



## **ROANOKE REGIONAL PARTNERSHIP**

# Hidden Valley Submarket Demographics 7-9-11 Minutes

### TABLE OF CONTENTS

MARKET LOCATION MAP

MARKET PROFILE

7 MINUTE DRIVING RADIUS

Site Map

Demographics and Income

9 MINUTE DRIVING RADIUS

Site Map

Demographics and Income

11 MINUTE DRIVING RADIUS

Site Map

Demographics and Income






## Market Location



STHY 419, Salem, VA 24153  
 Drive Time: 7, 9, 11 Minutes

Latitude: 37.27167  
 Longitude: -80.0379

	7 minutes	9 minutes	11 minutes
 2000 Total Population	37,850	66,058	95,299
2000 Group Quarters	1,709	2,230	3,586
2010 Total Population	38,487	66,777	95,879
2015 Total Population	39,019	67,551	96,830
2010 - 2015 Annual Rate	0.27%	0.23%	0.2%
 2000 Households	16,144	27,866	39,841
2000 Average Household Size	2.24	2.29	2.3
2010 Households	16,559	28,500	40,616
2010 Average Household Size	2.21	2.26	2.26
2015 Households	16,855	28,954	41,205
2015 Average Household Size	2.2	2.25	2.26
2010 - 2015 Annual Rate	0.35%	0.32%	0.29%
2000 Families	10,031	17,631	25,056
2000 Average Family Size	2.83	2.87	2.89
2010 Families	9,956	17,499	24,770
2010 Average Family Size	2.83	2.87	2.89
2015 Families	10,046	17,636	24,923
2015 Average Family Size	2.83	2.87	2.88
2010 - 2015 Annual Rate	0.18%	0.16%	0.12%
 <b>2000 Housing Units</b>	16,889	29,335	42,343
Owner Occupied Housing Units	59.7%	60.8%	60.0%
Renter Occupied Housing Units	35.8%	34.1%	34.1%
Vacant Housing Units	4.4%	5.0%	5.9%
<b>2010 Housing Units</b>	17,628	30,710	44,414
Owner Occupied Housing Units	57.5%	58.4%	57.3%
Renter Occupied Housing Units	36.4%	34.4%	34.2%
Vacant Housing Units	6.1%	7.2%	8.6%
<b>2015 Housing Units</b>	17,972	31,283	45,202
Owner Occupied Housing Units	57.4%	58.1%	57.0%
Renter Occupied Housing Units	36.4%	34.5%	34.2%
Vacant Housing Units	6.2%	7.4%	8.8%
<b>Median Household Income</b>			
2000	\$35,419	\$37,515	\$36,513
2010	\$48,469	\$50,611	\$49,153
2015	\$56,611	\$58,596	\$56,874
<b>Median Home Value</b>			
2000	\$95,785	\$99,791	\$96,872
2010	\$150,490	\$158,645	\$153,478
2015	\$197,764	\$206,708	\$200,744
<b>Per Capita Income</b>			
2000	\$19,922	\$20,468	\$20,000
2010	\$25,098	\$25,326	\$24,768
2015	\$29,057	\$29,166	\$28,588
<b>Median Age</b>			
2000	39.4	38.6	38.6
2010	42.1	41.1	41.3
2015	42.7	41.5	41.8

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.

STHY 419, Salem, VA 24153  
 Drive Time: 7, 9, 11 Minutes

Latitude: 37.27167  
 Longitude: -80.0379


	7 minutes	9 minutes	11 minutes
<b>\$ 2000 Households by Income</b>			
Household Income Base	16,018	27,952	39,848
< \$15,000	17.0%	16.1%	17.1%
\$15,000 - \$24,999	16.9%	15.3%	15.7%
\$25,000 - \$34,999	15.5%	15.3%	15.1%
\$35,000 - \$49,999	17.6%	18.0%	18.2%
\$50,000 - \$74,999	18.2%	19.5%	18.7%
\$75,000 - \$99,999	7.0%	7.9%	8.0%
\$100,000 - \$149,999	5.3%	5.2%	4.9%
\$150,000 - \$199,999	1.3%	1.2%	1.1%
\$200,000+	1.3%	1.3%	1.2%
Average Household Income	\$45,858	\$47,561	\$46,605
<b>2010 Households by Income</b>			
Household Income Base	16,554	28,496	40,610
< \$15,000	12.9%	12.0%	13.0%
\$15,000 - \$24,999	8.9%	8.7%	9.4%
\$25,000 - \$34,999	12.1%	11.4%	11.1%
\$35,000 - \$49,999	17.8%	17.1%	17.3%
\$50,000 - \$74,999	24.0%	24.9%	23.9%
\$75,000 - \$99,999	14.2%	15.8%	15.5%
\$100,000 - \$149,999	7.1%	7.2%	7.1%
\$150,000 - \$199,999	1.8%	1.7%	1.6%
\$200,000+	1.2%	1.2%	1.1%
Average Household Income	\$56,480	\$57,749	\$56,447
<b>2015 Households by Income</b>			
Household Income Base	16,849	28,950	41,201
< \$15,000	10.6%	9.8%	10.7%
\$15,000 - \$24,999	7.2%	6.9%	7.6%
\$25,000 - \$34,999	9.7%	9.0%	8.9%
\$35,000 - \$49,999	15.0%	14.6%	15.3%
\$50,000 - \$74,999	26.1%	26.7%	25.3%
\$75,000 - \$99,999	15.5%	17.1%	16.8%
\$100,000 - \$149,999	11.3%	11.3%	11.1%
\$150,000 - \$199,999	2.9%	2.7%	2.5%
\$200,000+	1.8%	1.8%	1.7%
Average Household Income	\$65,203	\$66,263	\$64,862
<b>2000 Owner Occupied HUs by Value</b>			
Total	10,116	17,808	25,437
<\$50,000	9.1%	8.6%	10.4%
\$50,000 - 99,999	45.2%	41.6%	42.9%
\$100,000 - 149,999	27.0%	32.0%	30.2%
\$150,000 - 199,999	9.4%	10.2%	9.6%
\$200,000 - \$299,999	6.5%	5.3%	4.9%
\$300,000 - 499,999	2.2%	1.9%	1.7%
\$500,000 - 999,999	0.4%	0.2%	0.2%
\$1,000,000+	0.2%	0.1%	0.1%
Average Home Value	\$116,489	\$115,599	\$111,707
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	5,939	10,026	14,396
With Cash Rent	96.9%	96.7%	96.8%
No Cash Rent	3.1%	3.3%	3.2%
Median Rent	\$441	\$434	\$423
Average Rent	\$458	\$443	\$437

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.

