



Market Profile

Emporia Commons
 323 Market Dr, Emporia, Virginia, 23847
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 36.70611
 Longitude: -77.54655

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	8,888	11,228	18,751
2010 Total Population	8,679	10,572	19,545
2015 Total Population	8,635	10,537	19,197
2015 Group Quarters	284	323	3,408
2020 Total Population	8,593	10,521	19,253
2015-2020 Annual Rate	-0.10%	-0.03%	0.06%
Household Summary			
2000 Households	3,201	3,921	6,208
2000 Average Household Size	2.53	2.53	2.49
2010 Households	3,344	4,103	6,426
2010 Average Household Size	2.51	2.50	2.45
2015 Households	3,338	4,111	6,473
2015 Average Household Size	2.50	2.48	2.44
2020 Households	3,320	4,107	6,507
2020 Average Household Size	2.50	2.48	2.43
2015-2020 Annual Rate	-0.11%	-0.02%	0.10%
2010 Families	2,153	2,681	4,279
2010 Average Family Size	3.11	3.07	2.99
2015 Families	2,134	2,669	4,283
2015 Average Family Size	3.10	3.06	2.98
2020 Families	2,115	2,658	4,290
2020 Average Family Size	3.11	3.06	2.98
2015-2020 Annual Rate	-0.18%	-0.08%	0.03%
Housing Unit Summary			
2000 Housing Units	3,464	4,264	6,870
Owner Occupied Housing Units	55.4%	57.9%	61.6%
Renter Occupied Housing Units	37.0%	34.0%	28.8%
Vacant Housing Units	7.6%	8.0%	9.6%
2010 Housing Units	3,704	4,573	7,316
Owner Occupied Housing Units	46.4%	48.9%	53.0%
Renter Occupied Housing Units	43.9%	40.9%	34.8%
Vacant Housing Units	9.7%	10.3%	12.2%
2015 Housing Units	3,736	4,630	7,449
Owner Occupied Housing Units	43.9%	46.4%	50.6%
Renter Occupied Housing Units	45.4%	42.4%	36.3%
Vacant Housing Units	10.7%	11.2%	13.1%
2020 Housing Units	3,755	4,668	7,539
Owner Occupied Housing Units	43.5%	46.2%	50.5%
Renter Occupied Housing Units	44.9%	41.8%	35.8%
Vacant Housing Units	11.6%	12.0%	13.7%
Median Household Income			
2015	\$34,499	\$34,214	\$34,287
2020	\$38,364	\$37,999	\$37,941
Median Home Value			
2015	\$95,061	\$90,127	\$86,051
2020	\$104,337	\$97,644	\$93,098
Per Capita Income			
2015	\$18,903	\$18,704	\$16,634
2020	\$20,729	\$20,538	\$18,248
Median Age			
2010	39.8	40.1	40.4
2015	41.0	41.3	41.3
2020	41.8	42.2	42.1

