,988	45.7	16
Nonstore Retailers	454	\$10,421,009	\$3,326,857	\$7,094,152	51.6	5
Electronic Shopping & Mail-Order Houses	4541	\$6,613,724	\$2,340,073	\$4,273,651	47.7	2
Vending Machine Operators	4542	\$485,674	\$908,234	-\$422,560	-30.3	2
Direct Selling Establishments	4543	\$3,321,611	\$78,550	\$3,243,061	95.4	1
Food Services & Drinking Places	722	\$57,669,531	\$77,646,093	-\$19,976,562	-14.8	118
Special Food Services	7223	\$809,961	\$1,249,493	-\$439,532	-21.3	3
Drinking Places - Alcoholic Beverages	7224	\$742,517	\$0	\$742,517	100.0	0
Restaurants/Other Eating Places	7225	\$56,117,053	\$76,396,599	-\$20,279,546	-15.3	115

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.

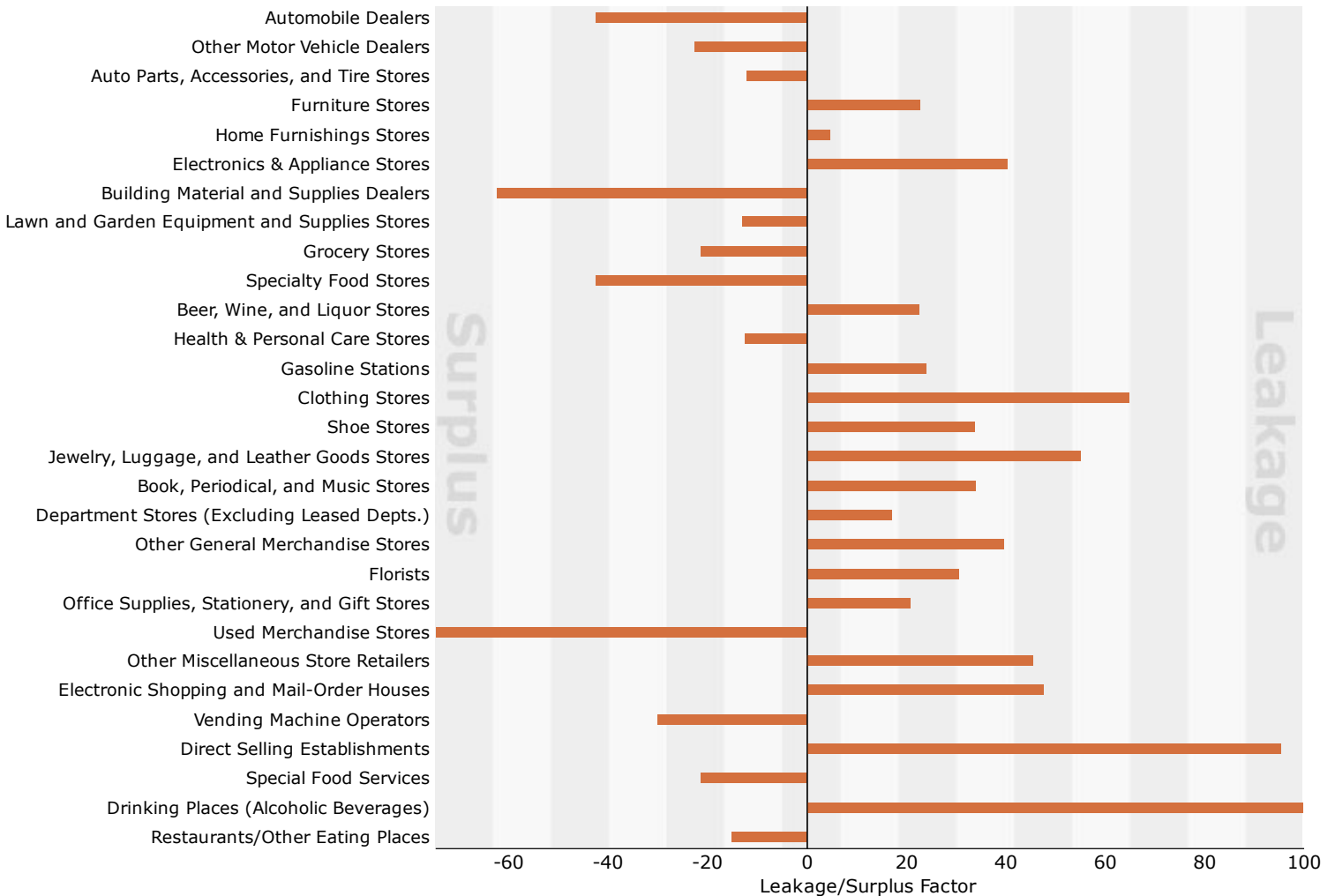
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Salem Point
109 E Main St, Salem, Virginia, 24153
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 37.29343
Longitude: -80.05640