STHY 419, Salem, VA 24153  
 Drive Time: 7, 9, 11 Minutes



Latitude: 37.27167  
 Longitude: -80.0379

	7 minutes	9 minutes	11 minutes
<b>2000 Population by Age</b>			
 Total	37,850	66,061	95,297
Age 0 - 4	5.9%	6.1%	5.9%
Age 5 - 9	6.3%	6.6%	6.7%
Age 10 - 14	6.2%	6.5%	6.5%
Age 15 - 19	6.7%	6.6%	6.4%
Age 20 - 24	6.6%	6.1%	5.9%
Age 25 - 34	12.2%	12.9%	13.3%
Age 35 - 44	14.3%	14.9%	15.2%
Age 45 - 54	13.9%	14.3%	14.4%
Age 55 - 64	9.4%	9.2%	9.2%
Age 65 - 74	9.0%	8.4%	8.2%
Age 75 - 84	6.9%	6.3%	6.2%
Age 85+	2.5%	2.1%	2.1%
Age 18+	78.2%	77.2%	77.2%
<b>2010 Population by Age</b>			
Total	38,491	66,779	95,882
Age 0 - 4	5.7%	5.9%	5.7%
Age 5 - 9	5.3%	5.6%	5.6%
Age 10 - 14	5.2%	5.5%	5.6%
Age 15 - 19	7.0%	6.9%	6.8%
Age 20 - 24	7.1%	7.0%	6.8%
Age 25 - 34	11.6%	11.8%	11.8%
Age 35 - 44	11.5%	12.1%	12.5%
Age 45 - 54	14.1%	14.4%	14.7%
Age 55 - 64	13.2%	13.2%	13.4%
Age 65 - 74	8.6%	8.1%	7.9%
Age 75 - 84	7.2%	6.4%	6.2%
Age 85+	3.5%	3.0%	3.0%
Age 18+	80.4%	79.3%	79.3%
<b>2015 Population by Age</b>			
Total	39,015	67,553	96,833
Age 0 - 4	5.7%	5.8%	5.7%
Age 5 - 9	5.3%	5.6%	5.6%
Age 10 - 14	5.2%	5.5%	5.6%
Age 15 - 19	6.3%	6.2%	6.0%
Age 20 - 24	6.9%	6.9%	6.7%
Age 25 - 34	12.1%	12.8%	12.8%
Age 35 - 44	10.9%	11.1%	11.4%
Age 45 - 54	12.5%	12.9%	13.2%
Age 55 - 64	13.8%	13.8%	14.0%
Age 65 - 74	10.9%	10.2%	10.1%
Age 75 - 84	6.8%	6.0%	5.8%
Age 85+	3.5%	3.1%	3.1%
Age 18+	80.8%	79.8%	79.8%
<b>2000 Population by Sex</b>			
Males	46.4%	46.5%	46.8%
Females	53.6%	53.5%	53.2%
<b>2010 Population by Sex</b>			
Males	46.7%	46.8%	47.1%
Females	53.3%	53.2%	52.9%
<b>2015 Population by Sex</b>			
Males	46.8%	47.0%	47.2%
Females	53.2%	53.0%	52.8%

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

STHY 419, Salem, VA 24153  
 Drive Time: 7, 9, 11 Minutes

Latitude: 37.27167  
 Longitude: -80.0379




	7 minutes	9 minutes	11 minutes
<b>2000 Population by Race/Ethnicity</b>			
 Total	37,850	66,059	95,299
White Alone	79.4%	77.6%	72.7%
Black Alone	17.5%	19.2%	24.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	1.2%	1.2%	1.2%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	1.4%	1.4%	1.4%
Hispanic Origin	1.2%	1.1%	1.2%
Diversity Index	35.4	37.6	42.8
<b>2010 Population by Race/Ethnicity</b>			
Total	38,487	66,777	95,878
White Alone	77.9%	75.8%	71.3%
Black Alone	17.6%	19.5%	23.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.6%	1.7%	1.7%
Some Other Race Alone	0.7%	0.8%	0.9%
Two or More Races	2.0%	2.1%	2.1%
Hispanic Origin	2.3%	2.3%	2.4%
Diversity Index	39.1	41.5	46.1
<b>2015 Population by Race/Ethnicity</b>			
Total	39,019	67,552	96,830
White Alone	77.2%	74.9%	70.6%
Black Alone	17.6%	19.7%	23.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.9%	1.9%	2.0%
Some Other Race Alone	0.8%	0.9%	1.0%
Two or More Races	2.4%	2.4%	2.4%
Hispanic Origin	2.9%	2.8%	3.0%
Diversity Index	40.9	43.3	47.7
<b>2000 Population 3+ by School Enrollment</b>			
 Total	36,273	63,832	92,055
Enrolled in Nursery/Preschool	1.8%	1.9%	1.8%
Enrolled in Kindergarten	1.6%	1.6%	1.6%
Enrolled in Grade 1-8	10.4%	10.7%	11.0%
Enrolled in Grade 9-12	4.8%	5.0%	5.0%
Enrolled in College	6.2%	5.4%	4.8%
Enrolled in Grad/Prof School	0.5%	0.7%	0.7%
Not Enrolled in School	74.7%	74.6%	75.1%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	26,814	46,101	66,620
Less than 9th Grade	3.9%	3.6%	3.8%
9th - 12th Grade, No Diploma	9.1%	8.5%	9.0%
High School Graduate	31.8%	30.5%	30.6%
Some College, No Degree	21.9%	21.3%	21.1%
Associate Degree	8.5%	9.0%	9.0%
Bachelor's Degree	16.1%	17.3%	16.9%
Graduate/Professional Degree	8.8%	9.9%	9.6%

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.

