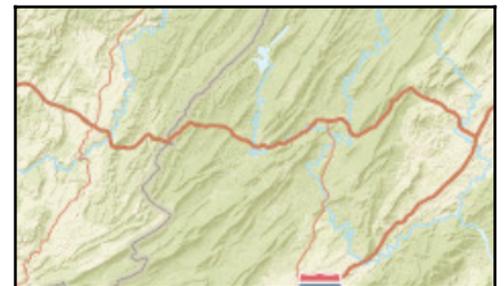
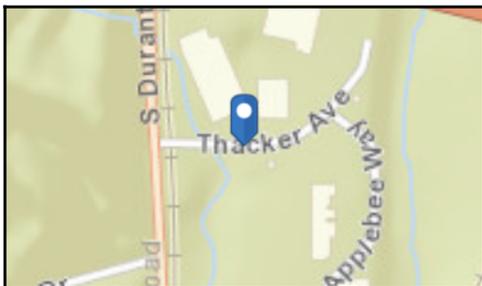
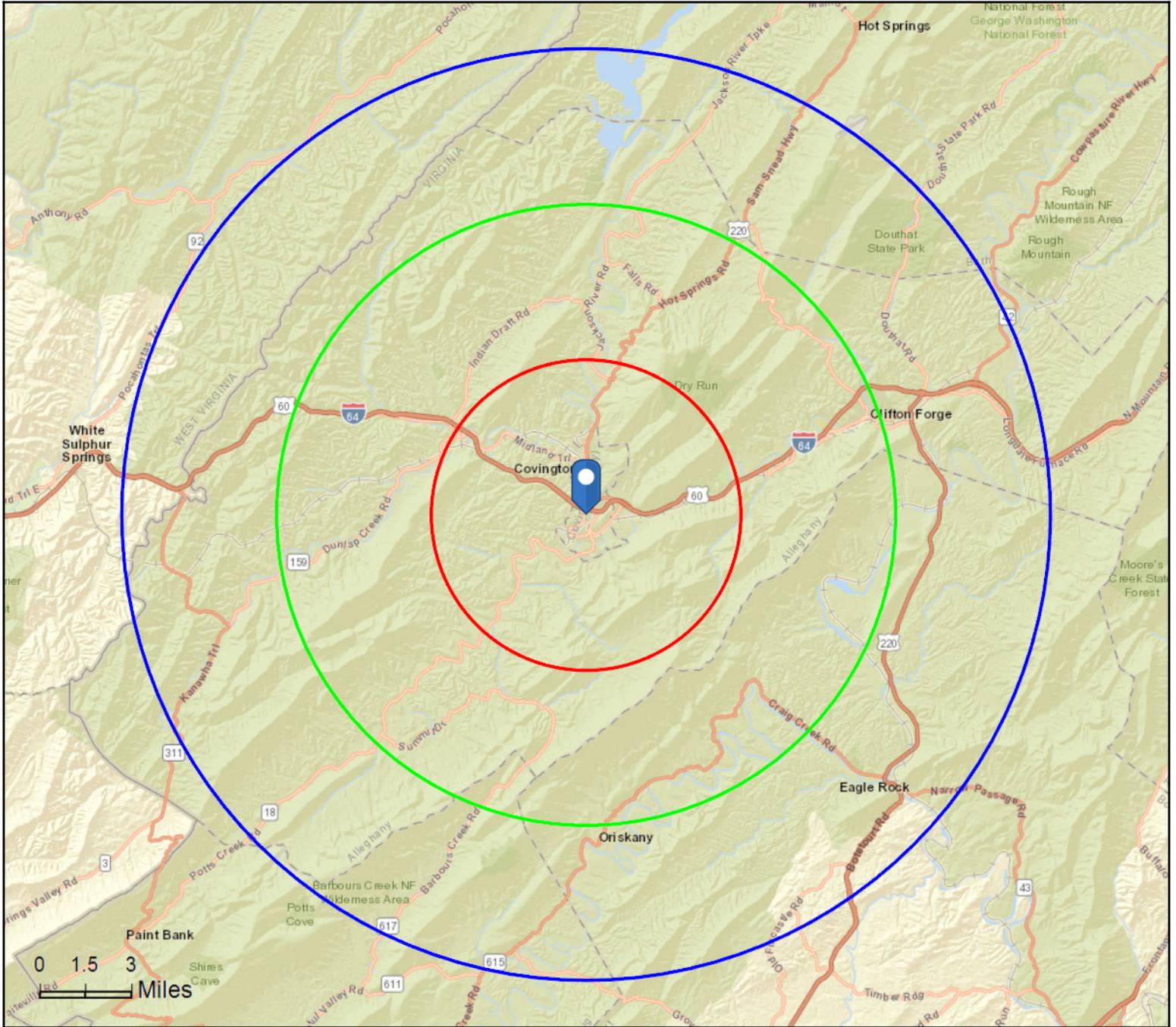


Riverbend Plaza  
313 Thacker Ave, Covington, Virginia, 24426  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 37.77027  
Longitude: -79.99122





# Community Profile

Riverbend Plaza  
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	5 miles	10 miles	15 miles
<b>Population Summary</b>			
2000 Total Population	10,250	18,390	27,316
2010 Total Population	9,837	17,447	26,099
2019 Total Population	9,535	16,880	25,498
2019 Group Quarters	105	194	429
2024 Total Population	9,238	16,353	24,839
2019-2024 Annual Rate	-0.63%	-0.63%	-0.52%
2019 Total Daytime Population	9,265	17,429	24,612
Workers	3,876	7,683	9,974
Residents	5,389	9,746	14,638
<b>Household Summary</b>			
2000 Households	4,440	7,779	11,381
2000 Average Household Size	2.30	2.34	2.35
2010 Households	4,282	7,534	11,175
2010 Average Household Size	2.27	2.29	2.30
2019 Households	4,148	7,289	10,914
2019 Average Household Size	2.27	2.29	2.30
2024 Households	4,018	7,059	10,625
2024 Average Household Size	2.27	2.29	2.30
2019-2024 Annual Rate	-0.63%	-0.64%	-0.54%
2010 Families	2,746	4,860	7,286
2010 Average Family Size	2.83	2.84	2.83
2019 Families	2,633	4,655	7,040
2019 Average Family Size	2.84	2.85	2.84
2024 Families	2,540	4,490	6,827
2024 Average Family Size	2.84	2.85	2.85
2019-2024 Annual Rate	-0.72%	-0.72%	-0.61%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,931	8,804	13,095
Owner Occupied Housing Units	66.9%	66.6%	67.4%
Renter Occupied Housing Units	23.2%	21.8%	19.5%
Vacant Housing Units	10.0%	11.6%	13.1%
2010 Housing Units	4,902	8,852	13,425
Owner Occupied Housing Units	64.6%	63.6%	63.3%
Renter Occupied Housing Units	22.7%	21.5%	20.0%
Vacant Housing Units	12.6%	14.9%	16.8%
2019 Housing Units	4,836	8,763	13,419
Owner Occupied Housing Units	66.2%	61.4%	59.9%
Renter Occupied Housing Units	19.6%	21.8%	21.4%
Vacant Housing Units	14.2%	16.8%	18.7%
2024 Housing Units	4,805	8,748	13,440
Owner Occupied Housing Units	65.1%	60.0%	58.7%
Renter Occupied Housing Units	18.5%	20.7%	20.4%
Vacant Housing Units	16.4%	19.3%	20.9%
<b>Median Household Income</b>			
2019	\$43,209	\$45,749	\$46,897
2024	\$49,005	\$51,928	\$52,858
<b>Median Home Value</b>			
2019	\$93,836	\$103,629	\$114,521
2024	\$99,116	\$113,486	\$125,016
<b>Per Capita Income</b>			
2019	\$24,615	\$25,324	\$25,593
2024	\$28,048	\$29,046	\$29,377
<b>Median Age</b>			
2010	43.8	44.4	45.2
2019	46.1	47.1	47.8
2024	47.0	48.4	49.3

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	4,148	7,289	10,914
