



**ROANOKE REGIONAL
PARTNERSHIP**

Downtown Roanoke Trade Area
Demographics

TABLE OF CONTENTS

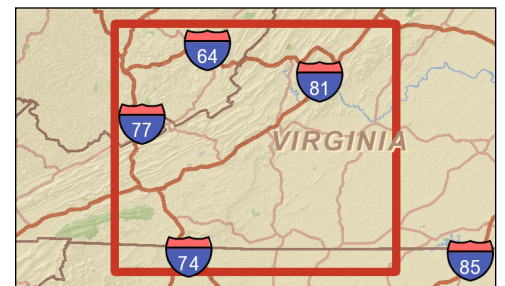
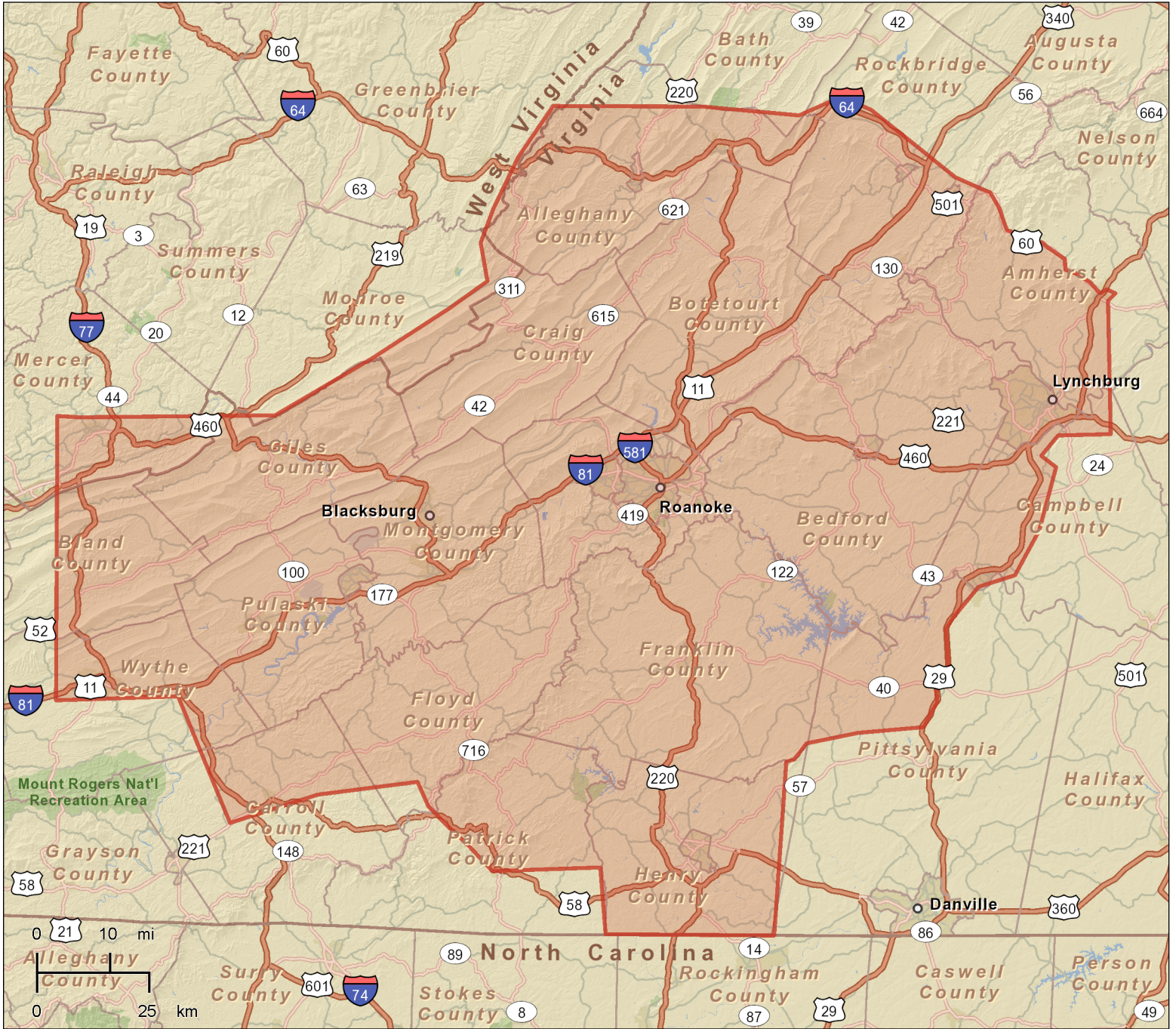
MARKET LOCATION MAP
MARKET PROFILE
DEMOGRAPHICS



