



**ROANOKE REGIONAL
PARTNERSHIP**

Rocky Mount Submarket
Demographics
15-20-25 Minutes

TABLE OF CONTENTS

MARKET LOCATION MAP
MARKET PROFILE
DEMOGRAPHICS AND INCOME

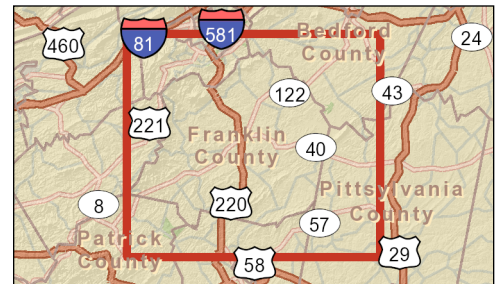
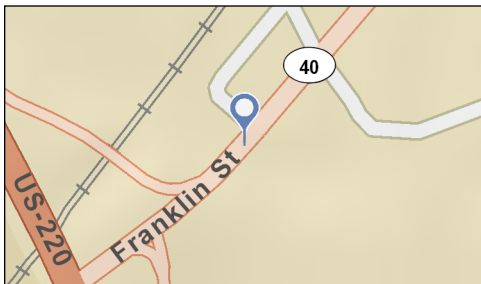
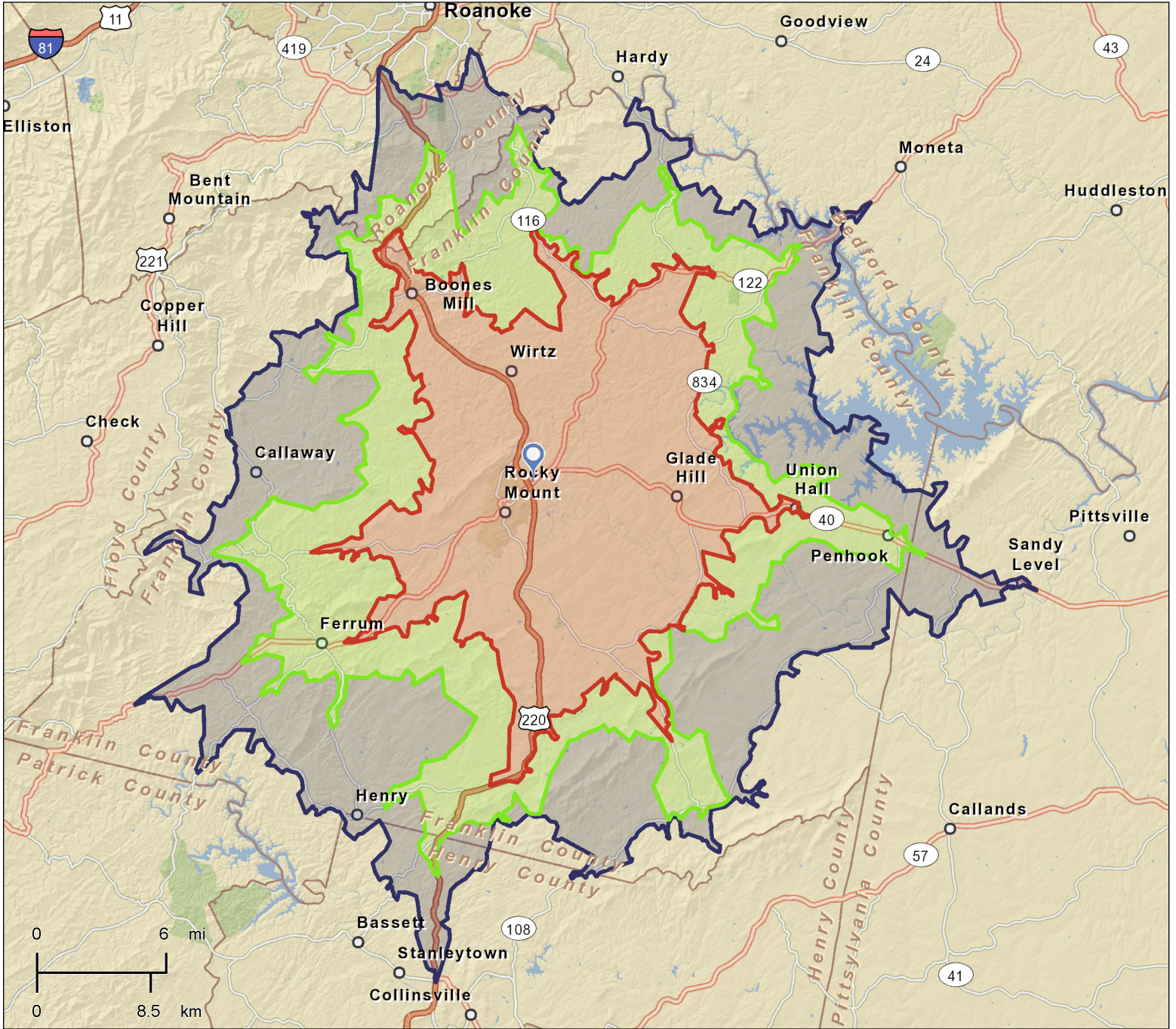