Summary Demographics

2020 Population	180,991
2020 Households	76,621
2020 Median Disposable Income	\$41,711
2020 Per Capita Income	\$30,766

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.

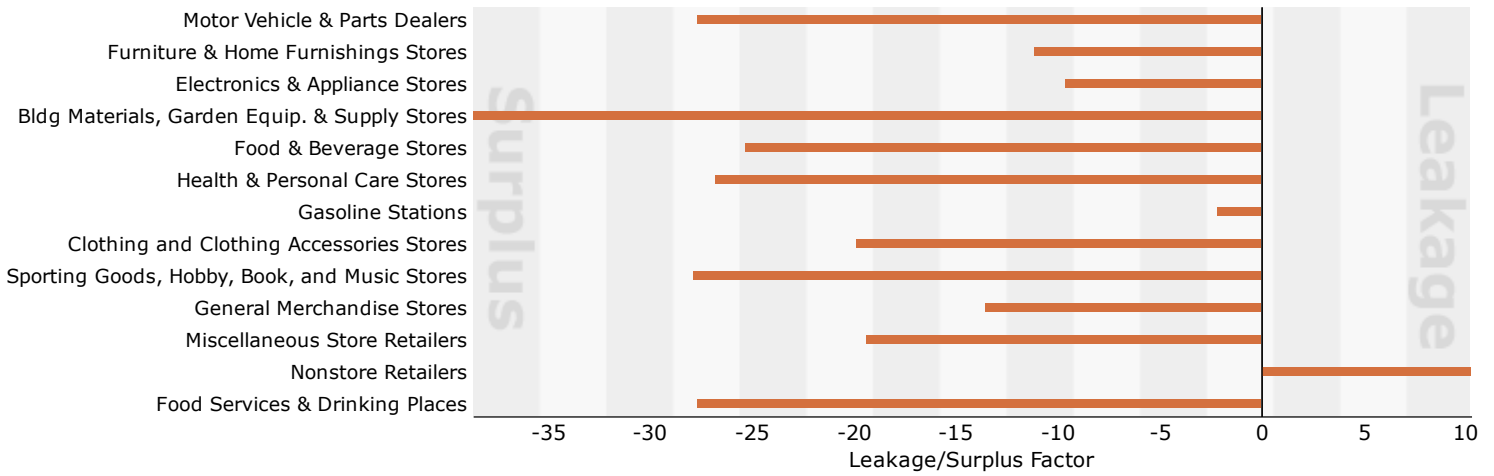
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,280,861,221	\$3,582,353,185	-\$1,301,491,964	-22.2	1,690
Total Retail Trade	44-45	\$2,061,019,626	\$3,193,749,095	-\$1,132,729,469	-21.6	1,203
Total Food & Drink	722	\$219,841,596	\$388,604,090	-\$168,762,494	-27.7	487
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$438,954,577	\$774,595,808	-\$335,641,231	-27.7	157
Automobile Dealers	4411	\$359,624,324	\$678,592,948	-\$318,968,624	-30.7	85
Other Motor Vehicle Dealers	4412	\$44,328,807	\$32,747,229	\$11,581,578	15.0	17
Auto Parts, Accessories & Tire Stores	4413	\$35,001,445	\$63,255,631	-\$28,254,186	-28.8	56
Furniture & Home Furnishings Stores	442	\$77,381,438	\$96,851,099	-\$19,469,661	-11.2	66
Furniture Stores	4421	\$43,561,544	\$61,049,501	-\$17,487,957	-16.7	38
Home Furnishings Stores	4422	\$33,819,895	\$35,801,598	-\$1,981,703	-2.8	28
Electronics & Appliance Stores	443	\$66,266,914	\$80,429,782	-\$14,162,868	-9.7	46
Bldg Materials, Garden Equip. & Supply Stores	444	\$135,191,258	\$306,012,684	-\$170,821,426	-38.7	110
Bldg Material & Supplies Dealers	4441	\$125,171,581	\$295,505,252	-\$170,333,671	-40.5	94
Lawn & Garden Equip & Supply Stores	4442	\$10,019,677	\$10,507,431	-\$487,754	-2.4	16
Food & Beverage Stores	445	\$367,838,013	\$618,971,260	-\$251,133,247	-25.4	145
Grocery Stores	4451	\$340,944,979	\$586,205,168	-\$245,260,189	-26.5	110
Specialty Food Stores	4452	\$10,743,634	\$17,405,073	-\$6,661,439	-23.7	25
Beer, Wine & Liquor Stores	4453	\$16,149,399	\$15,361,019	\$788,380	2.5	10
Health & Personal Care Stores	446,4461	\$125,774,940	\$218,077,866	-\$92,302,926	-26.8	111
Gasoline Stations	447,4471	\$205,897,519	\$215,311,886	-\$9,414,367	-2.2	63