STHY 419, Salem, VA 24153  
 Drive Time: 7, 9, 11 Minutes

Latitude: 37.27167  
 Longitude: -80.0379

	7 minutes	9 minutes	11 minutes
<b>2010 Population 15+ by Marital Status</b>			
 Total	32,229	55,393	79,619
Never Married	27.0%	27.4%	27.8%
Married	49.9%	51.1%	50.7%
Widowed	8.6%	8.0%	8.0%
Divorced	14.4%	13.5%	13.5%
<b>2000 Population 16+ by Employment Status</b>			
 Total	30,165	52,787	75,984
In Labor Force	62.2%	64.0%	63.3%
Civilian Employed	59.3%	60.9%	60.0%
Civilian Unemployed	2.7%	2.9%	3.1%
In Armed Forces	0.1%	0.2%	0.1%
Not in Labor Force	37.8%	36.0%	36.7%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.7%	90.4%	90.2%
Civilian Unemployed	9.3%	9.6%	9.8%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.0%	92.8%	92.6%
Civilian Unemployed	7.0%	7.2%	7.4%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	16,411	28,802	41,139
Own Children < 6 Only	7.2%	7.1%	6.9%
Employed/in Armed Forces	5.2%	4.8%	4.8%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	1.6%	1.8%	1.8%
Own Children < 6 and 6-17 Only	5.0%	5.1%	5.0%
Employed/in Armed Forces	3.3%	3.1%	3.1%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	1.5%	1.7%	1.7%
Own Children 6-17 Only	14.7%	15.4%	15.2%
Employed/in Armed Forces	11.8%	12.4%	12.1%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	2.6%	2.6%	2.8%
No Own Children < 18	73.1%	72.5%	72.9%
Employed/in Armed Forces	34.6%	36.1%	36.1%
Unemployed	1.3%	1.4%	1.6%
Not in Labor Force	37.2%	35.0%	35.2%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	17,715	31,270	44,559
Agriculture/Mining	0.3%	0.4%	0.3%
Construction	5.9%	5.4%	5.2%
Manufacturing	8.6%	8.7%	8.6%
Wholesale Trade	2.8%	2.9%	3.1%
Retail Trade	13.4%	14.0%	14.2%
Transportation/Utilities	4.7%	4.8%	4.8%
Information	1.1%	1.5%	1.6%
Finance/Insurance/Real Estate	8.2%	8.5%	8.3%
Services	50.8%	50.0%	50.1%
Public Administration	4.1%	3.8%	3.8%

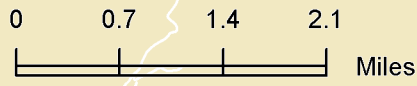
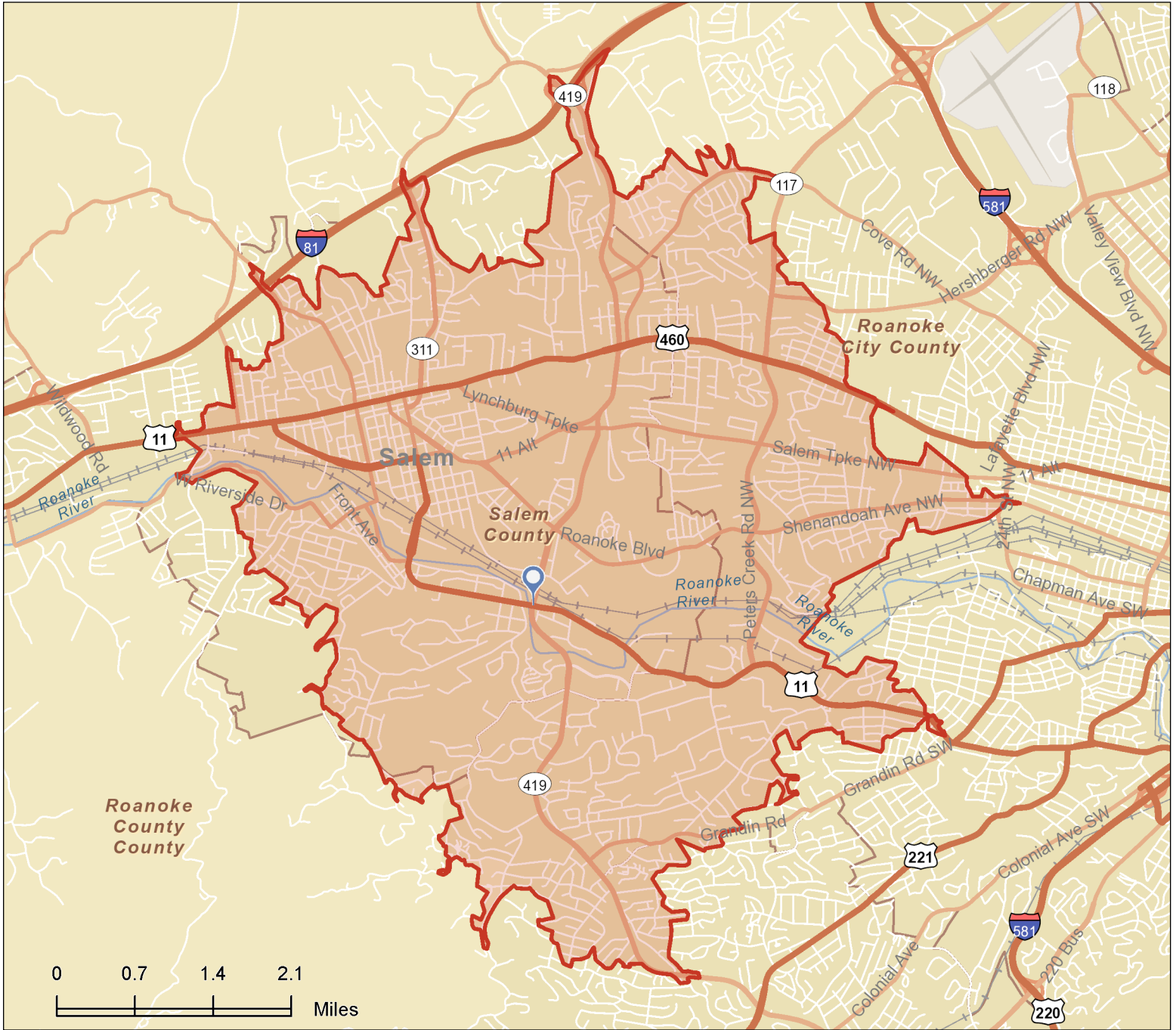
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Site Details Map

