



**ROANOKE REGIONAL
PARTNERSHIP**

Downtown Roanoke Trade Area
Demographics

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MARKET LOCATION MAP
MARKET PROFILE
DEMOGRAPHICS



Market Location



Downtown Trade Area
Area: 6,865.94 Square miles

	2000 Total Population	829,626
	2000 Group Quarters	36,921
	2010 Total Population	868,762
	2015 Total Population	884,337
	2010 - 2015 Annual Rate	0.36%
	2000 Households	335,077
	2000 Average Household Size	2.37
	2010 Households	354,825
	2010 Average Household Size	2.33
	2015 Households	363,271
	2015 Average Household Size	2.32
	2010 - 2015 Annual Rate	0.47%
	2000 Families	223,067
	2000 Average Family Size	2.87
	2010 Families	230,016
	2010 Average Family Size	2.85
	2015 Families	233,629
	2015 Average Family Size	2.85
	2010 - 2015 Annual Rate	0.31%
	2000 Housing Units	366,389
	Owner Occupied Housing Units	64.7%
	Renter Occupied Housing Units	26.8%
	Vacant Housing Units	8.5%
	2010 Housing Units	404,465
	Owner Occupied Housing Units	61.2%
	Renter Occupied Housing Units	26.5%
	Vacant Housing Units	12.3%
	2015 Housing Units	418,773
	Owner Occupied Housing Units	60.5%
	Renter Occupied Housing Units	26.3%
	Vacant Housing Units	13.3%
	Median Household Income	
	2000	\$35,467
	2010	\$45,932
	2015	\$52,445
	Median Home Value	
	2000	\$88,881
	2010	\$143,257
	2015	\$185,743
	Per Capita Income	
	2000	\$18,959
	2010	\$22,791
	2015	\$26,317
	Median Age	
	2000	37.8
	2010	40.5
	2015	41.4

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Downtown Trade Area
 Area: 6,865.94 Square miles



2000 Households by Income

Household Income Base	335,117
< \$15,000	19.2%
\$15,000 - \$24,999	15.8%
\$25,000 - \$34,999	14.3%
\$35,000 - \$49,999	18.0%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	1.2%
\$200,000+	1.3%
Average Household Income	\$46,029

2010 Households by Income

Household Income Base	354,820
< \$15,000	14.4%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	24.4%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	1.3%
\$200,000+	1.2%
Average Household Income	\$53,707

2015 Households by Income

Household Income Base	363,266
< \$15,000	11.9%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	25.7%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	2.1%
\$200,000+	1.8%
Average Household Income	\$61,739

2000 Owner Occupied HUs by Value

Total	236,856
<\$50,000	19.1%
\$50,000 - 99,999	40.0%
\$100,000 - 149,999	22.2%
\$150,000 - 199,999	9.3%
\$200,000 - \$299,999	6.3%
\$300,000 - 499,999	2.3%
\$500,000 - 999,999	0.6%
\$1,000,000+	0.1%
Average Home Value	\$109,286

2000 Specified Renter Occupied HUs by Contract Rent

Total	95,636
With Cash Rent	92.6%
No Cash Rent	7.4%
Median Rent	\$375
Average Rent	\$395

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Downtown Trade Area
 Area: 6,865.94 Square miles



2000 Population by Age

Total	829,626
Age 0 - 4	5.6%
Age 5 - 9	6.1%
Age 10 - 14	6.3%
Age 15 - 19	7.3%
Age 20 - 24	7.9%
Age 25 - 34	12.8%
Age 35 - 44	14.9%
Age 45 - 54	14.2%
Age 55 - 64	10.2%
Age 65 - 74	7.9%
Age 75 - 84	5.2%
Age 85+	1.8%
Age 18+	78.4%

2010 Population by Age

Total	868,762
Age 0 - 4	5.4%
Age 5 - 9	5.4%
Age 10 - 14	5.6%
Age 15 - 19	7.5%
Age 20 - 24	8.1%
Age 25 - 34	11.0%
Age 35 - 44	12.8%
Age 45 - 54	14.7%
Age 55 - 64	13.4%
Age 65 - 74	8.4%
Age 75 - 84	5.3%
Age 85+	2.3%
Age 18+	80.0%