Clothing & Clothing Accessories Stores	448	\$102,041,490	\$152,638,046	-\$50,596,556	-19.9	157
Clothing Stores	4481	\$68,908,019	\$94,161,040	-\$25,253,021	-15.5	100
Shoe Stores	4482	\$14,434,788	\$25,973,434	-\$11,538,646	-28.6	23
Jewelry, Luggage & Leather Goods Stores	4483	\$18,698,683	\$32,503,572	-\$13,804,889	-27.0	34
Sporting Goods, Hobby, Book & Music Stores	451	\$55,604,293	\$98,533,992	-\$42,929,699	-27.9	74
Sporting Goods/Hobby/Musical Instr Stores	4511	\$46,994,434	\$89,380,771	-\$42,386,337	-31.1	61
Book, Periodical & Music Stores	4512	\$8,609,858	\$9,153,221	-\$543,363	-3.1	13
General Merchandise Stores	452	\$370,109,602	\$486,952,291	-\$116,842,689	-13.6	70
Department Stores Excluding Leased Depts.	4521	\$255,640,970	\$351,004,323	-\$95,363,353	-15.7	26
Other General Merchandise Stores	4529	\$114,468,633	\$135,947,967	-\$21,479,334	-8.6	44
Miscellaneous Store Retailers	453	\$76,555,473	\$113,345,386	-\$36,789,913	-19.4	185
Florists	4531	\$3,629,728	\$4,280,966	-\$651,238	-8.2	10
Office Supplies, Stationery & Gift Stores	4532	\$18,868,479	\$27,014,946	-\$8,146,467	-17.8	59
Used Merchandise Stores	4533	\$9,089,523	\$39,113,295	-\$30,023,772	-62.3	42
Other Miscellaneous Store Retailers	4539	\$44,967,744	\$42,936,178	\$2,031,566	2.3	74
Nonstore Retailers	454	\$39,404,109	\$32,028,996	\$7,375,113	10.3	19
Electronic Shopping & Mail-Order Houses	4541	\$25,166,980	\$10,327,589	\$14,839,391	41.8	8
Vending Machine Operators	4542	\$1,835,691	\$17,940,265	-\$16,104,574	-81.4	5
Direct Selling Establishments	4543	\$12,401,437	\$3,761,141	\$8,640,296	53.5	6
Food Services & Drinking Places	722	\$219,841,596	\$388,604,090	-\$168,762,494	-27.7	487
Special Food Services	7223	\$3,078,516	\$6,094,761	-\$3,016,245	-32.9	15
Drinking Places - Alcoholic Beverages	7224	\$2,836,968	\$2,784,906	\$52,062	0.9	8
Restaurants/Other Eating Places	7225	\$213,926,112	\$379,724,423	-\$165,798,311	-27.9	464

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.