<\$15,000	15.4%	15.5%	15.4%
\$15,000 - \$24,999	12.7%	12.7%	12.4%
\$25,000 - \$34,999	11.9%	9.9%	9.3%
\$35,000 - \$49,999	16.1%	15.2%	15.4%
\$50,000 - \$74,999	19.0%	19.5%	19.5%
\$75,000 - \$99,999	12.3%	12.9%	12.9%
\$100,000 - \$149,999	8.7%	9.5%	10.3%
\$150,000 - \$199,999	2.6%	3.3%	3.4%
\$200,000+	1.5%	1.4%	1.4%
Average Household Income	\$56,920	\$58,771	\$59,662
<b>2024 Households by Income</b>			
Household Income Base	4,018	7,059	10,625
<\$15,000	13.6%	13.5%	13.3%
\$15,000 - \$24,999	10.8%	10.7%	10.5%
\$25,000 - \$34,999	10.1%	8.4%	7.8%
\$35,000 - \$49,999	16.2%	15.1%	15.2%
\$50,000 - \$74,999	19.3%	19.7%	19.5%
\$75,000 - \$99,999	13.9%	14.5%	14.5%
\$100,000 - \$149,999	10.7%	11.7%	12.7%
\$150,000 - \$199,999	3.6%	4.7%	4.9%
\$200,000+	1.7%	1.6%	1.6%
Average Household Income	\$64,876	\$67,431	\$68,534
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,202	5,383	8,042
<\$50,000	18.1%	15.9%	14.0%
\$50,000 - \$99,999	36.5%	32.7%	30.1%
\$100,000 - \$149,999	18.1%	19.7%	20.2%
\$150,000 - \$199,999	10.1%	12.0%	13.6%
\$200,000 - \$249,999	5.8%	6.8%	7.3%
\$250,000 - \$299,999	4.6%	5.7%	6.8%
\$300,000 - \$399,999	2.6%	3.5%	4.3%
\$400,000 - \$499,999	1.5%	1.4%	1.3%
\$500,000 - \$749,999	2.1%	1.8%	1.8%
\$750,000 - \$999,999	0.6%	0.5%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$133,263	\$139,910	\$147,939
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,128	5,249	7,889
<\$50,000	16.2%	14.2%	12.4%
\$50,000 - \$99,999	34.4%	30.4%	27.6%
\$100,000 - \$149,999	18.5%	19.8%	20.1%
\$150,000 - \$199,999	10.4%	12.1%	13.7%
\$200,000 - \$249,999	6.3%	7.3%	7.9%
\$250,000 - \$299,999	5.5%	6.9%	8.1%
\$300,000 - \$399,999	3.0%	4.2%	5.2%
\$400,000 - \$499,999	2.0%	1.8%	1.7%
\$500,000 - \$749,999	2.8%	2.5%	2.5%
\$750,000 - \$999,999	1.0%	0.8%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$145,596	\$152,585	\$162,307

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Riverbend Plaza  
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Prepared by Esri  
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	5 miles	10 miles	15 miles
<b>2010 Population by Age</b>			
Total	9,839	17,448	26,099
0 - 4	5.3%	5.0%	4.9%
5 - 9	5.8%	5.8%	5.7%
10 - 14	6.4%	6.4%	6.2%
15 - 24	11.2%	11.2%	11.0%
25 - 34	10.1%	9.6%	9.4%
35 - 44	12.7%	12.8%	12.5%
45 - 54	15.2%	15.4%	15.6%
55 - 64	14.4%	14.6%	15.0%
65 - 74	10.6%	10.9%	11.1%
75 - 84	5.9%	5.9%	6.1%
85 +	2.3%	2.4%	2.5%
18 +	78.5%	78.6%	79.1%
<b>2019 Population by Age</b>			
Total	9,535	16,880	25,500
0 - 4	4.8%	4.5%	4.5%
5 - 9	5.3%	5.0%	4.9%
10 - 14	5.5%	5.4%	5.4%
15 - 24	10.5%	10.5%	10.2%
25 - 34	11.2%	10.9%	10.5%