2015 Population by Age

Total	884,337
Age 0 - 4	5.2%
Age 5 - 9	5.4%
Age 10 - 14	5.7%
Age 15 - 19	7.2%
Age 20 - 24	8.1%
Age 25 - 34	11.0%
Age 35 - 44	11.9%
Age 45 - 54	13.5%
Age 55 - 64	14.0%
Age 65 - 74	10.3%
Age 75 - 84	5.3%
Age 85+	2.4%
Age 18+	80.3%

2000 Population by Sex

Males	48.5%
Females	51.5%

2010 Population by Sex

Males	48.8%
Females	51.2%

2015 Population by Sex

Males	49.0%
Females	51.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Downtown Trade Area
 Area: 6,865.94 Square miles



2000 Population by Race/Ethnicity

Total	829,626
White Alone	84.8%
Black Alone	12.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.5%
Two or More Races	1.1%
Hispanic Origin	1.3%
Diversity Index	28.5

2010 Population by Race/Ethnicity

Total	868,762
White Alone	83.6%
Black Alone	12.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.6%
Some Other Race Alone	0.8%
Two or More Races	1.6%
Hispanic Origin	2.2%
Diversity Index	31.7

2015 Population by Race/Ethnicity

Total	884,337
White Alone	83.0%
Black Alone	12.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	0.9%
Two or More Races	1.8%
Hispanic Origin	2.7%
Diversity Index	33.3



2000 Population 3+ by School Enrollment

Total	802,435
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	10.4%
Enrolled in Grade 9-12	4.9%
Enrolled in College	7.7%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	73.1%

2010 Population 25+ by Educational Attainment

Total	590,086
Less than 9th Grade	6.8%
9th - 12th Grade, No Diploma	10.2%
High School Graduate	32.6%
Some College, No Degree	18.8%
Associate Degree	7.9%
Bachelor's Degree	14.3%
Graduate/Professional Degree	9.2%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Downtown Trade Area
Area: 6,865.94 Square miles



2010 Population 15+ by Marital Status

Total	725,900
Never Married	27.1%
Married	55.2%
Widowed	7.2%
Divorced	10.5%



2000 Population 16+ by Employment Status

Total	669,684
In Labor Force	61.2%
Civilian Employed	58.2%
Civilian Unemployed	2.9%
In Armed Forces	0.1%
Not in Labor Force	38.8%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	90.2%
Civilian Unemployed	9.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.6%
Civilian Unemployed	7.4%

2000 Females 16+ by Employment Status and Age of Children

Total	349,742
Own Children < 6 Only	6.6%
Employed/in Armed Forces	4.4%
Unemployed	0.2%
Not in Labor Force	2.0%
Own Children < 6 and 6-17 Only	4.7%
Employed/in Armed Forces	2.9%
Unemployed	0.1%
Not in Labor Force	1.6%
Own Children 6-17 Only	15.6%
Employed/in Armed Forces	11.7%
Unemployed	0.4%
Not in Labor Force	3.6%
No Own Children < 18	73.0%
Employed/in Armed Forces	33.9%
Unemployed	1.7%
Not in Labor Force	37.4%



2010 Employed Population 16+ by Industry

Total	386,036
Agriculture/Mining	1.4%
Construction	6.9%
Manufacturing	13.8%
Wholesale Trade	2.7%
Retail Trade	12.7%
Transportation/Utilities	4.3%
Information	1.3%
Finance/Insurance/Real Estate	5.8%
Services	47.5%
Public Administration	3.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile Report