Market Location



Rocky Mount
200 STHY 40, Rocky Mount, VA, 24151
Drive Time: 15, 20, 25 Minutes

Latitude: 37.01119
Longitude: -79.87018





Market Profile

Rocky Mount
 200 STHY 40, Rocky Mount, VA, 24151
 Drive Time: 15 minutes

Latitude: 37.01119
 Longitude: -79.87018

	0 - 15 minutes	0 - 20 minutes	0 - 25 minutes
Population Summary			
2000 Total Population	20,657	31,123	49,028
2010 Total Population	23,792	36,371	56,178
2012 Total Population	23,941	36,691	56,933
2012 Group Quarters	471	1,006	1,325
2017 Total Population	24,503	37,745	58,796
2012-2017 Annual Rate	0.47%	0.57%	0.65%
Household Summary			
2000 Households	8,359	12,151	19,705
2000 Average Household Size	2.42	2.50	2.44
2010 Households	9,756	14,350	22,878
2010 Average Household Size	2.39	2.46	2.40
2012 Households	9,785	14,433	23,143
2012 Average Household Size	2.40	2.47	2.40
2017 Households	10,093	14,962	24,090
2017 Average Household Size	2.38	2.46	2.39
2012-2017 Annual Rate	0.62%	0.72%	0.81%
2010 Families	6,628	9,921	15,806
2010 Average Family Size	2.87	2.93	2.86
2012 Families	6,584	9,886	15,832
2012 Average Family Size	2.87	2.94	2.87
2017 Families	6,798	10,259	16,489
2017 Average Family Size	2.86	2.93	2.85
2012-2017 Annual Rate	0.64%	0.74%	0.82%
Housing Unit Summary			
2000 Housing Units	8,902	13,199	22,110
Owner Occupied Housing Units	71.4%	72.4%	71.0%
Renter Occupied Housing Units	22.5%	19.7%	18.1%
Vacant Housing Units	6.1%	7.9%	10.9%
2010 Housing Units	10,806	16,329	27,304
Owner Occupied Housing Units	65.3%	66.1%	64.6%
Renter Occupied Housing Units	25.0%	21.7%	19.2%
Vacant Housing Units	9.7%	12.1%	16.2%
2012 Housing Units	10,914	16,535	27,743
Owner Occupied Housing Units	62.8%	63.8%	62.4%
Renter Occupied Housing Units	26.9%	23.5%	21.0%
Vacant Housing Units	10.3%	12.7%	16.6%
2017 Housing Units	11,299	17,201	28,928
Owner Occupied Housing Units	63.0%	64.0%	62.6%
Renter Occupied Housing Units	26.3%	23.0%	20.7%
Vacant Housing Units	10.7%	13.0%	16.7%
Median Household Income			
2012	\$38,706	\$40,579	\$42,941
2017	\$42,436	\$45,000	\$48,356
Median Home Value			
2012	\$132,311	\$135,887	\$142,789
2017	\$149,948	\$157,021	\$170,821
Per Capita Income			
2012	\$21,141	\$22,279	\$24,604
2017	\$23,372	\$24,697	\$27,424
Median Age			
2010	41.9	42.1	43.7
2012	42.3	42.6	44.3
2017	43.2	43.6	45.4

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

Rocky Mount
 200 STHY 40, Rocky Mount, VA, 24151
 Drive Time: 25 minutes

Latitude: 37.01119
 Longitude: -79.87018

	0 - 15 minutes	0 - 20 minutes	0 - 25 minutes
2012 Households by Income			
Household Income Base	9,785	14,433	23,143
<\$15,000	20.5%	18.8%	16.6%
\$15,000 - \$24,999	10.6%	9.9%	9.5%
\$25,000 - \$34,999	13.4%	13.1%	13.0%
\$35,000 - \$49,999	17.3%	17.8%	17.7%
\$50,000 - \$74,999	17.8%	18.5%	18.8%
\$75,000 - \$99,999	10.7%	11.0%	10.2%
\$100,000 - \$149,999	7.5%	7.9%	9.7%
\$150,000 - \$199,999	1.0%	1.3%	2.0%
\$200,000+	1.3%	1.7%	2.5%
Average Household Income	\$50,571	\$53,339	\$58,609
2017 Households by Income			
Household Income Base	10,093	14,962	24,090
<\$15,000	21.3%	19.5%	17.2%
\$15,000 - \$24,999	8.5%	7.9%	7.6%
\$25,000 - \$34,999	11.4%	11.0%	10.9%
\$35,000 - \$49,999	15.2%	15.6%	15.5%
\$50,000 - \$74,999	16.7%	17.4%	17.8%
\$75,000 - \$99,999	15.1%	15.5%	14.2%
\$100,000 - \$149,999	9.1%	9.5%	11.6%
\$150,000 - \$199,999	1.3%	1.7%	2.6%
\$200,000+	1.4%	1.7%	2.6%
Average Household Income	\$55,636	\$58,852	\$65,019
2012 Owner Occupied Housing Units by Value			
Total	6,849	10,543	17,311
<\$50,000	4.0%	4.0%	3.5%
\$50,000 - \$99,999	24.8%	23.2%	21.2%
\$100,000 - \$149,999	32.8%	31.9%	29.6%
\$150,000 - \$199,999	19.4%	19.3%	18.5%
\$200,000 - \$249,999	8.9%	9.1%	9.3%
\$250,000 - \$299,999	4.4%	4.7%	5.1%
\$300,000 - \$399,999	3.2%	3.9%	5.2%
\$400,000 - \$499,999	1.1%	1.7%	2.8%
\$500,000 - \$749,999	1.3%	1.9%	3.4%
\$750,000 - \$999,999	0.1%	0.3%	0.9%
\$1,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$152,332	\$162,722	\$186,968
2017 Owner Occupied Housing Units by Value			
Total	7,121	11,012	18,099
<\$50,000	3.2%	3.1%	2.7%
\$50,000 - \$99,999	21.1%	19.4%	17.2%
\$100,000 - \$149,999	25.7%	24.8%	22.5%
\$150,000 - \$199,999	19.9%	19.6%	18.3%
\$200,000 - \$249,999	13.2%	13.5%	13.5%
\$250,000 - \$299,999	7.1%	7.1%	7.5%
\$300,000 - \$399,999	4.2%	4.8%	6.0%
\$400,000 - \$499,999	2.0%	2.9%	4.3%
\$500,000 - \$749,999	3.3%	4.2%	6.1%
\$750,000 - \$999,999	0.2%	0.5%	1.3%
\$1,000,000 +	0.1%	0.1%	0.5%
Average Home Value	\$179,903	\$192,877	\$221,783

