



# Market Profile

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

Prepared by Esri  
Latitude: 36.70613  
Longitude: -77.54646

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	8,888	11,228	18,751
2010 Total Population	8,679	10,572	19,545
2021 Total Population	8,417	10,241	19,095
2021 Group Quarters	286	329	3,661
2026 Total Population	8,185	9,940	18,644
2021-2026 Annual Rate	-0.56%	-0.59%	-0.48%
2021 Total Daytime Population	9,440	11,041	16,822
Workers	4,250	4,841	7,358
Residents	5,190	6,200	9,464
<b>Household Summary</b>			
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
2021 Households	3,249	3,985	6,315
2021 Average Household Size	2.50	2.49	2.44
2026 Households	3,159	3,869	6,140
2026 Average Household Size	2.50	2.48	2.44
2021-2026 Annual Rate	-0.56%	-0.59%	-0.56%
2010 Families	2,153	2,681	4,279
2010 Average Family Size	3.11	3.07	2.99
2021 Families	2,052	2,556	4,132
2021 Average Family Size	3.12	3.08	3.00
2026 Families	1,982	2,466	3,994
2026 Average Family Size	3.13	3.08	3.00
2021-2026 Annual Rate	-0.69%	-0.71%	-0.68%
<b>Housing Unit Summary</b>			
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%
2021 Housing Units	3,729	4,587	7,376
Owner Occupied Housing Units	42.9%	45.9%	51.4%
Renter Occupied Housing Units	44.2%	41.0%	34.2%
Vacant Housing Units	12.9%	13.1%	14.4%
2026 Housing Units	3,760	4,626	7,445
Owner Occupied Housing Units	42.1%	45.0%	50.3%
Renter Occupied Housing Units	41.9%	38.7%	32.2%
Vacant Housing Units	16.0%	16.4%	17.5%
<b>Median Household Income</b>			
2021	\$32,712	\$34,922	\$38,951
2026	\$35,319	\$38,359	\$42,261
<b>Median Home Value</b>			
2021	\$138,737	\$134,648	\$130,076
2026	\$149,831	\$147,493	\$149,162
<b>Per Capita Income</b>			
2021	\$21,617	\$21,887	\$19,203
2026	\$23,796	\$24,080	\$20,861
<b>Median Age</b>			
2010	39.8	40.1	40.4
2021	41.6	42.0	41.7
2026	42.3	42.8	42.4

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Households by Income</b>			
Household Income Base	3,249	3,985	6,315
<\$15,000	17.4%	16.8%	15.5%
\$15,000 - \$24,999	21.9%	20.5%	18.6%
\$25,000 - \$34,999	13.1%	12.7%	12.4%
\$35,000 - \$49,999	9.2%	9.4%	10.9%
\$50,000 - \$74,999	14.7%	16.2%	18.2%
\$75,000 - \$99,999	9.6%	10.0%	10.5%
\$100,000 - \$149,999	9.0%	9.1%	9.2%
\$150,000 - \$199,999	3.0%	3.3%	3.1%
\$200,000+	2.2%	2.0%	1.6%
Average Household Income	\$54,213	\$54,956	\$55,390
<b>2026 Households by Income</b>			
Household Income Base	3,159	3,869	6,140
<\$15,000	15.8%	15.2%	14.1%
\$15,000 - \$24,999	21.1%	19.8%	17.8%
\$25,000 - \$34,999	12.8%	12.4%	12.2%
\$35,000 - \$49,999	9.1%	9.3%	10.8%
\$50,000 - \$74,999	15.0%	16.5%	18.5%
\$75,000 - \$99,999	10.2%	10.6%	11.0%
\$100,000 - \$149,999	9.9%	10.0%	10.1%
\$150,000 - \$199,999	3.6%	4.0%	3.8%
\$200,000+	2.4%	2.2%	1.8%
Average Household Income	\$59,731	\$60,476	\$60,585
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,599	2,106	3,791
<\$50,000	12.9%	14.6%	16.4%
\$50,000 - \$99,999	23.0%	23.7%	24.1%
\$100,000 - \$149,999	18.3%	16.9%	15.7%
\$150,000 - \$199,999	21.8%	21.8%	19.3%
\$200,000 - \$249,999	11.9%	10.6%	9.7%
\$250,000 - \$299,999	7.5%	7.3%	9.1%
\$300,000 - \$399,999	1.7%	1.6%	2.0%
\$400,000 - \$499,999	1.1%	1.5%	1.2%
\$500,000 - \$749,999	0.5%	0.5%	1.1%
\$750,000 - \$999,999	1.3%	1.5%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.0%	0.2%
Average Home Value	\$155,844	\$153,977	\$156,529
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,582	2,081	3,745
<\$50,000	10.6%	12.0%	13.1%
\$50,000 - \$99,999	20.8%	21.6%	21.2%
\$100,000 - \$149,999	18.6%	17.3%	15.9%
\$150,000 - \$199,999	23.4%	23.6%	20.7%
\$200,000 - \$249,999	13.0%	11.5%	10.9%
\$250,000 - \$299,999	8.5%	8.3%	11.1%
\$300,000 - \$399,999	1.9%	1.8%	2.5%
\$400,000 - \$499,999	1.2%	1.6%	1.3%
\$500,000 - \$749,999	0.4%	0.5%	1.8%
\$750,000 - \$999,999	1.5%	1.6%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.0%	0.3%
Average Home Value	\$164,064	\$163,353	\$172,624