35 - 44	11.4%	10.9%	10.8%
45 - 54	12.9%	13.5%	13.4%
55 - 64	14.9%	15.3%	15.8%
65 - 74	13.6%	13.8%	14.2%
75 - 84	7.4%	7.4%	7.4%
85 +	2.6%	2.7%	2.7%
18 +	81.1%	81.6%	81.8%
<b>2024 Population by Age</b>			
Total	9,239	16,353	24,839
0 - 4	4.8%	4.4%	4.4%
5 - 9	5.2%	4.9%	4.8%
10 - 14	5.6%	5.4%	5.4%
15 - 24	10.0%	9.9%	9.8%
25 - 34	10.5%	10.3%	9.8%
35 - 44	11.7%	11.2%	11.1%
45 - 54	12.0%	12.3%	12.2%
55 - 64	14.1%	14.8%	15.2%
65 - 74	14.2%	14.6%	15.0%
75 - 84	9.3%	9.3%	9.4%
85 +	2.8%	2.9%	2.9%
18 +	81.0%	81.8%	82.0%
<b>2010 Population by Sex</b>			
Males	4,771	8,534	12,815
Females	5,066	8,913	13,284
<b>2019 Population by Sex</b>			
Males	4,641	8,299	12,593
Females	4,893	8,581	12,905
<b>2024 Population by Sex</b>			
Males	4,504	8,058	12,299
Females	4,734	8,295	12,539

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	5 miles	10 miles	15 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	9,837	17,447	26,099
White Alone	88.3%	90.0%	91.2%
Black Alone	9.0%	7.4%	6.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.5%	0.4%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.3%
Two or More Races	1.6%	1.5%	1.4%
Hispanic Origin	1.4%	1.3%	1.2%
Diversity Index	23.4	20.4	18.4
<b>2019 Population by Race/Ethnicity</b>			
Total	9,535	16,880	25,497
White Alone	86.6%	88.6%	90.0%
Black Alone	9.4%	7.7%	6.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.9%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.6%	0.6%	0.5%
Two or More Races	2.1%	2.1%	2.1%
Hispanic Origin	1.9%	1.8%	1.7%
Diversity Index	26.9	23.6	21.4
<b>2024 Population by Race/Ethnicity</b>			
Total	9,237	16,353	24,837
White Alone	85.7%	87.9%	89.3%
Black Alone	9.5%	7.7%	6.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.2%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.7%	0.6%	0.6%
Two or More Races	2.5%	2.5%	2.5%
Hispanic Origin	2.3%	2.2%	2.1%
Diversity Index	28.9	25.5	23.2
<b>2010 Population by Relationship and Household Type</b>			
Total	9,837	17,447	26,099
In Households	98.9%	98.9%	98.4%
In Family Households	81.2%	81.3%	81.2%
Householder	27.8%	27.8%	27.9%
Spouse	20.6%	21.0%	21.4%
Child	28.1%	28.0%	27.5%
Other relative	2.4%	2.5%	2.3%
Nonrelative	2.3%	2.2%	2.1%
In Nonfamily Households	17.8%	17.5%	17.1%
In Group Quarters	1.1%	1.1%	1.6%
Institutionalized Population	1.0%	0.9%	1.5%
Noninstitutionalized Population	0.1%	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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	7,049	12,585	19,105
Less than 9th Grade	4.0%	4.2%	4.5%
9th - 12th Grade, No Diploma	9.5%	9.0%	8.7%
High School Graduate	32.2%	33.5%	33.9%
GED/Alternative Credential	7.7%	7.2%	6.8%