Downtown Trade Area
Area: 6,865.94 Square miles

Summary	2000		2010		2015	
Population	829,626		868,762		884,337	
Households	335,077		354,825		363,271	
Families	223,067		230,016		233,629	
Average Household Size	2.37		2.33		2.32	
Owner Occupied Housing Units	236,907		247,526		253,326	
Renter Occupied Housing Units	98,170		107,299		109,945	
Median Age	37.8		40.5		41.4	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	0.36%		0.78%		0.76%	
Households	0.47%		0.83%		0.78%	
Families	0.31%		0.70%		0.64%	
Owner HHs	0.46%		0.85%		0.82%	
Median Household Income	2.69%		2.73%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	64,211	19.2%	50,994	14.4%	43,254	11.9%
\$15,000 - \$24,999	52,981	15.8%	40,910	11.5%	33,978	9.4%
\$25,000 - \$34,999	48,078	14.3%	41,233	11.6%	36,103	9.9%
\$35,000 - \$49,999	60,261	18.0%	59,303	16.7%	55,697	15.3%
\$50,000 - \$74,999	61,277	18.3%	86,564	24.4%	93,237	25.7%
\$75,000 - \$99,999	25,273	7.5%	42,572	12.0%	47,325	13.0%
\$100,000 - \$149,999	14,758	4.4%	24,655	6.9%	39,580	10.9%
\$150,000 - \$199,999	3,889	1.2%	4,504	1.3%	7,524	2.1%
\$200,000+	4,389	1.3%	4,085	1.2%	6,568	1.8%
Median Household Income	\$35,467		\$45,932		\$52,445	
Average Household Income	\$46,029		\$53,707		\$61,739	
Per Capita Income	\$18,959		\$22,791		\$26,317	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	46,057	5.6%	46,593	5.4%	46,124	5.2%
5 - 9	50,327	6.1%	47,230	5.4%	47,386	5.4%
10 - 14	52,484	6.3%	49,039	5.6%	50,256	5.7%
15 - 19	60,971	7.3%	65,447	7.5%	64,075	7.2%
20 - 24	65,184	7.9%	70,367	8.1%	71,605	8.1%
25 - 34	106,030	12.8%	95,805	11.0%	97,535	11.0%
35 - 44	123,711	14.9%	110,784	12.8%	105,055	11.9%
45 - 54	117,749	14.2%	127,656	14.7%	119,289	13.5%
55 - 64	84,261	10.2%	116,352	13.4%	123,549	14.0%
65 - 74	65,259	7.9%	72,985	8.4%	91,098	10.3%
75 - 84	42,761	5.2%	46,177	5.3%	47,207	5.3%
85+	14,832	1.8%	20,327	2.3%	21,158	2.4%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	703,218	84.8%	726,101	83.6%	734,063	83.0%
Black Alone	102,290	12.3%	106,554	12.3%	108,208	12.2%
American Indian Alone	1,739	0.2%	2,054	0.2%	2,181	0.2%
Asian Alone	9,121	1.1%	13,677	1.6%	16,189	1.8%
Pacific Islander Alone	185	0.0%	279	0.0%	291	0.0%
Some Other Race Alone	4,168	0.5%	6,585	0.8%	7,531	0.9%
Two or More Races	8,905	1.1%	13,512	1.6%	15,874	1.8%
Hispanic Origin (Any Race)	10,594	1.3%	19,235	2.2%	23,803	2.7%

Data Note: Income is expressed in current dollars

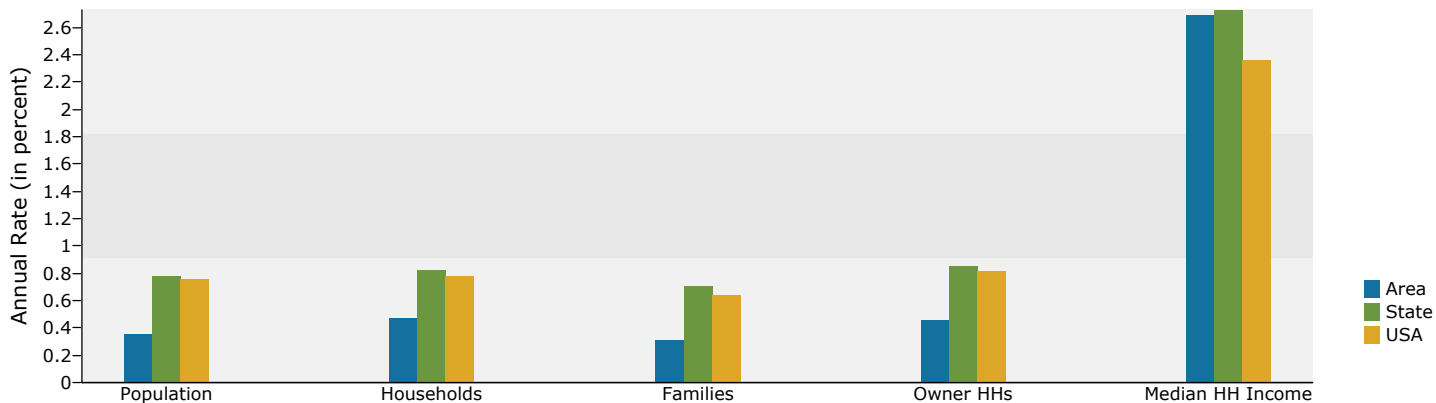
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