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
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%
<b>2021 Population by Age</b>			
Total	8,417	10,242	19,094
0 - 4	5.9%	5.8%	4.5%
5 - 9	6.0%	5.9%	4.7%
10 - 14	6.0%	6.0%	4.8%
15 - 24	11.7%	11.5%	11.1%
25 - 34	13.2%	13.1%	15.7%
35 - 44	10.9%	10.9%	13.6%
45 - 54	11.7%	11.7%	13.8%
55 - 64	13.2%	13.6%	13.4%
65 - 74	12.1%	12.4%	11.0%
75 - 84	6.4%	6.3%	5.2%
85 +	3.0%	2.8%	2.1%
18 +	78.5%	78.7%	82.9%
<b>2026 Population by Age</b>			
Total	8,184	9,940	18,644
0 - 4	5.8%	5.7%	4.4%
5 - 9	6.0%	6.0%	4.7%
10 - 14	6.1%	6.1%	4.9%
15 - 24	11.5%	11.4%	11.1%
25 - 34	11.9%	11.6%	14.2%
35 - 44	11.7%	11.7%	14.4%
45 - 54	11.3%	11.4%	13.5%
55 - 64	12.6%	12.7%	12.6%
65 - 74	12.0%	12.6%	11.5%
75 - 84	7.8%	7.9%	6.5%
85 +	3.3%	3.0%	2.3%
18 +	78.7%	78.8%	83.2%
<b>2010 Population by Sex</b>			
Males	4,048	4,960	11,029
Females	4,631	5,612	8,516
<b>2021 Population by Sex</b>			
Males	3,960	4,847	10,843
Females	4,457	5,394	8,252
<b>2026 Population by Sex</b>			
Males	3,870	4,730	10,667
Females	4,314	5,210	7,977

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<b>2010 Population by Race/Ethnicity</b>			
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
<b>2021 Population by Race/Ethnicity</b>			
Total	8,417	10,241	19,096
White Alone	31.3%	32.0%	34.0%
Black Alone	62.5%	62.2%	61.6%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.1%	1.1%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	2.4%	1.5%
Two or More Races	2.0%	1.9%	1.7%
Hispanic Origin	5.8%	5.2%	4.3%
Diversity Index	56.4	55.9	54.5
<b>2026 Population by Race/Ethnicity</b>			
Total	8,184	9,940	18,645
White Alone	29.6%	30.4%	33.0%
Black Alone	63.0%	62.6%	61.7%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.3%	1.3%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	2.9%	1.9%
Two or More Races	2.3%	2.3%	2.1%
Hispanic Origin	7.1%	6.5%	5.2%
Diversity Index	57.9	57.4	55.9
<b>2010 Population by Relationship and Household Type</b>			
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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	5,933	7,254	14,283
Less than 9th Grade	7.1%	7.3%	6.3%
9th - 12th Grade, No Diploma	11.5%	11.5%	14.7%
High School Graduate	29.2%	29.7%	26.9%
GED/Alternative Credential	5.6%	5.5%	11.3%
Some College, No Degree	23.2%	23.0%	22.1%
Associate Degree	8.8%	8.7%	7.6%
Bachelor's Degree	10.8%	10.5%	8.0%
Graduate/Professional Degree	3.9%	3.8%	3.1%
<b>2021 Population 15+ by Marital Status</b>			
Total	6,913	8,427	16,401
Never Married	33.9%	32.8%	39.4%
Married	39.5%	41.0%	37.7%
Widowed	11.0%	11.0%	8.8%
Divorced	15.7%	15.2%	14.0%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,730	4,624	7,253
Population 16+ Employed	84.9%	86.2%	88.4%
Population 16+ Unemployment rate	15.1%	13.8%	11.5%
Population 16-24 Employed	11.7%	12.0%	12.3%
Population 16-24 Unemployment rate	33.0%	30.4%	25.6%
Population 25-54 Employed	62.0%	61.3%	61.1%
Population 25-54 Unemployment rate	13.4%	12.1%	9.7%
Population 55-64 Employed	18.1%	18.3%	18.6%
Population 55-64 Unemployment rate	11.6%	11.1%	10.7%
Population 65+ Employed	8.1%	8.4%	8.1%
Population 65+ Unemployment rate	0.4%	0.3%	0.6%
<b>2021 Employed Population 16+ by Industry</b>			
Total	3,166	3,986	6,415
Agriculture/Mining	1.2%	1.3%	2.3%
Construction	5.7%	5.4%	4.3%
Manufacturing	13.5%	14.3%	14.0%
Wholesale Trade	3.0%	3.2%	3.3%
Retail Trade	13.2%	12.6%	12.3%
Transportation/Utilities	9.1%	8.4%	6.7%
Information	0.1%	0.1%	0.1%
Finance/Insurance/Real Estate	3.1%	3.0%	2.6%
Services	43.4%	43.3%	42.7%
Public Administration	7.8%	8.3%	11.6%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	3,167	3,986	6,415
White Collar	49.2%	47.5%	46.8%
Management/Business/Financial	11.8%	10.3%	8.7%
Professional	17.8%	17.5%	17.2%
Sales	7.5%	8.0%	9.1%
Administrative Support	12.0%	11.7%	11.8%
Services	18.5%	19.9%	22.7%
Blue Collar	32.3%	32.5%	30.6%
Farming/Forestry/Fishing	0.4%	0.4%	0.8%
Construction/Extraction	3.3%	3.3%	2.9%
Installation/Maintenance/Repair	5.9%	5.9%	5.2%
Production	9.1%	9.7%	10.2%
Transportation/Material Moving	13.5%	13.3%	11.6%