Some College, No Degree	21.6%	20.9%	19.8%
Associate Degree	7.5%	8.7%	10.0%
Bachelor's Degree	11.0%	10.0%	10.2%
Graduate/Professional Degree	6.4%	6.4%	6.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	8,046	14,359	21,716
Never Married	22.9%	24.0%	24.9%
Married	55.4%	53.1%	53.1%
Widowed	10.7%	11.4%	10.1%
Divorced	11.0%	11.6%	11.9%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.7%	96.7%	97.0%
Civilian Unemployed (Unemployment Rate)	2.3%	3.3%	3.0%
<b>2019 Employed Population 16+ by Industry</b>			
Total	4,063	7,068	10,829
Agriculture/Mining	1.2%	1.5%	1.3%
Construction	8.0%	8.4%	8.0%
Manufacturing	21.5%	20.7%	18.7%
Wholesale Trade	1.3%	1.2%	1.1%
Retail Trade	14.0%	12.9%	11.8%
Transportation/Utilities	4.9%	5.2%	6.2%
Information	2.7%	2.2%	1.8%
Finance/Insurance/Real Estate	2.3%	3.4%	4.5%
Services	38.2%	39.7%	42.1%
Public Administration	6.0%	4.8%	4.6%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	4,064	7,068	10,831
White Collar	52.3%	51.3%	49.7%
Management/Business/Financial	7.9%	8.2%	9.1%
Professional	15.6%	16.0%	15.5%
Sales	10.6%	10.6%	9.7%
Administrative Support	18.2%	16.5%	15.4%
Services	17.2%	17.4%	19.1%
Blue Collar	30.5%	31.3%	31.1%
Farming/Forestry/Fishing	0.5%	0.7%	0.7%
Construction/Extraction	6.2%	6.9%	6.3%
Installation/Maintenance/Repair	4.1%	4.9%	5.2%
Production	10.8%	10.8%	10.2%
Transportation/Material Moving	8.8%	8.1%	8.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,837	17,447	26,099
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	78.4%	64.7%	53.7%
Rural Population	21.6%	35.3%	46.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	4,282	7,534	11,176
Households with 1 Person	31.9%	31.2%	30.5%
Households with 2+ People	68.1%	68.8%	69.5%
Family Households	64.1%	64.5%	65.2%
Husband-wife Families	47.6%	48.7%	50.0%
With Related Children	17.4%	17.7%	17.9%
Other Family (No Spouse Present)	16.5%	15.8%	15.2%
Other Family with Male Householder	4.7%	4.9%	4.8%
With Related Children	2.7%	2.9%	2.8%
Other Family with Female Householder	11.8%	10.9%	10.4%
With Related Children	7.6%	6.8%	6.5%
Nonfamily Households	4.0%	4.3%	4.3%
All Households with Children	28.0%	27.8%	27.6%
Multigenerational Households	3.0%	3.0%	3.0%
Unmarried Partner Households	6.4%	6.2%	5.9%
Male-female	6.0%	5.7%	5.5%
Same-sex	0.4%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	4,282	7,535	11,175
1 Person Household	31.9%	31.2%	30.5%
2 Person Household	34.9%	35.8%	36.6%
3 Person Household	15.9%	15.5%	15.6%
4 Person Household	10.6%	10.6%	10.5%
5 Person Household	4.4%	4.7%	4.6%
6 Person Household	1.6%	1.5%	1.6%