Market Location



Downtown Trade Area
Area: 6,865.94 Square miles





Market Profile

Downtown Trade Area
Area: 6,865.94 Square miles

Population Summary	
2000 Total Population	826,256
2010 Total Population	876,518
2012 Total Population	887,157
2012 Group Quarters	39,042
2017 Total Population	906,289
2012-2017 Annual Rate	0.43%
Household Summary	
2000 Households	333,849
2000 Average Household Size	2.36
2010 Households	357,699
2010 Average Household Size	2.34
2012 Households	361,353
2012 Average Household Size	2.35
2017 Households	370,988
2017 Average Household Size	2.34
2012-2017 Annual Rate	0.53%
2010 Families	227,654
2010 Average Family Size	2.87
2012 Families	227,557
2012 Average Family Size	2.87
2017 Families	233,860
2017 Average Family Size	2.87
2012-2017 Annual Rate	0.55%
Housing Unit Summary	
2000 Housing Units	365,248
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	8.6%
2010 Housing Units	405,454
Owner Occupied Housing Units	60.3%
Renter Occupied Housing Units	27.9%
Vacant Housing Units	11.8%
2012 Housing Units	410,323
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	29.9%
Vacant Housing Units	11.9%
2017 Housing Units	421,938
Owner Occupied Housing Units	58.4%
Renter Occupied Housing Units	29.6%
Vacant Housing Units	12.1%
Median Household Income	
2012	\$41,710
2017	\$47,550
Median Home Value	
2012	\$145,439
2017	\$165,404
Per Capita Income	
2012	\$24,372
2017	\$26,962
Median Age	
2010	40.0
2012	40.5
2017	41.3

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



Market Profile

Downtown Trade Area
Area: 6,865.94 Square miles

2012 Households by Income

Household Income Base	361,349
<\$15,000	16.1%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	2.4%
\$200,000+	2.0%

Average Household Income \$56,666

2017 Households by Income

Household Income Base	370,984
<\$15,000	16.4%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	3.0%
\$200,000+	2.1%

Average Household Income \$62,671

2012 Owner Occupied Housing Units by Value

Total	238,686
<\$50,000	4.7%
\$50,000 - \$99,999	20.9%
\$100,000 - \$149,999	26.8%
\$150,000 - \$199,999	20.0%
\$200,000 - \$249,999	10.8%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	5.8%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.2%

Average Home Value \$175,763

2017 Owner Occupied Housing Units by Value

Total	246,242
<\$50,000	3.6%
\$50,000 - \$99,999	18.1%
\$100,000 - \$149,999	22.3%
\$150,000 - \$199,999	19.6%
\$200,000 - \$249,999	14.0%
\$250,000 - \$299,999	7.8%
\$300,000 - \$399,999	6.5%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.2%

Average Home Value \$199,344

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



Market Profile

Downtown Trade Area
Area: 6,865.94 Square miles

2010 Population by Age

Total	876,518
0 - 4	5.4%
5 - 9	5.5%
10 - 14	5.7%
15 - 24	16.4%
25 - 34	11.0%
35 - 44	12.3%
45 - 54	14.4%
55 - 64	13.3%
65 - 74	8.7%
75 - 84	5.2%
85 +	2.1%
18 +	79.7%

2012 Population by Age

Total	887,157
0 - 4	5.4%
5 - 9	5.4%
10 - 14	5.6%
15 - 24	16.2%
25 - 34	11.1%
35 - 44	11.9%
45 - 54	13.9%
55 - 64	13.8%
65 - 74	9.2%
75 - 84	5.2%
85 +	2.2%
18 +	80.1%

2017 Population by Age

Total	906,289
0 - 4	5.3%
5 - 9	5.4%
10 - 14	5.6%
15 - 24	15.3%
25 - 34	11.1%
35 - 44	11.5%
45 - 54	12.8%
55 - 64	14.3%
65 - 74	11.0%
75 - 84	5.4%
85 +	2.3%
18 +	80.4%

2010 Population by Sex

Males	426,901
Females	449,617

2012 Population by Sex

Males	433,065
Females	454,092

2017 Population by Sex

Males	442,627
Females	463,662

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

June 21, 2013

Made with Esri Business Analyst



Market Profile

Downtown Trade Area
Area: 6,865.94 Square miles

2010 Population by Race/Ethnicity

Total	876,518
White Alone	82.9%
Black Alone	12.3%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.7%
Hispanic Origin	2.6%
Diversity Index	33.3

2012 Population by Race/Ethnicity

Total	887,157
White Alone	82.7%
Black Alone	12.4%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.8%
Hispanic Origin	2.9%
Diversity Index	34.0

2017 Population by Race/Ethnicity

Total	906,289
White Alone	81.8%
Black Alone	12.6%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	2.0%
Hispanic Origin	3.6%
Diversity Index	36.2