July 01, 2011

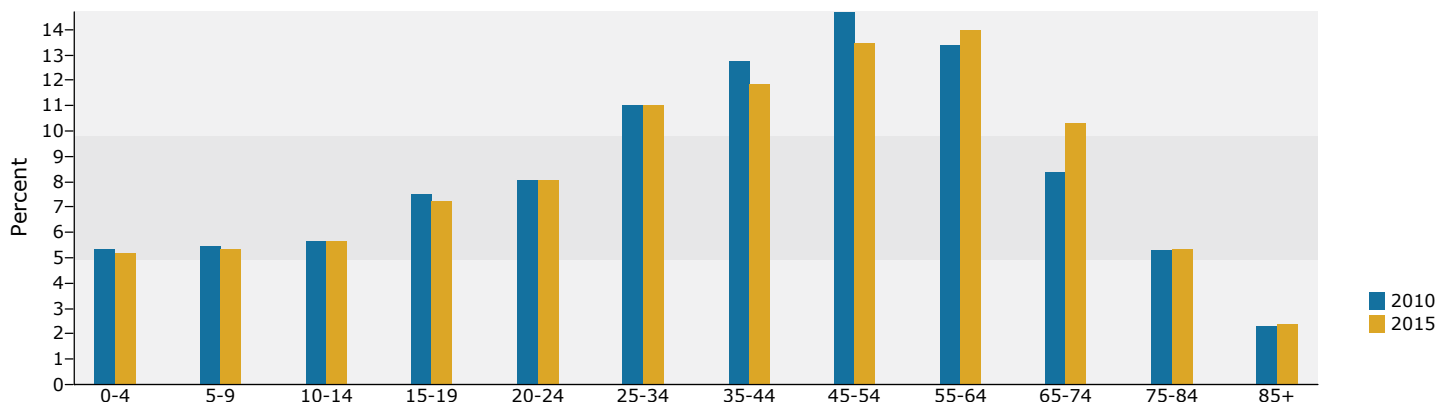
Made with Esri Business Analyst

Downtown Trade Area
Area: 6,865.94 Square miles

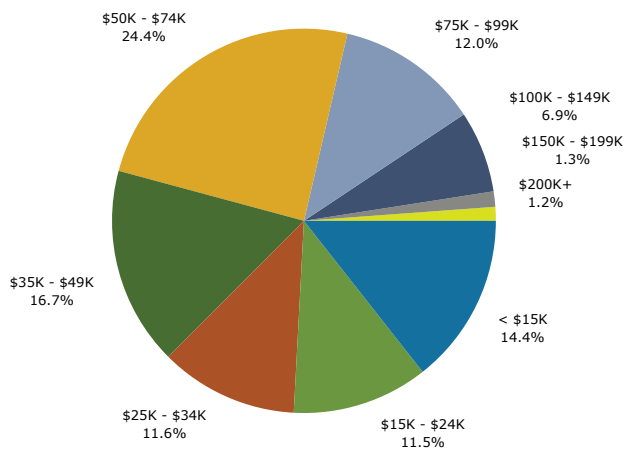
Trends 2010-2015



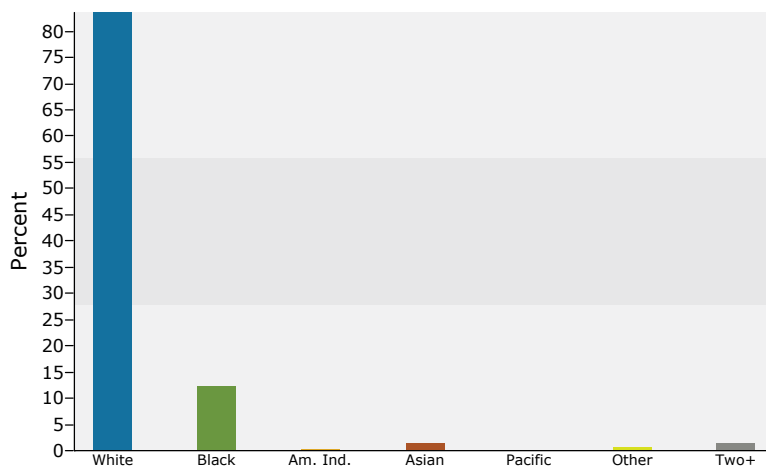
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 2.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.