7 + Person Household	0.6%	0.7%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,282	7,534	11,175
Owner Occupied	74.0%	74.7%	76.0%
Owned with a Mortgage/Loan	39.1%	39.6%	40.4%
Owned Free and Clear	34.8%	35.1%	35.7%
Renter Occupied	26.0%	25.3%	24.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,902	8,852	13,425
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	79.6%	65.3%	52.7%
Rural Housing Units	20.4%	34.7%	47.3%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	5 miles	10 miles	15 miles
<b>Top 3 Tapestry Segments</b>			
1.	Heartland Communities (6F)	Heartland Communities (6F)	Rooted Rural (10B)
2.	Midlife Constants (5E)	Midlife Constants (5E)	Heartland Communities (6F)
3.	Rural Bypasses (10E)	Rooted Rural (10B)	Salt of the Earth (6B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,593,752	\$10,211,752	\$15,545,890
Average Spent	\$1,348.54	\$1,400.98	\$1,424.40
Spending Potential Index	63	65	66
Education: Total \$	\$3,874,665	\$6,990,883	\$10,562,626
Average Spent	\$934.10	\$959.10	\$967.81
Spending Potential Index	59	60	61
Entertainment/Recreation: Total \$	\$9,472,578	\$17,337,407	\$26,503,284
Average Spent	\$2,283.65	\$2,378.57	\$2,428.37
Spending Potential Index	70	73	74
Food at Home: Total \$	\$14,903,853	\$27,427,155	\$42,002,708
Average Spent	\$3,593.02	\$3,762.81	\$3,848.52
Spending Potential Index	69	73	74
Food Away from Home: Total \$	\$9,769,552	\$17,837,789	\$27,185,182
Average Spent	\$2,355.24	\$2,447.22	\$2,490.85
Spending Potential Index	64	67	68
Health Care: Total \$	\$18,500,718	\$33,809,915	\$51,661,591
Average Spent	\$4,460.15	\$4,638.48	\$4,733.52
Spending Potential Index	75	78	80
HH Furnishings & Equipment: Total \$	\$5,770,399	\$10,472,934	\$15,918,475
Average Spent	\$1,391.13	\$1,436.81	\$1,458.54
Spending Potential Index	65	67	68
Personal Care Products & Services: Total \$	\$2,338,296	\$4,223,097	\$6,397,192
Average Spent	\$563.72	\$579.38	\$586.15
Spending Potential Index	64	65	66
Shelter: Total \$	\$46,352,762	\$83,164,566	\$125,000,775
Average Spent	\$11,174.73	\$11,409.60	\$11,453.25
Spending Potential Index	60	62	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,114,204	\$13,025,292	\$19,936,220
Average Spent	\$1,715.09	\$1,786.98	\$1,826.66
Spending Potential Index	69	72	74
Travel: Total \$	\$5,730,905	\$10,308,160	\$15,609,834
Average Spent	\$1,381.61	\$1,414.21	\$1,430.26
Spending Potential Index	62	63	64
Vehicle Maintenance & Repairs: Total \$	\$3,275,746	\$5,979,534	\$9,110,286
Average Spent	\$789.72	\$820.35	\$834.73
Spending Potential Index	69	72	73

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.