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

Rocky Mount
 200 STHY 40, Rocky Mount, VA, 24151
 Drive Time: 25 minutes

Latitude: 37.01119
 Longitude: -79.87018

	0 - 15 minutes	0 - 20 minutes	0 - 25 minutes
2010 Population by Age			
Total	23,792	36,374	56,178
0 - 4	6.5%	6.0%	5.6%
5 - 9	6.0%	5.9%	5.7%
10 - 14	6.0%	6.0%	5.9%
15 - 24	12.0%	13.0%	12.3%
25 - 34	10.9%	10.2%	9.7%
35 - 44	12.9%	12.8%	12.6%
45 - 54	15.7%	15.8%	16.0%
55 - 64	13.2%	13.8%	14.8%
65 - 74	9.1%	9.3%	10.1%
75 - 84	5.5%	5.1%	5.5%
85 +	2.2%	1.9%	1.9%
18 +	77.5%	78.0%	78.9%
2012 Population by Age			
Total	23,942	36,690	56,934
0 - 4	6.4%	6.0%	5.6%
5 - 9	6.0%	5.8%	5.6%
10 - 14	5.9%	5.9%	5.8%
15 - 24	11.8%	12.8%	12.1%
25 - 34	11.0%	10.4%	9.8%
35 - 44	12.5%	12.4%	12.2%
45 - 54	15.2%	15.3%	15.4%
55 - 64	13.8%	14.4%	15.4%
65 - 74	9.7%	9.9%	10.7%
75 - 84	5.4%	5.1%	5.4%
85 +	2.2%	2.0%	2.0%
18 +	77.9%	78.5%	79.4%
2017 Population by Age			
Total	24,504	37,743	58,796
0 - 4	6.4%	5.9%	5.5%
5 - 9	5.9%	5.8%	5.5%
10 - 14	5.9%	5.9%	5.7%
15 - 24	11.0%	11.9%	11.2%
25 - 34	11.0%	10.3%	9.7%
35 - 44	12.1%	11.9%	11.7%
45 - 54	13.9%	14.0%	14.1%
55 - 64	14.4%	15.0%	16.0%
65 - 74	11.5%	11.9%	12.8%
75 - 84	5.6%	5.3%	5.7%
85 +	2.3%	2.1%	2.1%
18 +	78.2%	78.8%	79.8%
2010 Population by Sex			
Males	11,502	17,784	27,566
Females	12,290	18,587	28,612
2012 Population by Sex			
Males	11,593	17,976	27,991
Females	12,348	18,715	28,941
2017 Population by Sex			
Males	11,864	18,506	28,939
Females	12,639	19,239	29,858

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

Rocky Mount
 200 STHY 40, Rocky Mount, VA, 24151
 Drive Time: 25 minutes

Latitude: 37.01119
 Longitude: -79.87018

	0 - 15 minutes	0 - 20 minutes	0 - 25 minutes
2010 Population by Race/Ethnicity			
Total	23,793	36,371	56,177
White Alone	84.0%	86.2%	88.0%
Black Alone	11.4%	9.8%	8.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.6%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.7%	1.4%
Two or More Races	1.7%	1.4%	1.3%
Hispanic Origin	3.5%	3.0%	2.6%
Diversity Index	33.1	29.0	25.7
2012 Population by Race/Ethnicity			
Total	23,942	36,692	56,932
White Alone	83.5%	85.9%	87.7%
Black Alone	11.6%	9.9%	8.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.7%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.8%	1.5%
Two or More Races	1.7%	1.5%	1.3%
Hispanic Origin	3.9%	3.3%	2.8%
Diversity Index	34.2	30.0	26.7
2017 Population by Race/Ethnicity			
Total	24,503	37,744	58,797
White Alone	82.5%	85.0%	86.8%
Black Alone	11.7%	10.0%	8.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.8%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	2.4%	2.0%
Two or More Races	1.9%	1.6%	1.5%
Hispanic Origin	5.1%	4.3%	3.7%
Diversity Index	37.2	32.8	29.2
2010 Population by Relationship and Household Type			
Total	23,792	36,371	56,178
In Households	98.0%	97.2%	97.6%
In Family Households	82.4%	82.4%	82.7%
Householder	27.7%	27.8%	28.3%
Spouse	19.9%	20.8%	21.9%
Child	29.1%	28.4%	27.4%
Other relative	3.2%	3.0%	2.8%
Nonrelative	2.6%	2.4%	2.2%
In Nonfamily Households	15.6%	14.8%	15.0%
In Group Quarters	2.0%	2.8%	2.4%
Institutionalized Population	1.3%	0.9%	0.6%
Noninstitutionalized Population	0.7%	1.9%	1.7%

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

Rocky Mount
 200 STHY 40, Rocky Mount, VA, 24151
 Drive Time: 25 minutes

Latitude: 37.01119
 Longitude: -79.87018

	0 - 15 minutes	0 - 20 minutes	0 - 25 minutes
2010 Households by Type			
Total	9,756	14,350	22,878
Households with 1 Person	27.1%	26.0%	26.2%
Households with 2+ People	72.9%	74.0%	73.8%
Family Households	67.9%	69.1%	69.1%
Husband-wife Families	48.9%	51.6%	53.3%
With Related Children	18.4%	18.9%	18.6%
Other Family (No Spouse Present)	19.0%	17.5%	15.7%
Other Family with Male Householder	5.5%	5.3%	4.8%
With Related Children	3.2%	3.1%	2.8%
Other Family with Female Householder	13.6%	12.3%	10.9%
With Related Children	8.8%	7.8%	6.8%
Nonfamily Households	5.0%	4.9%	4.7%
All Households with Children	31.0%	30.4%	28.8%
Multigenerational Households	3.4%	3.4%	3.3%
Unmarried Partner Households	6.9%	6.6%	6.0%
Male-female	6.3%	6.0%	5.5%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	9,756	14,350	22,878
1 Person Household	27.1%	26.0%	26.2%
2 Person Household	36.7%	38.0%	39.3%
3 Person Household	16.8%	16.6%	15.9%
4 Person Household	11.8%	11.9%	11.5%
5 Person Household	4.7%	4.7%	4.5%
6 Person Household	1.8%	1.9%	1.7%
7 + Person Household	1.0%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	9,756	14,350	22,878
Owner Occupied	72.3%	75.3%	77.0%
Owned with a Mortgage/Loan	42.6%	44.8%	46.2%
Owned Free and Clear	29.7%	30.5%	30.9%
Renter Occupied	27.7%	24.7%	23.0%

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.