2010 Population by Relationship and Household Type

Total	876,518
In Households	95.5%
In Family Households	76.4%
Householder	26.0%
Spouse	19.4%
Child	26.4%
Other relative	2.7%
Nonrelative	2.0%
In Nonfamily Households	19.1%
In Group Quarters	4.5%
Institutionalized Population	1.2%
Noninstitutionalized Population	3.3%

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



Market Profile

Downtown Trade Area
Area: 6,865.94 Square miles

2010 Households by Type

Total	357,699
Households with 1 Person	29.0%
Households with 2+ People	71.0%
Family Households	63.6%
Husband-wife Families	47.5%
With Related Children	17.7%
Other Family (No Spouse Present)	16.2%
Other Family with Male Householder	4.2%
With Related Children	2.4%
Other Family with Female Householder	11.9%
With Related Children	7.5%
Nonfamily Households	7.3%
All Households with Children	28.0%
Multigenerational Households	3.1%
Unmarried Partner Households	5.7%
Male-female	5.1%
Same-sex	0.6%

2010 Households by Size

Total	357,699
1 Person Household	29.0%
2 Person Household	36.6%
3 Person Household	16.1%
4 Person Household	11.5%
5 Person Household	4.5%
6 Person Household	1.5%
7 + Person Household	0.8%

2010 Households by Tenure and Mortgage Status

Total	357,699
Owner Occupied	68.4%
Owned with a Mortgage/Loan	42.9%
Owned Free and Clear	25.4%
Renter Occupied	31.6%

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

June 21, 2013

Made with Esri Business Analyst



Demographic and Income Profile

Downtown Trade Area
Area: 6,865.94 Square miles

Summary	Census 2010	2012	2017
Population	876,518	887,157	906,289
Households	357,699	361,353	370,988
Families	227,654	227,557	233,860
Average Household Size	2.34	2.35	2.34
Owner Occupied Housing Units	244,519	238,696	246,253
Renter Occupied Housing Units	113,180	122,657	124,735
Median Age	40.0	40.5	41.3
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.43%	0.87%	0.68%
Households	0.53%	0.91%	0.74%
Families	0.55%	0.94%	0.72%
Owner HHs	0.63%	1.04%	0.91%
Median Household Income	2.66%	2.92%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	58,120	16.1%	60,829	16.4%
\$15,000 - \$24,999	44,015	12.2%	35,881	9.7%
\$25,000 - \$34,999	47,272	13.1%	41,796	11.3%
\$35,000 - \$49,999	58,748	16.3%	53,726	14.5%
\$50,000 - \$74,999	67,211	18.6%	68,196	18.4%
\$75,000 - \$99,999	37,750	10.4%	53,207	14.3%
\$100,000 - \$149,999	32,220	8.9%	38,522	10.4%
\$150,000 - \$199,999	8,670	2.4%	11,126	3.0%
\$200,000+	7,343	2.0%	7,701	2.1%
Median Household Income	\$41,710		\$47,550	
Average Household Income	\$56,666		\$62,671	
Per Capita Income	\$24,372		\$26,962	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	47,303	5.4%	47,503	5.4%	48,114	5.3%
5 - 9	48,269	5.5%	48,319	5.4%	48,686	5.4%
10 - 14	50,021	5.7%	49,584	5.6%	50,593	5.6%
15 - 19	66,770	7.6%	64,720	7.3%	63,149	7.0%
20 - 24	77,340	8.8%	79,240	8.9%	75,574	8.3%
25 - 34	96,481	11.0%	98,812	11.1%	101,011	11.1%
35 - 44	107,751	12.3%	105,691	11.9%	104,238	11.5%
45 - 54	126,193	14.4%	123,494	13.9%	115,725	12.8%
55 - 64	116,244	13.3%	122,524	13.8%	129,935	14.3%
65 - 74	76,127	8.7%	81,999	9.2%	99,804	11.0%
75 - 84	45,703	5.2%	45,917	5.2%	48,858	5.4%
85+	18,316	2.1%	19,354	2.2%	20,602	2.3%