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	3,338	4,111	6,473
<\$15,000	23.3%	22.1%	20.2%
\$15,000 - \$24,999	12.6%	14.1%	15.7%
\$25,000 - \$34,999	14.7%	14.7%	14.9%
\$35,000 - \$49,999	13.8%	13.9%	13.8%
\$50,000 - \$74,999	16.1%	15.8%	15.8%
\$75,000 - \$99,999	11.6%	12.1%	12.8%
\$100,000 - \$149,999	4.8%	4.5%	4.7%
\$150,000 - \$199,999	2.1%	1.8%	1.2%
\$200,000+	1.2%	1.1%	0.9%
Average Household Income	\$47,506	\$46,936	\$46,402
2020 Households by Income			
Household Income Base	3,320	4,107	6,507
<\$15,000	22.5%	21.4%	19.6%
\$15,000 - \$24,999	9.9%	11.2%	12.7%
\$25,000 - \$34,999	13.2%	13.4%	13.9%
\$35,000 - \$49,999	15.2%	15.3%	15.0%
\$50,000 - \$74,999	17.3%	16.8%	16.2%
\$75,000 - \$99,999	13.0%	13.6%	14.6%
\$100,000 - \$149,999	5.4%	5.3%	5.8%
\$150,000 - \$199,999	2.2%	1.9%	1.3%
\$200,000+	1.3%	1.2%	1.0%
Average Household Income	\$52,121	\$51,514	\$51,008
2015 Owner Occupied Housing Units by Value			
Total	1,640	2,149	3,772
<\$50,000	14.1%	16.2%	18.4%
\$50,000 - \$99,999	39.8%	42.1%	43.9%
\$100,000 - \$149,999	23.0%	21.4%	20.0%
\$150,000 - \$199,999	11.5%	9.9%	8.3%
\$200,000 - \$249,999	5.3%	4.5%	4.0%
\$250,000 - \$299,999	2.7%	2.1%	1.8%
\$300,000 - \$399,999	1.6%	1.4%	1.5%
\$400,000 - \$499,999	0.5%	0.4%	0.5%
\$500,000 - \$749,999	0.4%	0.4%	0.4%
\$750,000 - \$999,999	1.0%	1.5%	1.3%
\$1,000,000 +	0.1%	0.0%	0.1%
Average Home Value	\$121,435	\$118,462	\$112,705
2020 Owner Occupied Housing Units by Value			
Total	1,634	2,155	3,805
<\$50,000	10.0%	11.5%	13.3%
\$50,000 - \$99,999	37.8%	40.4%	42.5%
\$100,000 - \$149,999	25.4%	23.8%	22.1%
\$150,000 - \$199,999	14.6%	12.7%	10.7%
\$200,000 - \$249,999	5.6%	4.8%	4.5%
\$250,000 - \$299,999	2.5%	2.0%	1.8%
\$300,000 - \$399,999	1.6%	1.4%	1.7%
\$400,000 - \$499,999	0.6%	0.7%	0.8%
\$500,000 - \$749,999	0.6%	0.7%	0.8%
\$750,000 - \$999,999	1.2%	1.9%	1.6%
\$1,000,000 +	0.1%	0.0%	0.1%
Average Home Value	\$131,288	\$131,198	\$126,367

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	8,679	10,571	19,547
0 - 4	6.5%	6.5%	5.1%
5 - 9	7.3%	7.2%	5.7%
10 - 14	6.8%	6.8%	5.5%
15 - 24	12.6%	12.5%	12.2%
25 - 34	11.4%	11.3%	13.9%
35 - 44	11.8%	11.8%	14.7%
45 - 54	13.7%	13.8%	15.8%
55 - 64	12.9%	13.3%	12.7%
65 - 74	8.5%	8.6%	7.7%
75 - 84	5.7%	5.6%	4.6%
85 +	2.8%	2.6%	1.9%
18 +	75.3%	75.6%	80.2%
2015 Population by Age			
Total	8,634	10,535	19,197
0 - 4	6.2%	6.1%	4.9%
5 - 9	6.3%	6.2%	5.1%
10 - 14	6.9%	6.8%	5.6%
15 - 24	12.4%	12.3%	11.9%
25 - 34	11.9%	11.8%	14.2%
35 - 44	11.1%	11.1%	13.7%
45 - 54	12.9%	13.0%	15.0%
55 - 64	13.5%	14.0%	13.6%
65 - 74	10.1%	10.2%	9.1%
75 - 84	6.1%	6.0%	4.9%
85 +	2.8%	2.6%	2.0%
18 +	77.1%	77.3%	81.4%
2020 Population by Age			
Total	8,592	10,520	19,252
0 - 4	6.1%	6.0%	4.7%
5 - 9	6.1%	6.0%	4.8%
10 - 14	6.3%	6.2%	5.1%
15 - 24	12.0%	11.9%	11.6%
25 - 34	12.4%	12.2%	14.5%
35 - 44	10.7%	10.8%	13.3%
45 - 54	12.0%	12.0%	13.9%
55 - 64	13.8%	14.2%	14.1%
65 - 74	11.2%	11.5%	10.5%
75 - 84	6.6%	6.6%	5.5%
85 +	2.8%	2.6%	2.0%
18 +	77.9%	78.1%	82.1%
2010 Population by Sex			
Males	4,048	4,960	11,029
Females	4,631	5,612	8,516
2015 Population by Sex			
Males	4,049	4,969	10,727
Females	4,586	5,569	8,470
2020 Population by Sex			
Males	4,048	4,982	10,790
Females	4,546	5,540	8,462