Demographic and Income Comparison Profile

Rocky Mount
200 STHY 40, Rocky Mount, VA, 24151
Drive Time: 15 minutes

Latitude: 37.01119
Longitude: -79.87018

	0 - 15 minutes	0 - 20 minutes	0 - 25 minutes
Census 2010 Summary			
Population	23,792	36,371	56,178
Households	9,756	14,350	22,878
Families	6,628	9,921	15,806
Average Household Size	2.39	2.46	2.40
Owner Occupied Housing Units	7,057	10,800	17,627
Renter Occupied Housing Units	2,699	3,550	5,251
Median Age	41.9	42.1	43.7
2012 Summary			
Population	23,941	36,691	56,933
Households	9,785	14,433	23,143
Families	6,584	9,886	15,832
Average Household Size	2.40	2.47	2.40
Owner Occupied Housing Units	6,849	10,543	17,311
Renter Occupied Housing Units	2,937	3,889	5,833
Median Age	42.3	42.6	44.3
Median Household Income	\$38,706	\$40,579	\$42,941
Average Household Income	\$50,571	\$53,339	\$58,609
2017 Summary			
Population	24,503	37,745	58,796
Households	10,093	14,962	24,090
Families	6,798	10,259	16,489
Average Household Size	2.38	2.46	2.39
Owner Occupied Housing Units	7,121	11,012	18,099
Renter Occupied Housing Units	2,972	3,950	5,992
Median Age	43.2	43.6	45.4
Median Household Income	\$42,436	\$45,000	\$48,356
Average Household Income	\$55,636	\$58,852	\$65,019
Trends: 2012-2017 Annual Rate			
Population	0.47%	0.57%	0.65%
Households	0.62%	0.72%	0.81%
Families	0.64%	0.74%	0.82%
Owner Households	0.78%	0.87%	0.89%
Median Household Income	1.86%	2.09%	2.40%

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

June 21, 2013

Made with Esri Business Analyst



Demographic and Income Comparison Profile

Rocky Mount
 200 STHY 40, Rocky Mount, VA, 24151
 Drive Time: 25 minutes

Latitude: 37.01119
 Longitude: -79.87018

2012 Households by Income	0 - 15 minutes		0 - 20 minutes		0 - 25 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,004	20.5%	2,712	18.8%	3,846	16.6%
\$15,000 - \$24,999	1,033	10.6%	1,433	9.9%	2,201	9.5%
\$25,000 - \$34,999	1,314	13.4%	1,891	13.1%	3,007	13.0%
\$35,000 - \$49,999	1,688	17.3%	2,569	17.8%	4,093	17.7%
\$50,000 - \$74,999	1,738	17.8%	2,669	18.5%	4,341	18.8%
\$75,000 - \$99,999	1,050	10.7%	1,590	11.0%	2,351	10.2%
\$100,000 - \$149,999	734	7.5%	1,139	7.9%	2,239	9.7%
\$150,000 - \$199,000	96	1.0%	187	1.3%	474	2.0%
\$200,000+	128	1.3%	242	1.7%	589	2.5%
Median Household Income	\$38,706		\$40,579		\$42,941	
Average Household Income	\$50,571		\$53,339		\$58,609	
Per Capita Income	\$21,141		\$22,279		\$24,604	

2017 Households by Income	0 - 15 minutes		0 - 20 minutes		0 - 25 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,151	21.3%	2,925	19.5%	4,152	17.2%
\$15,000 - \$24,999	856	8.5%	1,187	7.9%	1,832	7.6%
\$25,000 - \$34,999	1,153	11.4%	1,649	11.0%	2,632	10.9%
\$35,000 - \$49,999	1,536	15.2%	2,341	15.6%	3,737	15.5%
\$50,000 - \$74,999	1,687	16.7%	2,607	17.4%	4,276	17.8%
\$75,000 - \$99,999	1,522	15.1%	2,314	15.5%	3,415	14.2%
\$100,000 - \$149,999	920	9.1%	1,424	9.5%	2,790	11.6%
\$150,000 - \$199,000	131	1.3%	256	1.7%	634	2.6%
\$200,000+	137	1.4%	258	1.7%	622	2.6%
Median Household Income	\$42,436		\$45,000		\$48,356	
Average Household Income	\$55,636		\$58,852		\$65,019	
Per Capita Income	\$23,372		\$24,697		\$27,424	

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



Demographic and Income Comparison Profile

Rocky Mount
 200 STHY 40, Rocky Mount, VA, 24151
 Drive Time: 25 minutes

Latitude: 37.01119
 Longitude: -79.87018

2010 Population by Age	0 - 15 minutes		0 - 20 minutes		0 - 25 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,538	6.5%	2,192	6.0%	3,146	5.6%
Age 5 - 9	1,437	6.0%	2,147	5.9%	3,186	5.7%
Age 10 - 14	1,437	6.0%	2,189	6.0%	3,312	5.9%
Age 15 - 19	1,530	6.4%	2,576	7.1%	3,822	6.8%
Age 20 - 24	1,322	5.6%	2,154	5.9%	3,105	5.5%
Age 25 - 34	2,583	10.9%	3,724	10.2%	5,436	9.7%
Age 35 - 44	3,077	12.9%	4,647	12.8%	7,070	12.6%
Age 45 - 54	3,741	15.7%	5,756	15.8%	8,974	16.0%
Age 55 - 64	3,151	13.2%	5,037	13.8%	8,319	14.8%
Age 65 - 74	2,166	9.1%	3,386	9.3%	5,667	10.1%
Age 75 - 84	1,300	5.5%	1,868	5.1%	3,067	5.5%
Age 85+	512	2.2%	696	1.9%	1,075	1.9%