Hidden Valley  
STHY 419, Salem, VA, 24153  
Drive Time: 7 Minutes

Latitude: 37.27167  
Longitude: -80.0379



### This site is located in:

<b>City:</b>	Salem city	<b>County:</b>	Salem city
<b>State:</b>	Virginia	<b>Census Tract:</b>	51775010300
<b>ZIP Code:</b>	24153	<b>Census Block</b>	517750103002
<b>CBSA:</b>	Roanoke, VA Metropolitan Statistical Area (40220)		



# Demographic and Income Profile Report

Hidden Valley  
 STHY 419, Salem, VA, 24153  
 Drive Time: 7 minutes

Latitude: 37.27167  
 Longitude: -80.0379

Summary	2000	2010	2015
Population	37,850	38,487	39,019
Households	16,144	16,559	16,855
Families	10,031	9,956	10,046
Average Household Size	2.24	2.21	2.20
Owner Occupied Housing Units	10,089	10,142	10,315
Renter Occupied Housing Units	6,055	6,418	6,540
Median Age	39.4	42.1	42.7

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.28%	0.78%	0.76%
Households	0.36%	0.83%	0.78%
Families	0.18%	0.70%	0.64%
Owner HHs	0.34%	0.85%	0.82%
Median Household Income	3.15%	2.73%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,726	17.0%	2,135	12.9%	1,787	10.6%
\$15,000 - \$24,999	2,715	17.0%	1,468	8.9%	1,205	7.2%
\$25,000 - \$34,999	2,480	15.5%	2,004	12.1%	1,635	9.7%
\$35,000 - \$49,999	2,816	17.6%	2,940	17.8%	2,529	15.0%
\$50,000 - \$74,999	2,908	18.2%	3,973	24.0%	4,398	26.1%
\$75,000 - \$99,999	1,114	7.0%	2,358	14.2%	2,616	15.5%
\$100,000 - \$149,999	842	5.3%	1,179	7.1%	1,896	11.3%
\$150,000 - \$199,999	205	1.3%	297	1.8%	481	2.9%
\$200,000+	212	1.3%	200	1.2%	302	1.8%

Median Household Income	\$35,419	\$48,469	\$56,611
Average Household Income	\$45,858	\$56,480	\$65,203
Per Capita Income	\$19,921	\$25,098	\$29,057

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,220	5.9%	2,200	5.7%	2,226	5.7%
5 - 9	2,388	6.3%	2,052	5.3%	2,067	5.3%
10 - 14	2,339	6.2%	2,006	5.2%	2,021	5.2%
15 - 19	2,554	6.7%	2,681	7.0%	2,447	6.3%
20 - 24	2,495	6.6%	2,734	7.1%	2,710	6.9%
25 - 34	4,608	12.2%	4,468	11.6%	4,739	12.1%
35 - 44	5,421	14.3%	4,425	11.5%	4,266	10.9%
45 - 54	5,275	13.9%	5,409	14.1%	4,860	12.5%
55 - 64	3,574	9.4%	5,098	13.2%	5,400	13.8%
65 - 74	3,417	9.0%	3,317	8.6%	4,241	10.9%
75 - 84	2,629	6.9%	2,768	7.2%	2,654	6.8%
85+	930	2.5%	1,332	3.5%	1,384	3.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	30,052	79.4%	29,981	77.9%	30,106	77.2%
Black Alone	6,613	17.5%	6,766	17.6%	6,878	17.6%
American Indian Alone	55	0.1%	65	0.2%	70	0.2%
Asian Alone	433	1.1%	613	1.6%	718	1.8%
Pacific Islander Alone	9	0.0%	15	0.0%	16	0.0%
Some Other Race Alone	154	0.4%	266	0.7%	307	0.8%
Two or More Races	534	1.4%	781	2.0%	924	2.4%
Hispanic Origin (Any Race)	436	1.2%	893	2.3%	1,136	2.9%