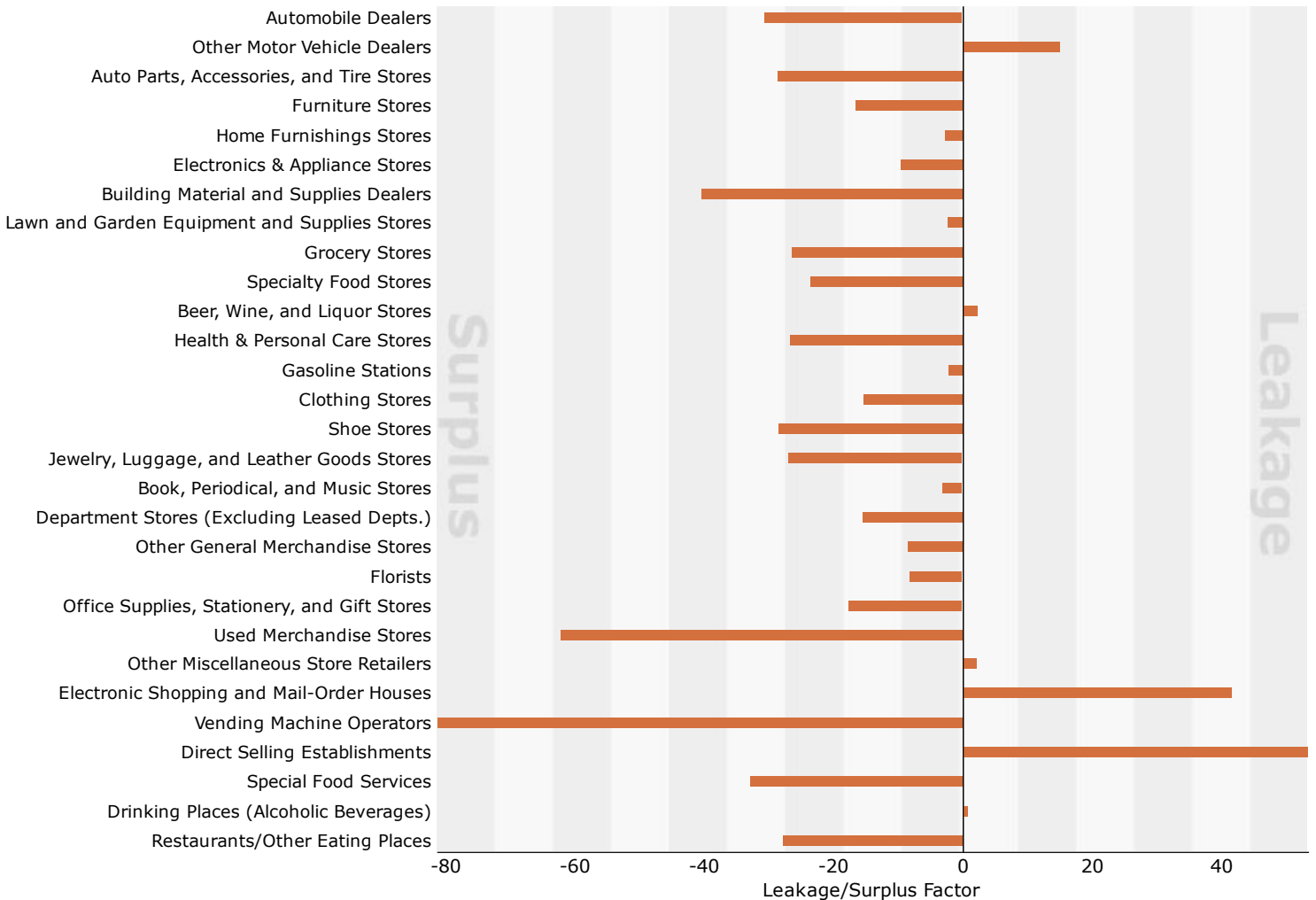
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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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