2012 Population by Age	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,540	6.4%	2,198	6.0%	3,164	5.6%		
Age 5 - 9	1,433	6.0%	2,145	5.8%	3,192	5.6%		
Age 10 - 14	1,415	5.9%	2,161	5.9%	3,281	5.8%		
Age 15 - 19	1,468	6.1%	2,482	6.8%	3,687	6.5%		
Age 20 - 24	1,351	5.6%	2,201	6.0%	3,184	5.6%		
Age 25 - 34	2,632	11.0%	3,805	10.4%	5,576	9.8%		
Age 35 - 44	3,003	12.5%	4,545	12.4%	6,941	12.2%		
Age 45 - 54	3,635	15.2%	5,609	15.3%	8,779	15.4%		
Age 55 - 64	3,313	13.8%	5,301	14.4%	8,776	15.4%		
Age 65 - 74	2,322	9.7%	3,641	9.9%	6,114	10.7%		
Age 75 - 84	1,297	5.4%	1,871	5.1%	3,096	5.4%		
Age 85+	533	2.2%	731	2.0%	1,144	2.0%		

2017 Population by Age	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,559	6.4%	2,235	5.9%	3,222	5.5%		
Age 5 - 9	1,448	5.9%	2,175	5.8%	3,236	5.5%		
Age 10 - 14	1,444	5.9%	2,216	5.9%	3,366	5.7%		
Age 15 - 19	1,422	5.8%	2,420	6.4%	3,595	6.1%		
Age 20 - 24	1,267	5.2%	2,084	5.5%	3,019	5.1%		
Age 25 - 34	2,687	11.0%	3,896	10.3%	5,723	9.7%		
Age 35 - 44	2,958	12.1%	4,497	11.9%	6,878	11.7%		
Age 45 - 54	3,410	13.9%	5,284	14.0%	8,280	14.1%		
Age 55 - 64	3,532	14.4%	5,671	15.0%	9,389	16.0%		
Age 65 - 74	2,830	11.5%	4,473	11.9%	7,514	12.8%		
Age 75 - 84	1,384	5.6%	2,011	5.3%	3,342	5.7%		
Age 85+	563	2.3%	781	2.1%	1,232	2.1%		

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



Demographic and Income Comparison Profile

Rocky Mount
 200 STHY 40, Rocky Mount, VA, 24151
 Drive Time: 25 minutes

Latitude: 37.01119
 Longitude: -79.87018

2010 Race and Ethnicity	0 - 15 minutes		0 - 20 minutes		0 - 25 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,979	84.0%	31,363	86.2%	49,438	88.0%
Black Alone	2,724	11.4%	3,564	9.8%	4,754	8.5%
American Indian Alone	92	0.4%	112	0.3%	147	0.3%
Asian Alone	146	0.6%	194	0.5%	305	0.5%
Pacific Islander Alone	3	0.0%	9	0.0%	15	0.0%
Some Other Race Alone	445	1.9%	602	1.7%	782	1.4%
Two or More Races	404	1.7%	527	1.4%	736	1.3%
Hispanic Origin (Any Race)	841	3.5%	1,083	3.0%	1,436	2.6%

2012 Race and Ethnicity	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	20,001	83.5%	31,508	85.9%	49,914	87.7%		
Black Alone	2,782	11.6%	3,646	9.9%	4,892	8.6%		
American Indian Alone	94	0.4%	116	0.3%	155	0.3%		
Asian Alone	156	0.7%	208	0.6%	331	0.6%		
Pacific Islander Alone	3	0.0%	11	0.0%	17	0.0%		
Some Other Race Alone	491	2.1%	662	1.8%	865	1.5%		
Two or More Races	415	1.7%	541	1.5%	758	1.3%		
Hispanic Origin (Any Race)	936	3.9%	1,210	3.3%	1,613	2.8%		

2017 Race and Ethnicity	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	20,211	82.5%	32,076	85.0%	51,058	86.8%		
Black Alone	2,873	11.7%	3,784	10.0%	5,118	8.7%		
American Indian Alone	108	0.4%	133	0.4%	181	0.3%		
Asian Alone	184	0.8%	246	0.7%	395	0.7%		
Pacific Islander Alone	4	0.0%	15	0.0%	25	0.0%		
Some Other Race Alone	666	2.7%	891	2.4%	1,167	2.0%		
Two or More Races	457	1.9%	599	1.6%	853	1.5%		
Hispanic Origin (Any Race)	1,238	5.1%	1,610	4.3%	2,166	3.7%		

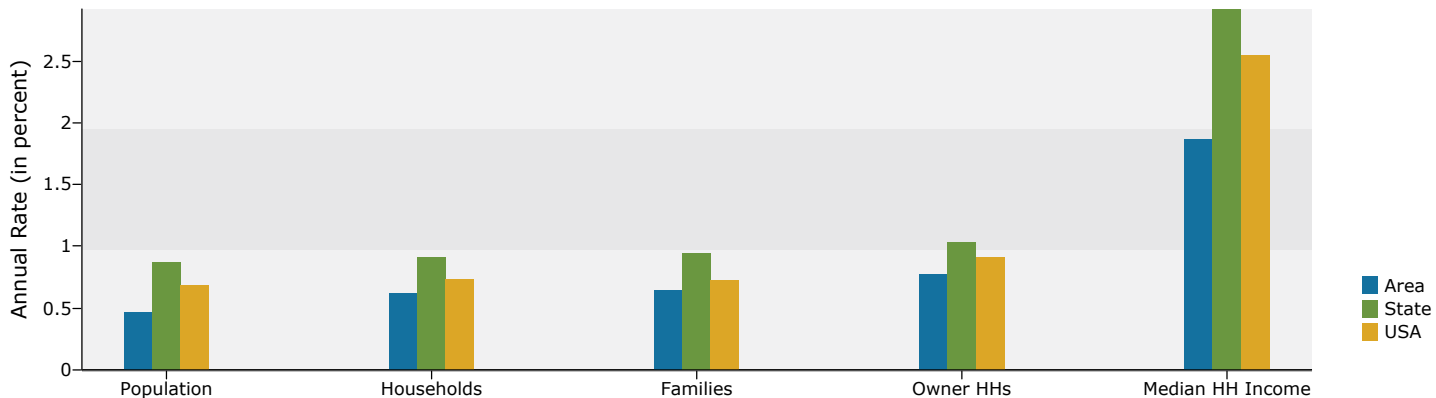
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