**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.

August 19, 2011

Made with Esri Business Analyst

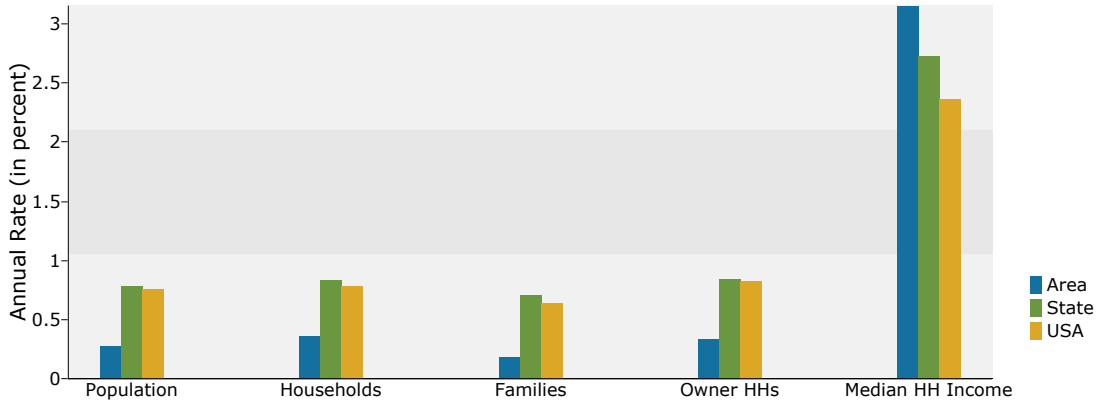


# Demographic and Income Profile Report

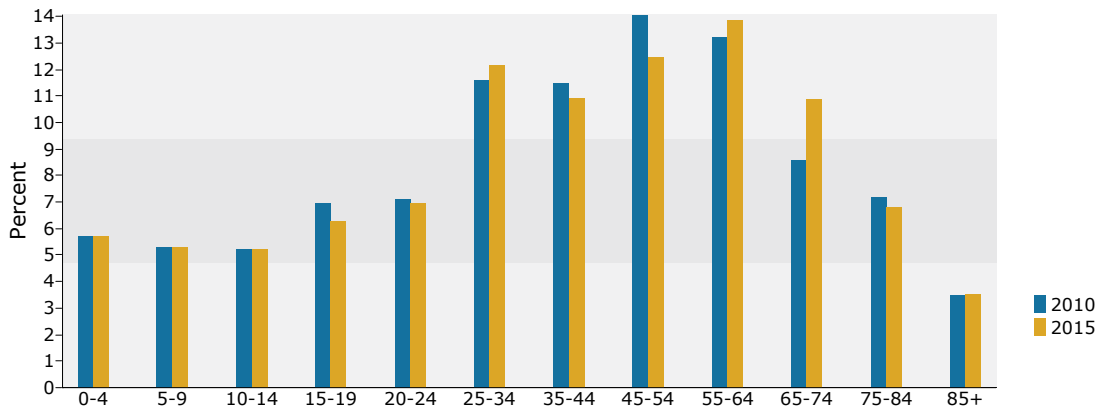
Hidden Valley  
 STHY 419, Salem, VA, 24153  
 Drive Time: 7 minutes

Latitude: 37.27167  
 Longitude: -80.0379

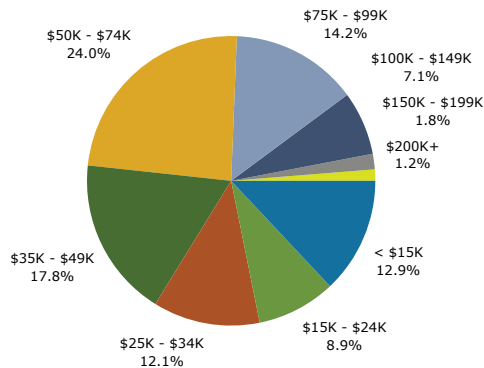
## Trends 2010-2015



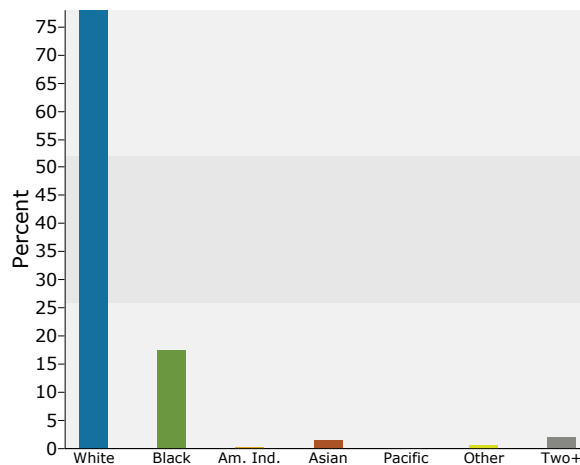
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 2.3%

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

August 19, 2011

Made with Esri Business Analyst



# Site Details Map

Hidden Valley  
STHY 419, Salem, VA, 24153  
Drive Time: 9 Minutes

Latitude: 37.27167  
Longitude: -80.0379



### This site is located in:

<b>City:</b>	Salem city	<b>County:</b>	Salem city
<b>State:</b>	Virginia	<b>Census Tract:</b>	51775010300
<b>ZIP Code:</b>	24153	<b>Census Block</b>	517750103002
<b>CBSA:</b>	Roanoke, VA Metropolitan Statistical Area (40220)		



# Demographic and Income Profile Report

Hidden Valley  
 STHY 419, Salem, VA, 24153  
 Drive Time: 9 minutes

Latitude: 37.27167  
 Longitude: -80.0379

Summary	2000	2010	2015
Population	66,058	66,777	67,551
Households	27,866	28,500	28,954
Families	17,631	17,499	17,636
Average Household Size	2.29	2.26	2.25
Owner Occupied Housing Units	17,849	17,930	18,165
Renter Occupied Housing Units	10,017	10,569	10,789
Median Age	38.6	41.1	41.5

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.23%	0.78%	0.76%
Households	0.32%	0.83%	0.78%
Families	0.16%	0.70%	0.64%
Owner HHs	0.26%	0.85%	0.82%
Median Household Income	2.97%	2.73%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	4,505	16.1%	3,419	12.0%	2,843	9.8%
\$15,000 - \$24,999	4,277	15.3%	2,469	8.7%	2,009	6.9%
\$25,000 - \$34,999	4,288	15.3%	3,249	11.4%	2,612	9.0%
\$35,000 - \$49,999	5,042	18.0%	4,887	17.2%	4,228	14.6%
\$50,000 - \$74,999	5,457	19.5%	7,086	24.9%	7,740	26.7%
\$75,000 - \$99,999	2,221	7.9%	4,501	15.8%	4,936	17.1%
\$100,000 - \$149,999	1,459	5.2%	2,065	7.2%	3,284	11.3%
\$150,000 - \$199,999	334	1.2%	485	1.7%	779	2.7%
\$200,000+	369	1.3%	335	1.2%	519	1.8%

Median Household Income	\$37,515	\$50,611	\$58,596
Average Household Income	\$47,561	\$57,749	\$66,263
Per Capita Income	\$20,468	\$25,326	\$29,166