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<b>2010 Households by Type</b>			
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%
<b>2010 Households by Size</b>			
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%
<b>2010 Households by Tenure and Mortgage Status</b>			
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%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	135	148	172
Percent of Income for Mortgage	17.8%	16.2%	14.0%
Wealth Index	44	45	46
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,704	4,573	7,316
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	72.4%	62.1%	41.3%
Rural Housing Units	27.6%	37.9%	58.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,679	10,572	19,545
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	71.9%	62.9%	36.9%
Rural Population	28.1%	37.1%	63.1%

**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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<b>Top 3 Tapestry Segments</b>			
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)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,100,950	\$5,058,515	\$7,978,429
Average Spent	\$1,262.22	\$1,269.39	\$1,263.41
Spending Potential Index	60	60	60
Education: Total \$	\$2,755,045	\$3,349,846	\$5,165,745
Average Spent	\$847.97	\$840.61	\$818.01
Spending Potential Index	49	49	47
Entertainment/Recreation: Total \$	\$6,672,175	\$8,393,771	\$13,618,910
Average Spent	\$2,053.61	\$2,106.34	\$2,156.60
Spending Potential Index	64	65	67
Food at Home: Total \$	\$11,326,459	\$14,331,398	\$23,491,982
Average Spent	\$3,486.14	\$3,596.34	\$3,720.03
Spending Potential Index	64	66	68
Food Away from Home: Total \$	\$7,328,030	\$9,149,157	\$14,724,608
Average Spent	\$2,255.47	\$2,295.90	\$2,331.69
Spending Potential Index	59	60	61
Health Care: Total \$	\$13,672,801	\$17,290,914	\$28,321,013
Average Spent	\$4,208.31	\$4,339.00	\$4,484.72
Spending Potential Index	67	70	72
HH Furnishings & Equipment: Total \$	\$4,400,431	\$5,501,025	\$8,867,756
Average Spent	\$1,354.40	\$1,380.43	\$1,404.24
Spending Potential Index	60	61	62
Personal Care Products & Services: Total \$	\$1,727,601	\$2,126,990	\$3,340,228
Average Spent	\$531.73	\$533.75	\$528.94
Spending Potential Index	59	59	59
Shelter: Total \$	\$35,830,207	\$43,709,321	\$67,628,683
Average Spent	\$11,028.07	\$10,968.46	\$10,709.21
Spending Potential Index	55	54	53
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,677,618	\$5,937,681	\$9,803,827
Average Spent	\$1,439.71	\$1,490.01	\$1,552.47
Spending Potential Index	60	62	65
Travel: Total \$	\$4,445,084	\$5,450,333	\$8,517,275
Average Spent	\$1,368.14	\$1,367.71	\$1,348.74
Spending Potential Index	54	54	53
Vehicle Maintenance & Repairs: Total \$	\$2,393,789	\$3,038,900	\$5,008,040
Average Spent	\$736.78	\$762.58	\$793.04
Spending Potential Index	66	69	72

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.