Salem Point
109 E Main St, Salem, Virginia, 24153
Drive Time: 40 minute radius

Prepared by Esri
Latitude: 37.29343
Longitude: -80.05640

Summary Demographics

2020 Population	360,310
2020 Households	145,859
2020 Median Disposable Income	\$43,201
2020 Per Capita Income	\$30,124

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.

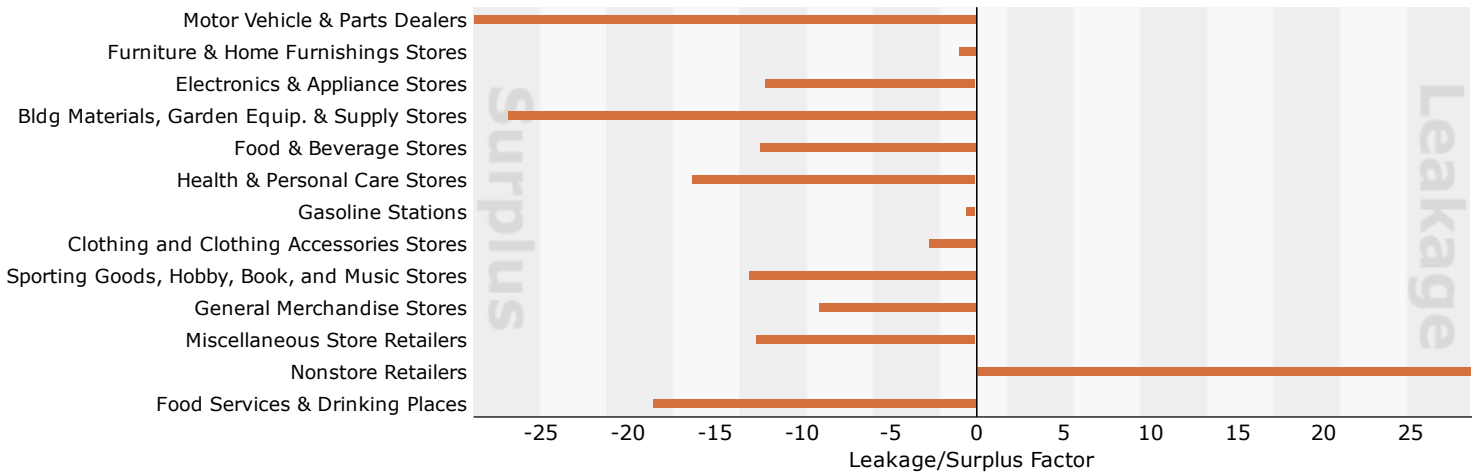
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$4,459,966,533	\$6,090,612,117	-\$1,630,645,584	-15.5	2,747
Total Retail Trade	44-45	\$4,032,028,706	\$5,466,673,205	-\$1,434,644,499	-15.1	1,938
Total Food & Drink	722	\$427,937,828	\$623,938,912	-\$196,001,084	-18.6	809
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$865,891,997	\$1,568,187,932	-\$702,295,935	-28.9	258
Automobile Dealers	4411	\$709,656,962	\$1,425,058,866	-\$715,401,904	-33.5	144
Other Motor Vehicle Dealers	4412	\$88,006,942	\$46,022,442	\$41,984,500	31.3	26
Auto Parts, Accessories & Tire Stores	4413	\$68,228,093	\$97,106,624	-\$28,878,531	-17.5	88
Furniture & Home Furnishings Stores	442	\$150,361,578	\$153,270,002	-\$2,908,424	-1.0	107
Furniture Stores	4421	\$84,666,364	\$92,132,047	-\$7,465,683	-4.2	58
Home Furnishings Stores	4422	\$65,695,215	\$61,137,955	\$4,557,260	3.6	49
Electronics & Appliance Stores	443	\$128,693,784	\$164,214,477	-\$35,520,693	-12.1	81
Bldg Materials, Garden Equip. & Supply Stores	444	\$266,757,725	\$463,336,801	-\$196,579,076	-26.9	170
Bldg Material & Supplies Dealers	4441	\$246,916,742	\$444,922,299	-\$198,005,557	-28.6	140
Lawn & Garden Equip & Supply Stores	4442	\$19,840,983	\$18,414,502	\$1,426,481	3.7	30
Food & Beverage Stores	445	\$716,189,665	\$918,860,051	-\$202,670,386	-12.4	231
Grocery Stores	4451	\$664,068,663	\$870,157,107	-\$206,088,444	-13.4	177
Specialty Food Stores	4452	\$20,911,584	\$26,057,777	-\$5,146,193	-11.0	38
Beer, Wine & Liquor Stores	4453	\$31,209,419	\$22,645,167	\$8,564,252	15.9	16
Health & Personal Care Stores	446,4461	\$244,733,102	\$339,927,678	-\$95,194,576	-16.3	166