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,011	6.1%	3,923	5.9%	3,941	5.8%
5 - 9	4,379	6.6%	3,767	5.6%	3,780	5.6%
10 - 14	4,272	6.5%	3,694	5.5%	3,728	5.5%
15 - 19	4,366	6.6%	4,591	6.9%	4,184	6.2%
20 - 24	4,059	6.1%	4,702	7.0%	4,642	6.9%
25 - 34	8,517	12.9%	7,864	11.8%	8,650	12.8%
35 - 44	9,848	14.9%	8,084	12.1%	7,520	11.1%
45 - 54	9,434	14.3%	9,648	14.4%	8,706	12.9%
55 - 64	6,106	9.2%	8,840	13.2%	9,346	13.8%
65 - 74	5,560	8.4%	5,388	8.1%	6,923	10.2%
75 - 84	4,141	6.3%	4,261	6.4%	4,042	6.0%
85+	1,369	2.1%	2,016	3.0%	2,091	3.1%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	51,236	77.6%	50,608	75.8%	50,608	74.9%
Black Alone	12,694	19.2%	13,018	19.5%	13,288	19.7%
American Indian Alone	97	0.1%	112	0.2%	120	0.2%
Asian Alone	760	1.2%	1,089	1.6%	1,270	1.9%
Pacific Islander Alone	19	0.0%	35	0.1%	37	0.1%
Some Other Race Alone	298	0.5%	514	0.8%	587	0.9%
Two or More Races	955	1.4%	1,401	2.1%	1,642	2.4%
Hispanic Origin (Any Race)	748	1.1%	1,528	2.3%	1,916	2.8%

**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.

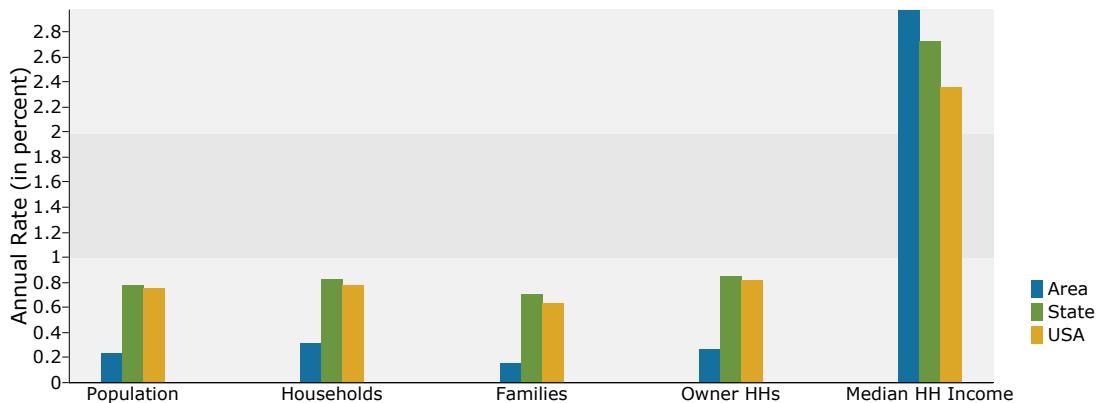
August 19, 2011

Made with Esri Business Analyst

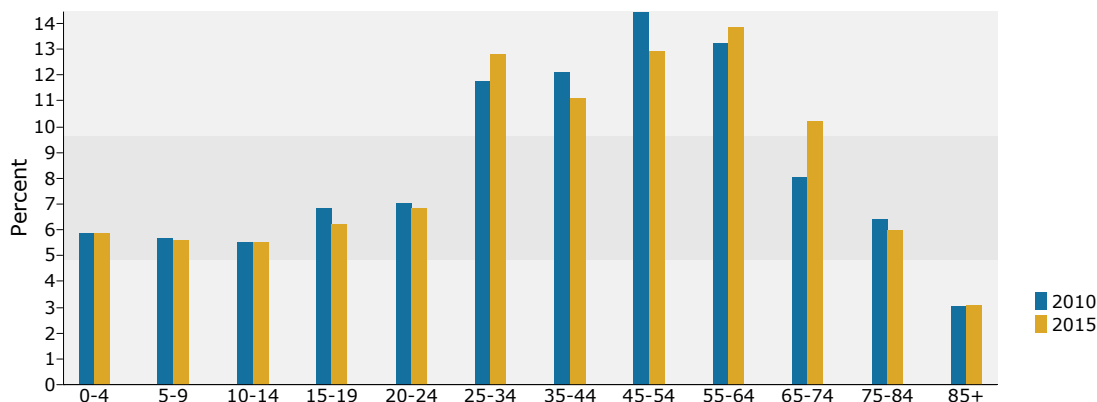
Hidden Valley  
 STHY 419, Salem, VA, 24153  
 Drive Time: 9 minutes

Latitude: 37.27167  
 Longitude: -80.0379

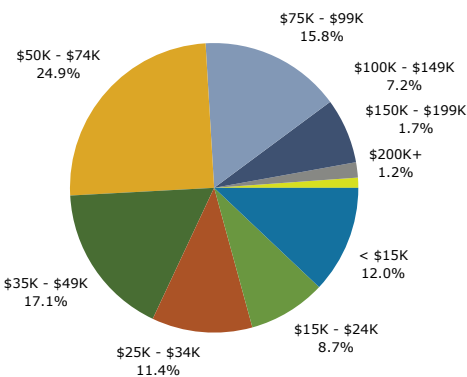
## Trends 2010-2015



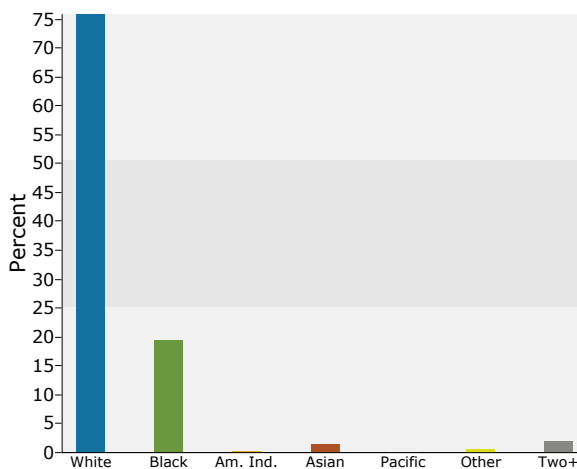
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 2.3%