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	8,679	10,571	19,545
White Alone	34.8%	35.2%	36.1%
Black Alone	61.2%	61.2%	61.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.7%	0.6%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.4%	0.9%
Two or More Races	1.4%	1.3%	1.1%
Hispanic Origin	3.4%	3.0%	2.3%
Diversity Index	53.6	53.1	51.8
2015 Population by Race/Ethnicity			
Total	8,634	10,537	19,196
White Alone	33.4%	34.0%	35.6%
Black Alone	61.2%	61.0%	60.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.2%	1.1%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.0%	1.3%
Two or More Races	1.6%	1.6%	1.4%
Hispanic Origin	4.9%	4.4%	3.4%
Diversity Index	55.9	55.4	53.9
2020 Population by Race/Ethnicity			
Total	8,594	10,521	19,254
White Alone	33.4%	34.0%	35.7%
Black Alone	60.6%	60.3%	59.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.5%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	2.1%	1.4%
Two or More Races	1.8%	1.8%	1.7%
Hispanic Origin	5.2%	4.8%	4.0%
Diversity Index	56.8	56.4	55.3
2010 Population by Relationship and Household Type			
Total	8,679	10,572	19,545
In Households	96.7%	96.9%	80.7%
In Family Households	80.2%	80.8%	67.8%
Householder	25.5%	25.9%	22.0%
Spouse	14.1%	14.6%	13.0%
Child	32.4%	32.4%	26.8%
Other relative	5.0%	4.8%	3.8%
Nonrelative	3.1%	3.0%	2.3%
In Nonfamily Households	16.5%	16.0%	12.9%
In Group Quarters	3.3%	3.1%	19.3%
Institutionalized Population	3.1%	3.0%	19.2%
Noninstitutionalized Population	0.2%	0.2%	0.1%

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.

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2015 Population 25+ by Educational Attainment			
Total	5,895	7,231	13,923
Less than 9th Grade	11.0%	10.6%	10.1%
9th - 12th Grade, No Diploma	14.6%	15.4%	15.7%
High School Graduate	27.6%	28.4%	29.4%
GED/Alternative Credential	5.9%	6.2%	8.9%
Some College, No Degree	17.6%	17.5%	18.8%
Associate Degree	7.5%	7.3%	5.7%
Bachelor's Degree	8.8%	8.5%	6.4%
Graduate/Professional Degree	7.0%	6.2%	5.0%
2015 Population 15+ by Marital Status			
Total	6,968	8,522	16,214
Never Married	32.4%	32.8%	40.8%
Married	44.4%	44.6%	39.9%
Widowed	11.8%	11.2%	8.2%
Divorced	11.3%	11.5%	11.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.0%	88.4%	89.3%
Civilian Unemployed	12.0%	11.6%	10.7%
2015 Employed Population 16+ by Industry			
Total	2,998	3,636	5,494
Agriculture/Mining	2.7%	3.5%	4.3%
Construction	5.3%	6.2%	6.5%
Manufacturing	11.8%	12.0%	11.2%
Wholesale Trade	3.2%	3.3%	2.9%
Retail Trade	12.3%	12.3%	12.0%
Transportation/Utilities	2.6%	2.6%	3.0%
Information	0.4%	0.4%	0.6%
Finance/Insurance/Real Estate	2.6%	2.6%	2.4%
Services	44.6%	43.3%	42.3%
Public Administration	14.4%	13.9%	14.7%
2015 Employed Population 16+ by Occupation			
Total	2,997	3,638	5,493
White Collar	51.4%	50.2%	46.7%
Management/Business/Financial	9.5%	9.7%	8.5%
Professional	20.6%	19.0%	17.3%
Sales	6.5%	7.1%	7.5%
Administrative Support	14.8%	14.4%	13.3%
Services	27.2%	27.3%	26.9%
Blue Collar	21.4%	22.6%	26.4%
Farming/Forestry/Fishing	2.4%	2.5%	2.9%
Construction/Extraction	4.4%	5.3%	5.3%
Installation/Maintenance/Repair	2.6%	2.5%	2.4%
Production	6.1%	6.0%	7.6%
Transportation/Material Moving	5.9%	6.4%	8.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,345	4,103	6,425
Households with 1 Person	30.9%	30.1%	29.1%
Households with 2+ People	69.1%	69.9%	70.9%
Family Households	64.4%	65.3%	66.6%
Husband-wife Families	35.5%	36.9%	39.3%
With Related Children	13.5%	13.7%	14.3%
Other Family (No Spouse Present)	28.8%	28.5%	27.3%
Other Family with Male Householder	5.6%	5.5%	5.4%
With Related Children	3.4%	3.3%	3.2%
Other Family with Female Householder	23.3%	23.0%	21.9%
With Related Children	15.6%	15.3%	14.3%
Nonfamily Households	4.7%	4.5%	4.3%
All Households with Children	33.0%	32.8%	32.2%
Multigenerational Households	5.2%	5.4%	5.6%
Unmarried Partner Households	7.8%	7.6%	7.1%
Male-female	7.4%	7.1%	6.7%
Same-sex	0.5%	0.5%	0.4%
2010 Households by Size			
Total	3,345	4,104	6,427
1 Person Household	30.9%	30.1%	29.1%
2 Person Household	30.5%	31.3%	32.6%
3 Person Household	18.0%	18.1%	18.2%
4 Person Household	10.9%	11.0%	11.1%
5 Person Household	5.7%	5.7%	5.5%
6 Person Household	2.2%	2.2%	2.1%
7 + Person Household	1.8%	1.7%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	3,344	4,103	6,426
Owner Occupied	51.4%	54.4%	60.4%
Owned with a Mortgage/Loan	29.5%	30.7%	33.6%
Owned Free and Clear	21.9%	23.8%	26.8%
Renter Occupied	48.6%	45.6%	39.6%