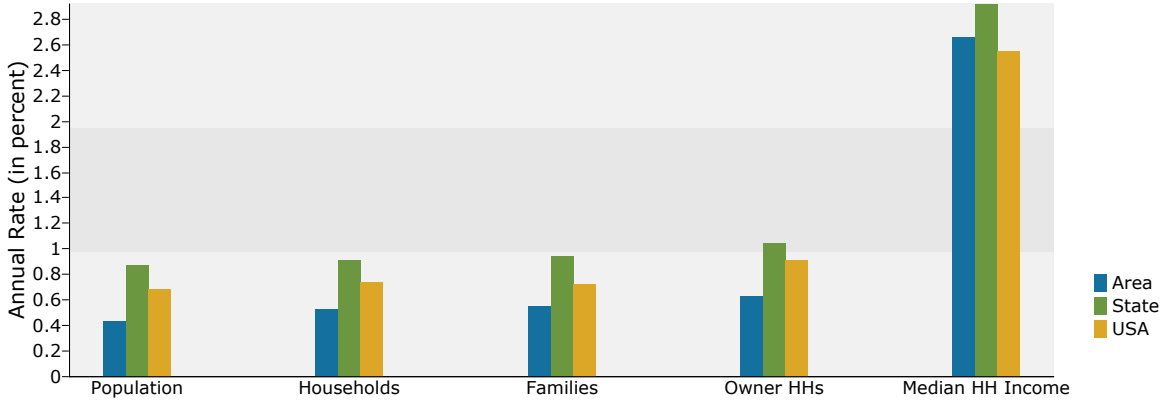
Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	726,981	82.9%	733,432	82.7%	741,500	81.8%
Black Alone	107,655	12.3%	109,672	12.4%	113,902	12.6%
American Indian Alone	2,263	0.3%	2,415	0.3%	2,821	0.3%
Asian Alone	14,959	1.7%	15,335	1.7%	16,815	1.9%
Pacific Islander Alone	255	0.0%	287	0.0%	383	0.0%
Some Other Race Alone	9,275	1.1%	10,130	1.1%	12,780	1.4%
Two or More Races	15,130	1.7%	15,886	1.8%	18,088	2.0%
Hispanic Origin (Any Race)	23,050	2.6%	25,402	2.9%	32,270	3.6%

Data Note: Income is expressed in current dollars.

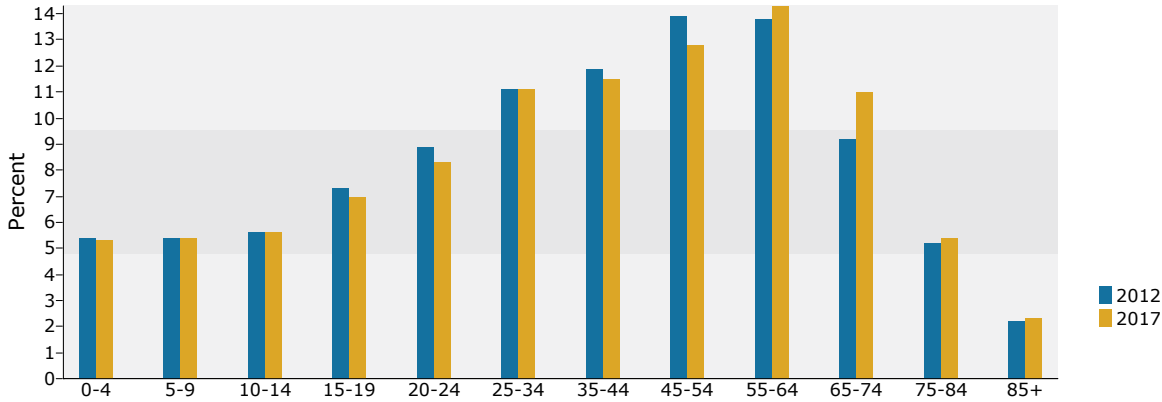
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

Downtown Trade Area
 Area: 6,865.94 Square miles

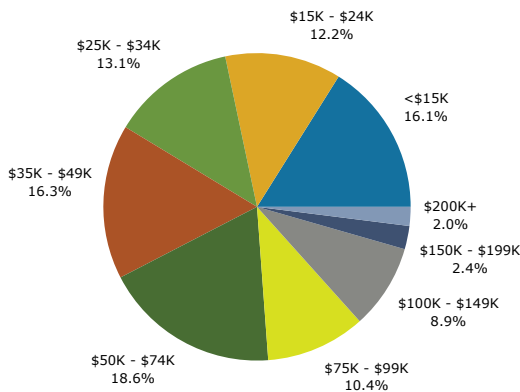
Trends 2012-2017



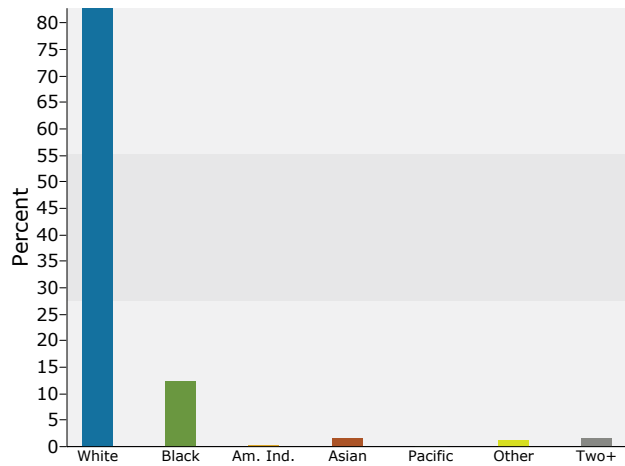
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 2.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.