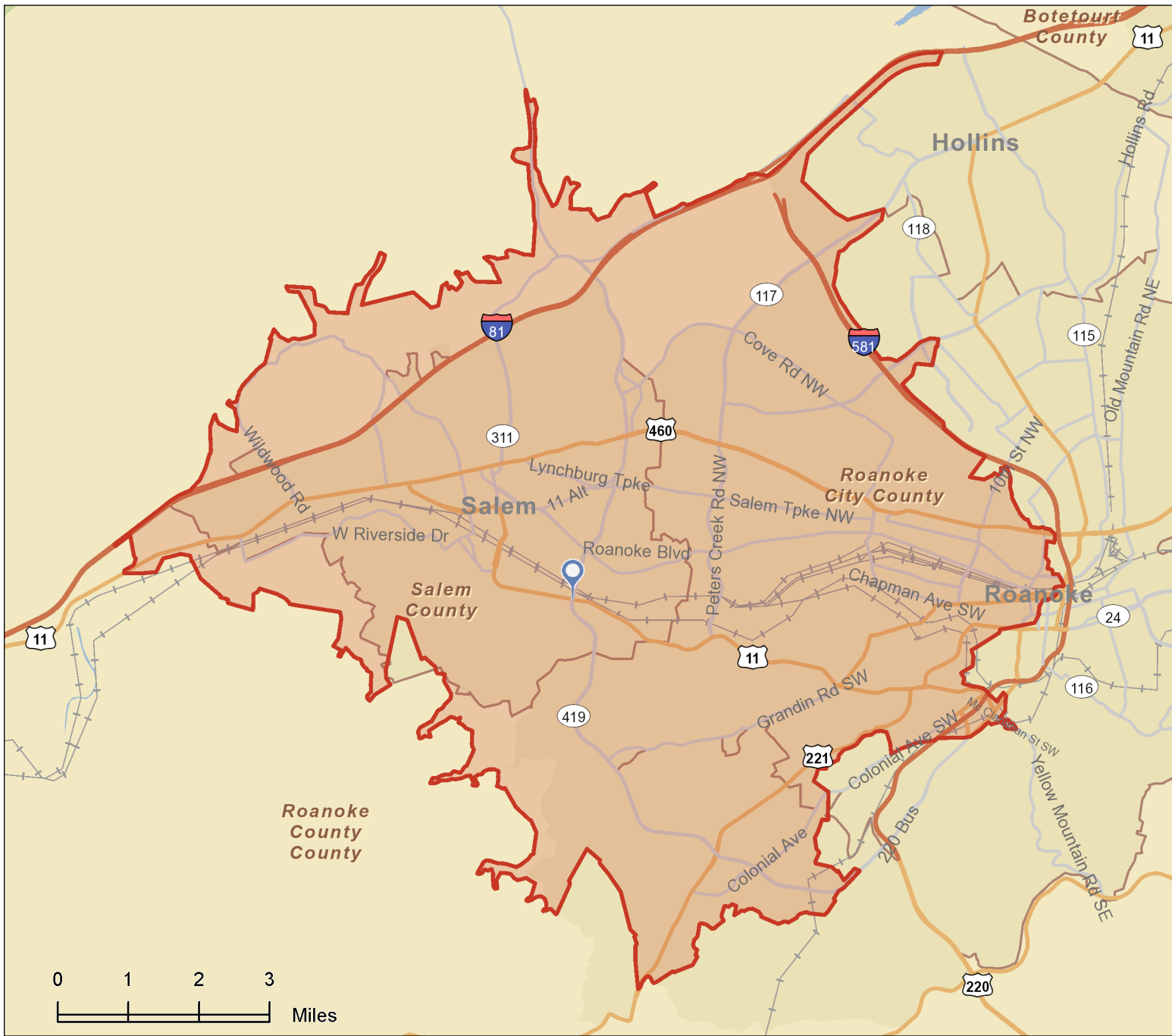
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Site Details Map

Hidden Valley  
STHY 419, Salem, VA, 24153  
Drive Time: 11 Minutes

Latitude: 37.27167  
Longitude: -80.0379



### This site is located in:

<b>City:</b>	Salem city	<b>County:</b>	Salem city
<b>State:</b>	Virginia	<b>Census Tract:</b>	51775010300
<b>ZIP Code:</b>	24153	<b>Census Block</b>	517750103002
<b>CBSA:</b>	Roanoke, VA Metropolitan Statistical Area (40220)		



# Demographic and Income Profile Report

Hidden Valley  
 STHY 419, Salem, VA, 24153  
 Drive Time: 11 minutes

Latitude: 37.27167  
 Longitude: -80.0379

Summary	2000	2010	2015
Population	95,299	95,879	96,830
Households	39,841	40,616	41,205
Families	25,056	24,770	24,923
Average Household Size	2.30	2.26	2.26
Owner Occupied Housing Units	25,411	25,447	25,764
Renter Occupied Housing Units	14,429	15,168	15,441
Median Age	38.6	41.3	41.8

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.20%	0.78%	0.76%
Households	0.29%	0.83%	0.78%
Families	0.12%	0.70%	0.64%
Owner HHs	0.25%	0.85%	0.82%
Median Household Income	2.96%	2.73%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	6,825	17.1%	5,277	13.0%	4,411	10.7%
\$15,000 - \$24,999	6,254	15.7%	3,833	9.4%	3,138	7.6%
\$25,000 - \$34,999	6,003	15.1%	4,520	11.1%	3,683	8.9%
\$35,000 - \$49,999	7,255	18.2%	7,017	17.3%	6,286	15.3%
\$50,000 - \$74,999	7,465	18.7%	9,695	23.9%	10,441	25.3%
\$75,000 - \$99,999	3,189	8.0%	6,300	15.5%	6,935	16.8%
\$100,000 - \$149,999	1,942	4.9%	2,881	7.1%	4,560	11.1%
\$150,000 - \$199,999	436	1.1%	651	1.6%	1,028	2.5%
\$200,000+	479	1.2%	436	1.1%	719	1.7%

Median Household Income	\$36,513	\$49,153	\$56,874
Average Household Income	\$46,605	\$56,447	\$64,862
Per Capita Income	\$19,999	\$24,768	\$28,588