Rocky Mount
 200 STHY 40, Rocky Mount, VA, 24151
 Drive Time: 25 minutes

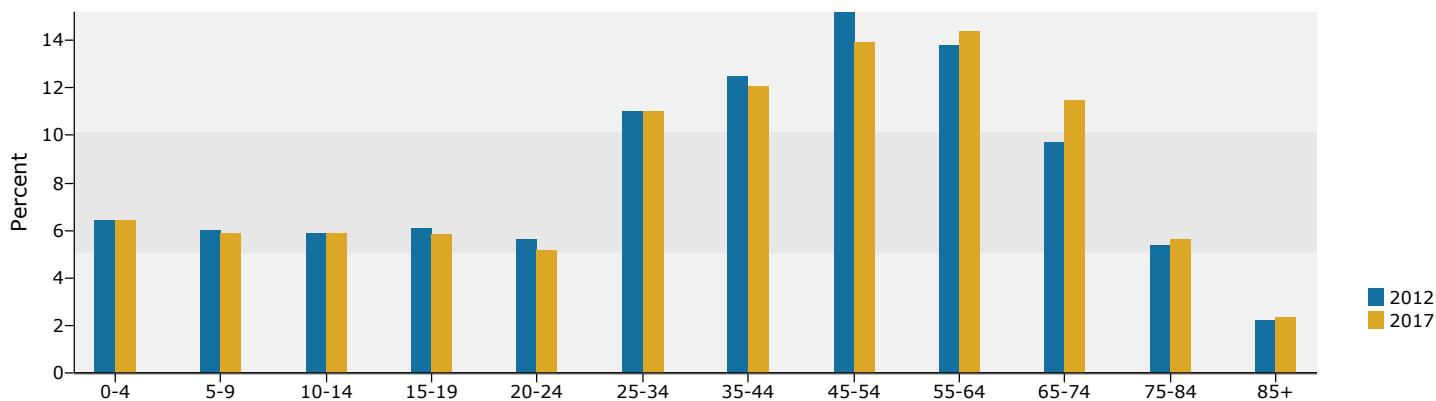
Latitude: 37.01119
 Longitude: -79.87018