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.

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Top 3 Tapestry Segments			
1.	Traditional Living (12B)	Rural Bypasses (10E)	Rural Bypasses (10E)
2.	Midlife Constants (5E)	Traditional Living (12B)	Rooted Rural (10B)
3.	Rural Bypasses (10E)	Midlife Constants (5E)	Traditional Living (12B)
2015 Consumer Spending			
Apparel & Services: Total \$	\$4,839,706	\$5,901,357	\$9,209,263
Average Spent	\$1,449.88	\$1,435.50	\$1,422.72
Spending Potential Index	63	62	61
Computers & Accessories: Total \$	\$523,095	\$630,505	\$966,177
Average Spent	\$156.71	\$153.37	\$149.26
Spending Potential Index	60	59	57
Education: Total \$	\$2,721,505	\$3,160,494	\$4,545,581
Average Spent	\$815.31	\$768.79	\$702.24
Spending Potential Index	54	50	46
Entertainment/Recreation: Total \$	\$7,197,985	\$8,827,121	\$13,879,870
Average Spent	\$2,156.38	\$2,147.20	\$2,144.27
Spending Potential Index	65	65	65
Food at Home: Total \$	\$11,843,952	\$14,576,544	\$23,033,356
Average Spent	\$3,548.22	\$3,545.74	\$3,558.37
Spending Potential Index	68	68	68
Food Away from Home: Total \$	\$6,824,934	\$8,302,125	\$12,903,475
Average Spent	\$2,044.62	\$2,019.49	\$1,993.43
Spending Potential Index	62	61	61
Health Care: Total \$	\$11,142,745	\$13,740,206	\$21,785,402
Average Spent	\$3,338.15	\$3,342.30	\$3,365.58
Spending Potential Index	70	70	71
HH Furnishings & Equipment: Total \$	\$3,952,182	\$4,829,194	\$7,560,362
Average Spent	\$1,184.00	\$1,174.70	\$1,167.98
Spending Potential Index	64	64	63
Investments: Total \$	\$4,880,050	\$6,537,816	\$11,590,751
Average Spent	\$1,461.97	\$1,590.32	\$1,790.63
Spending Potential Index	53	58	65
Retail Goods: Total \$	\$57,779,831	\$71,354,581	\$113,365,312
Average Spent	\$17,309.72	\$17,356.99	\$17,513.57
Spending Potential Index	68	68	69
Shelter: Total \$	\$32,206,943	\$38,386,438	\$57,815,475
Average Spent	\$9,648.57	\$9,337.49	\$8,931.79
Spending Potential Index	59	57	54
TV/Video/Audio: Total \$	\$3,021,957	\$3,705,339	\$5,827,189
Average Spent	\$905.32	\$901.32	\$900.23
Spending Potential Index	69	69	69
Travel: Total \$	\$3,721,159	\$4,471,232	\$6,827,123
Average Spent	\$1,114.79	\$1,087.63	\$1,054.71
Spending Potential Index	57	56	54
Vehicle Maintenance & Repairs: Total \$	\$2,398,898	\$2,922,059	\$4,550,281
Average Spent	\$718.66	\$710.79	\$702.96
Spending Potential Index	64	64	63

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.