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,632	5.9%	5,485	5.7%	5,501	5.7%
5 - 9	6,344	6.7%	5,413	5.6%	5,419	5.6%
10 - 14	6,212	6.5%	5,362	5.6%	5,424	5.6%
15 - 19	6,068	6.4%	6,481	6.8%	5,827	6.0%
20 - 24	5,617	5.9%	6,518	6.8%	6,508	6.7%
25 - 34	12,668	13.3%	11,281	11.8%	12,365	12.8%
35 - 44	14,504	15.2%	12,023	12.5%	11,031	11.4%
45 - 54	13,760	14.4%	14,092	14.7%	12,774	13.2%
55 - 64	8,743	9.2%	12,807	13.4%	13,568	14.0%
65 - 74	7,811	8.2%	7,581	7.9%	9,824	10.1%
75 - 84	5,914	6.2%	5,920	6.2%	5,594	5.8%
85+	2,023	2.1%	2,919	3.0%	2,997	3.1%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	69,309	72.7%	68,376	71.3%	68,338	70.6%
Black Alone	22,831	24.0%	22,839	23.8%	23,100	23.9%
American Indian Alone	137	0.1%	159	0.2%	171	0.2%
Asian Alone	1,126	1.2%	1,603	1.7%	1,863	1.9%
Pacific Islander Alone	24	0.0%	47	0.0%	49	0.1%
Some Other Race Alone	492	0.5%	847	0.9%	967	1.0%
Two or More Races	1,380	1.4%	2,007	2.1%	2,342	2.4%
Hispanic Origin (Any Race)	1,153	1.2%	2,338	2.4%	2,903	3.0%

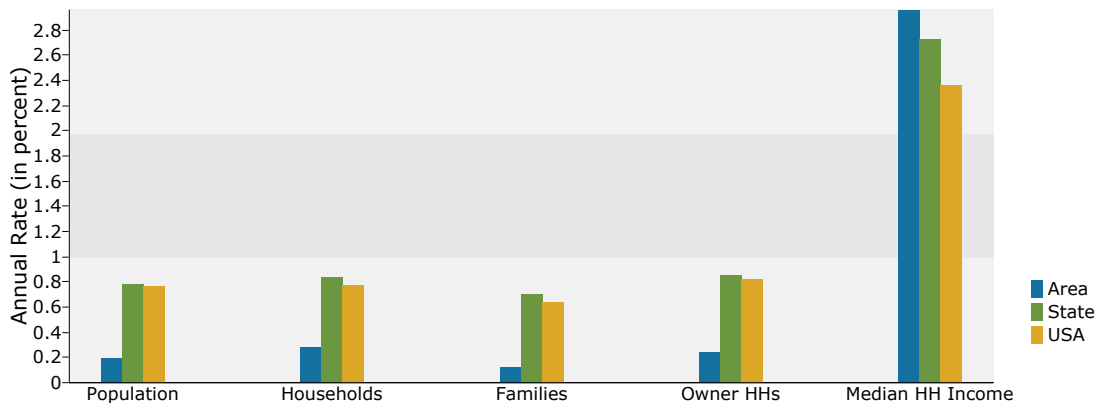
**Data Note:** Income is expressed in current dollars

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

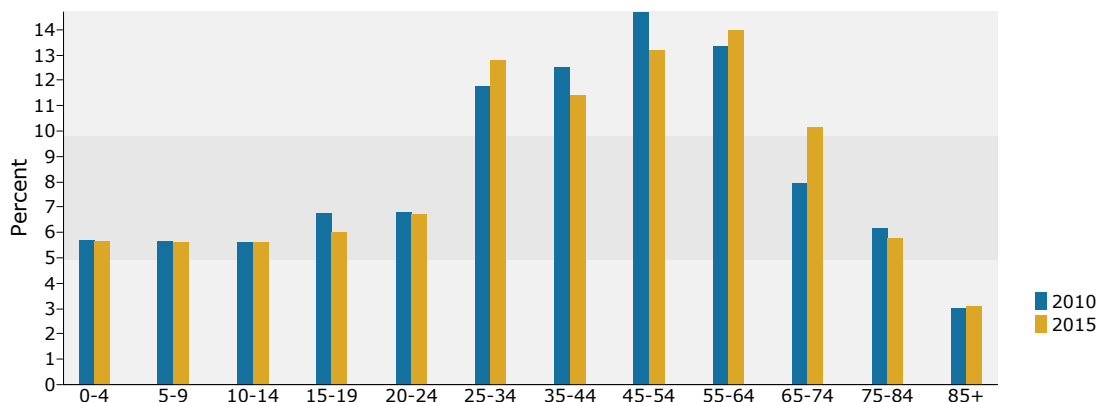
August 19, 2011

Made with Esri Business Analyst

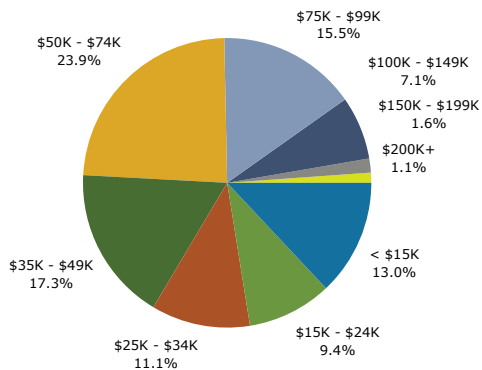
## Trends 2010-2015



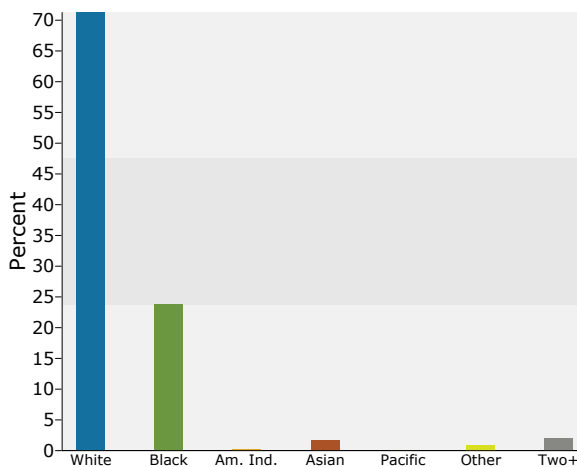
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 2.4%

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