0 - 15 minutes

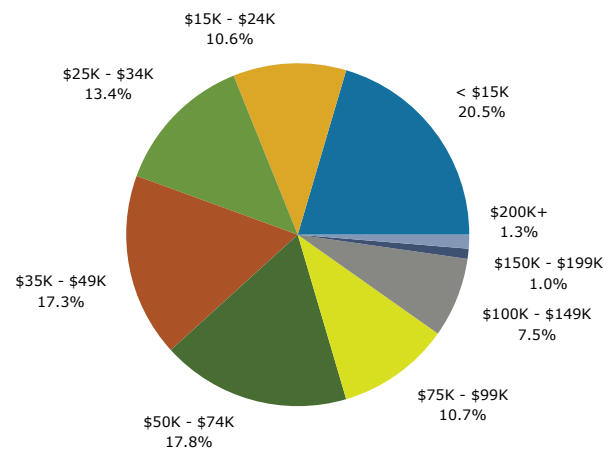
Trends 2012-2017



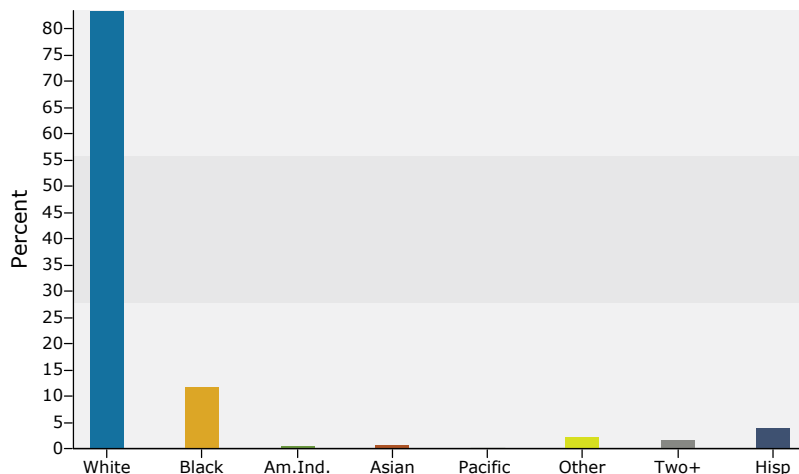
Population by Age



2012 Household Income



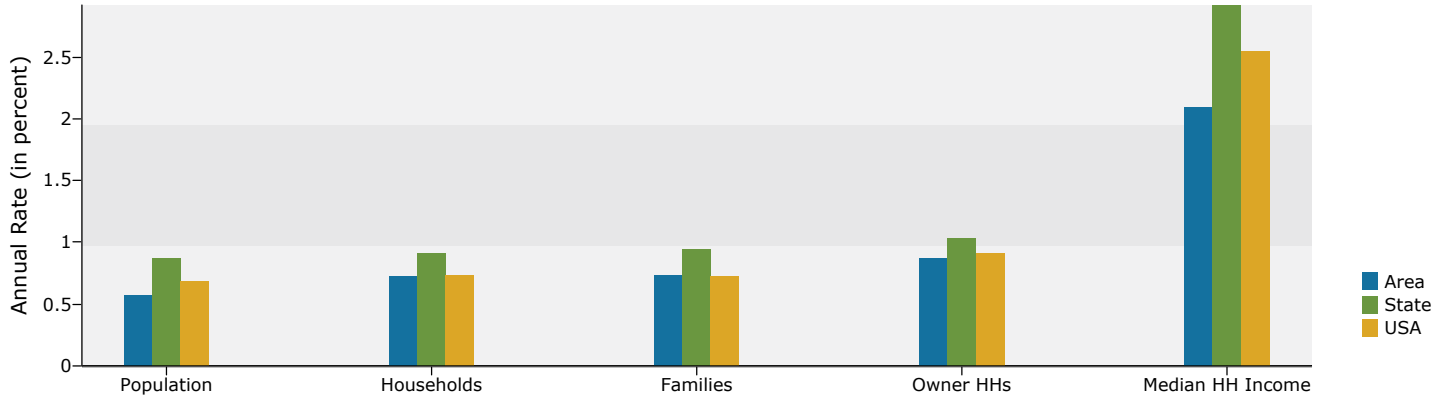
2012 Population by Race



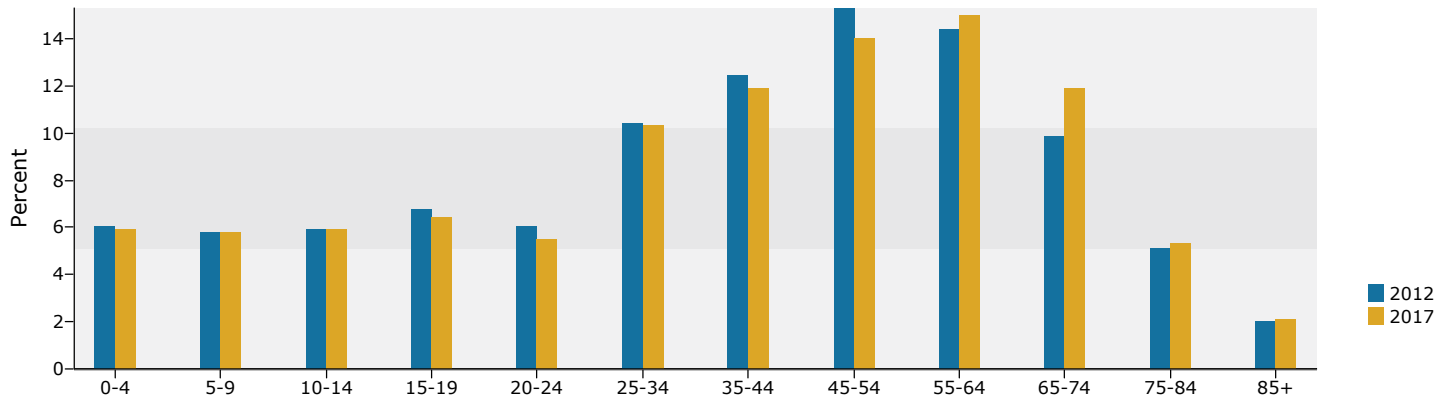
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