Gasoline Stations	447,4471	\$404,254,651	\$408,748,188	-\$4,493,537	-0.6	123
Clothing & Clothing Accessories Stores	448	\$198,039,568	\$209,044,515	-\$11,004,947	-2.7	222
Clothing Stores	4481	\$133,972,210	\$136,500,231	-\$2,528,021	-0.9	147
Shoe Stores	4482	\$28,113,748	\$33,969,110	-\$5,855,362	-9.4	31
Jewelry, Luggage & Leather Goods Stores	4483	\$35,953,610	\$38,575,174	-\$2,621,564	-3.5	45
Sporting Goods, Hobby, Book & Music Stores	451	\$108,557,611	\$141,279,611	-\$32,722,000	-13.1	132
Sporting Goods/Hobby/Musical Instr Stores	4511	\$91,656,098	\$116,414,770	-\$24,758,672	-11.9	111
Book, Periodical & Music Stores	4512	\$16,901,514	\$24,864,841	-\$7,963,327	-19.1	22
General Merchandise Stores	452	\$721,250,953	\$863,315,498	-\$142,064,545	-9.0	110
Department Stores Excluding Leased Depts.	4521	\$497,718,711	\$684,593,604	-\$186,874,893	-15.8	35
Other General Merchandise Stores	4529	\$223,532,242	\$178,721,893	\$44,810,349	11.1	75
Miscellaneous Store Retailers	453	\$150,113,089	\$193,517,663	-\$43,404,574	-12.6	307
Florists	4531	\$7,042,502	\$7,328,210	-\$285,708	-2.0	27
Office Supplies, Stationery & Gift Stores	4532	\$36,571,146	\$37,573,648	-\$1,002,502	-1.4	85
Used Merchandise Stores	4533	\$17,657,798	\$58,490,201	-\$40,832,403	-53.6	74
Other Miscellaneous Store Retailers	4539	\$88,841,643	\$90,125,604	-\$1,283,961	-0.7	122
Nonstore Retailers	454	\$77,184,982	\$42,970,788	\$34,214,194	28.5	30
Electronic Shopping & Mail-Order Houses	4541	\$48,998,101	\$19,507,203	\$29,490,898	43.0	12
Vending Machine Operators	4542	\$3,572,988	\$18,014,096	-\$14,441,108	-66.9	6
Direct Selling Establishments	4543	\$24,613,893	\$5,449,489	\$19,164,404	63.7	11
Food Services & Drinking Places	722	\$427,937,828	\$623,938,912	-\$196,001,084	-18.6	809
Special Food Services	7223	\$6,077,680	\$13,388,163	-\$7,310,483	-37.6	26
Drinking Places - Alcoholic Beverages	7224	\$5,502,960	\$4,441,766	\$1,061,194	10.7	10
Restaurants/Other Eating Places	7225	\$416,357,188	\$606,108,984	-\$189,751,796	-18.6	773