0 - 20 minutes

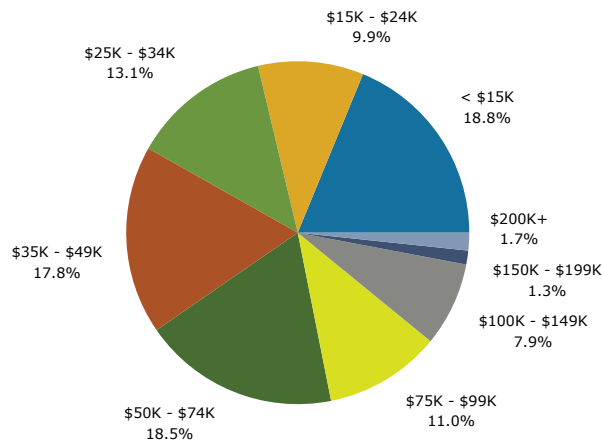
Trends 2012-2017



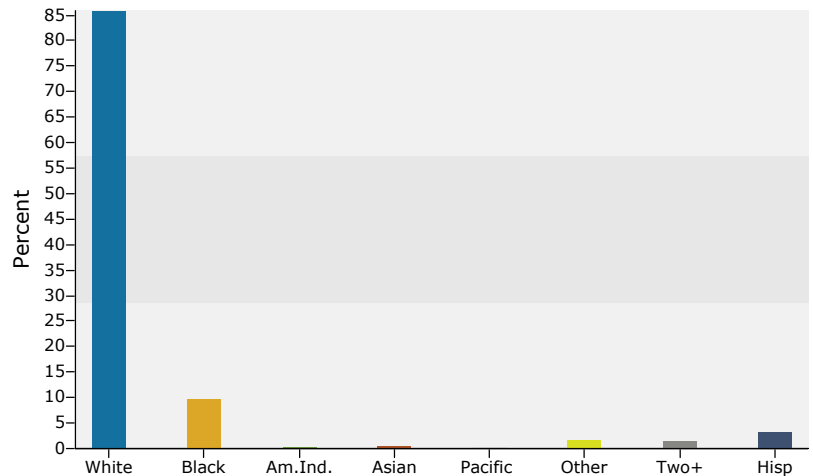
Population by Age



2012 Household Income



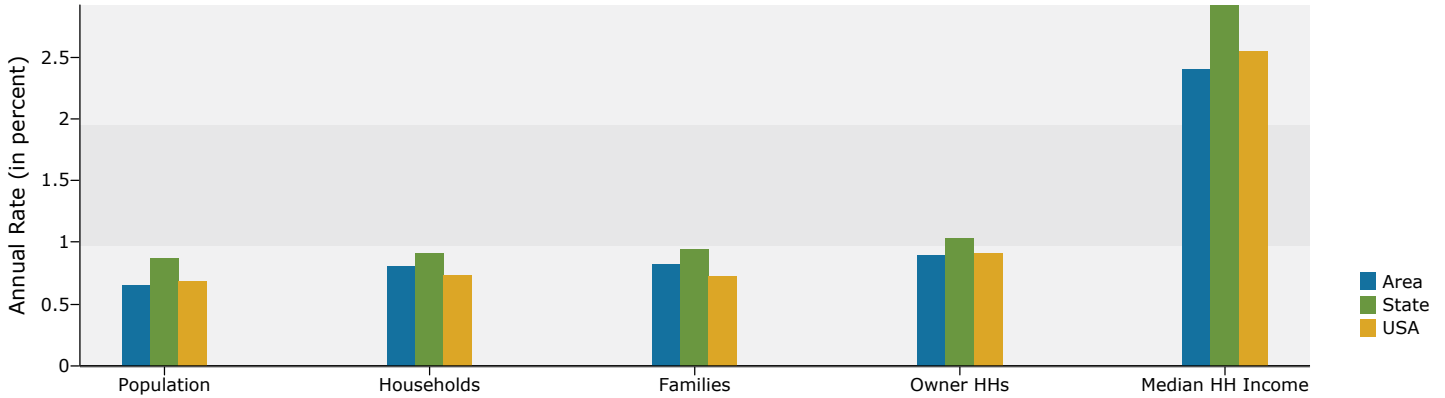
2012 Population by Race



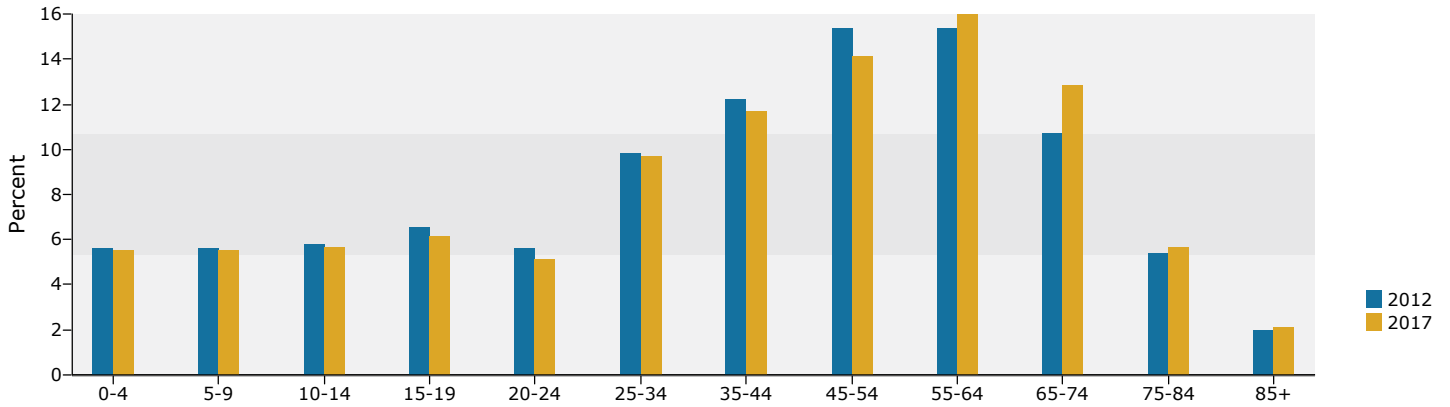
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

0 - 25 minutes

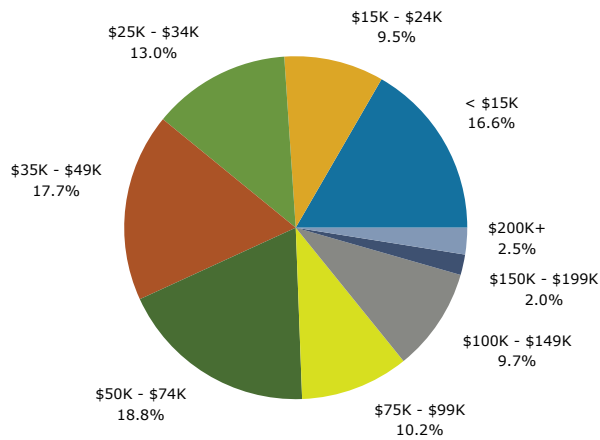
Trends 2012-2017



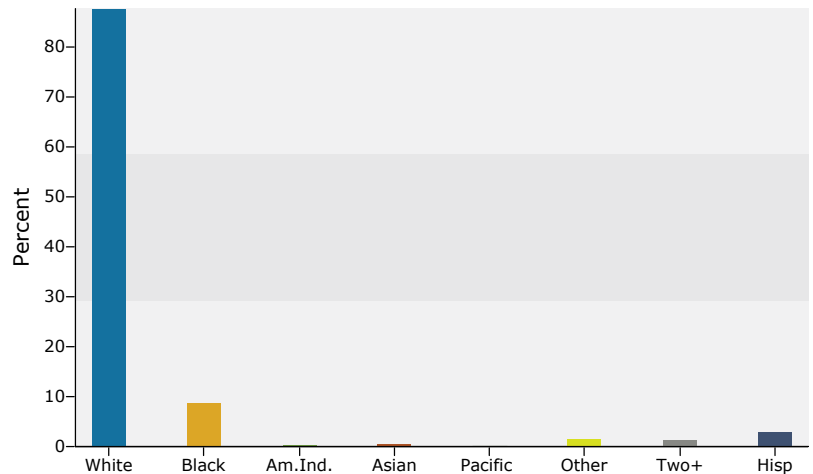
Population by Age



2012 Household Income



2012 Population by Race



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