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

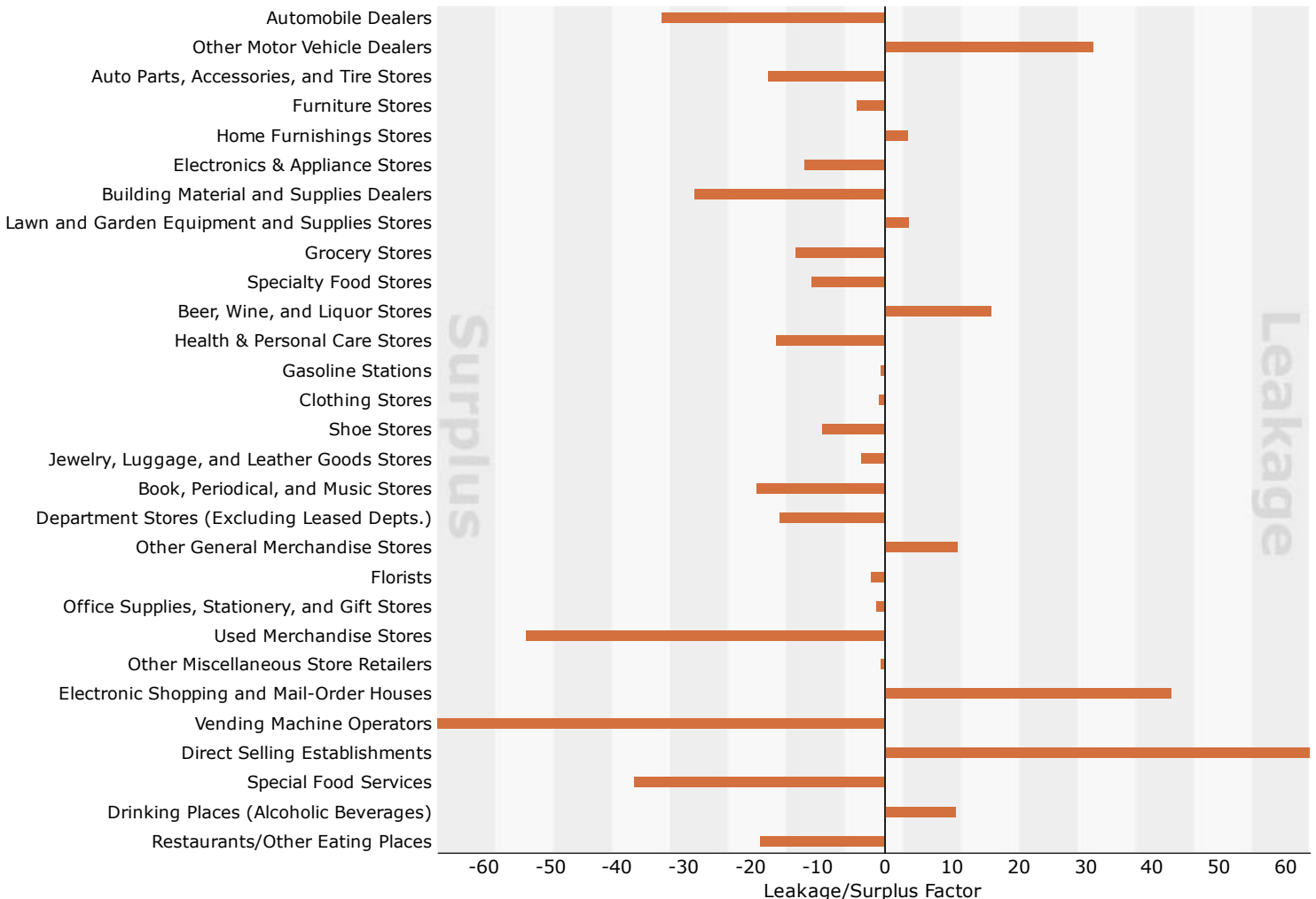
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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