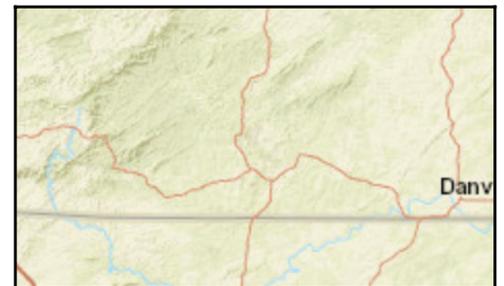
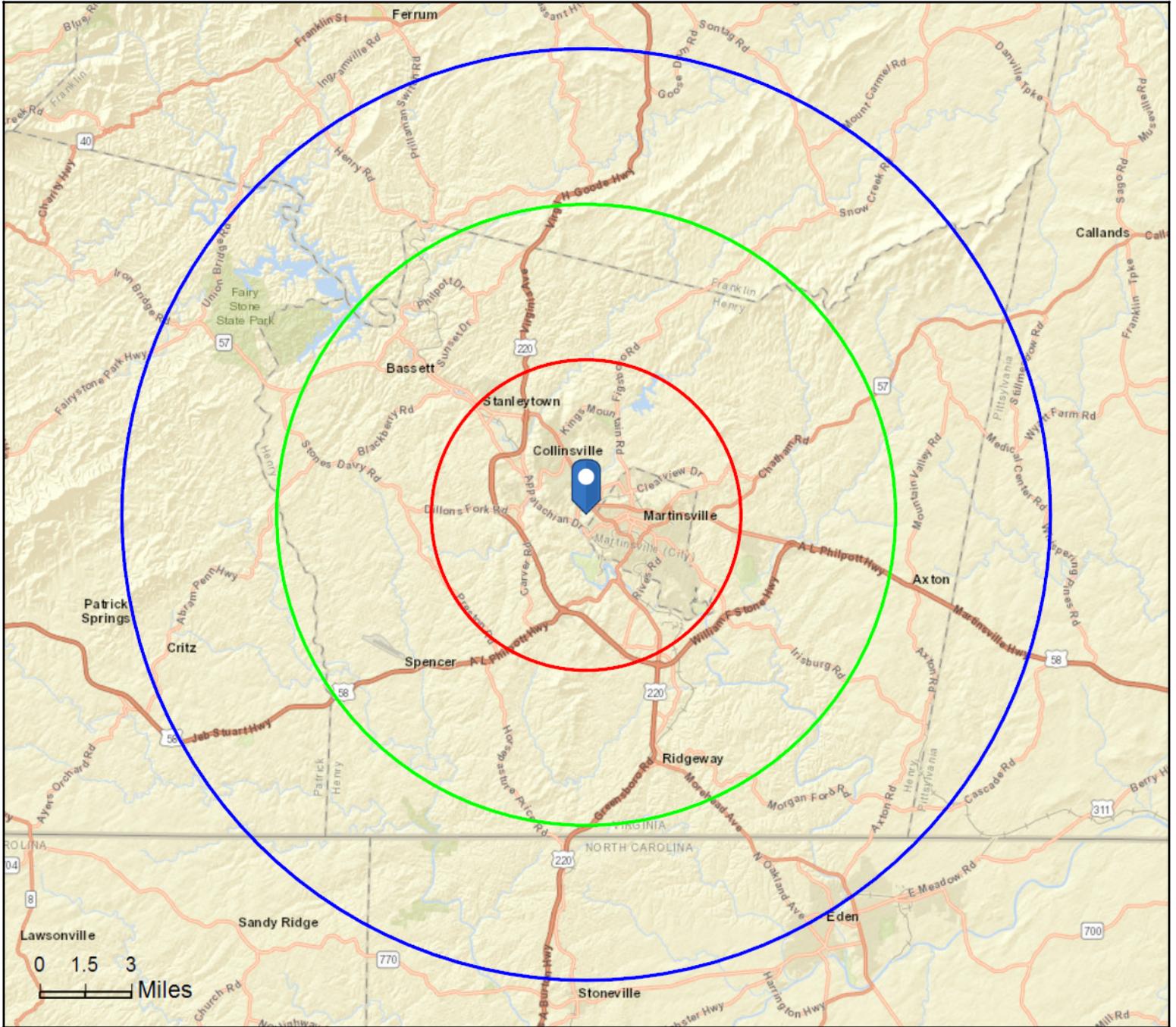


Mountain View Plaza  
976 Commonwealth Blvd, Martinsville, Virginia, 24112  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.69296  
Longitude: -79.90178





# Community Profile

Mountain View Plaza  
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	5 miles	10 miles	15 miles
<b>Population Summary</b>			
2000 Total Population	37,686	68,472	94,700
2010 Total Population	34,519	63,634	90,077
2019 Total Population	33,536	62,116	88,341
2019 Group Quarters	734	939	1,081
2024 Total Population	32,555	60,473	86,465
2019-2024 Annual Rate	-0.59%	-0.53%	-0.43%
2019 Total Daytime Population	40,372	62,187	79,567
Workers	21,136	26,127	28,583
Residents	19,236	36,060	50,984
<b>Household Summary</b>			
2000 Households	15,932	28,507	39,028
2000 Average Household Size	2.30	2.36	2.39
2010 Households	15,076	27,424	38,277
2010 Average Household Size	2.24	2.29	2.33
2019 Households	14,657	26,869	37,645
2019 Average Household Size	2.24	2.28	2.32
2024 Households	14,230	26,186	36,873
2024 Average Household Size	2.24	2.27	2.32
2019-2024 Annual Rate	-0.59%	-0.51%	-0.41%
2010 Families	9,304	17,842	25,333
2010 Average Family Size	2.85	2.83	2.85
2019 Families	8,950	17,317	24,676
2019 Average Family Size	2.85	2.83	2.85
2024 Families	8,650	16,811	24,079
2024 Average Family Size	2.86	2.83	2.85
2019-2024 Annual Rate	-0.68%	-0.59%	-0.49%
<b>Housing Unit Summary</b>			
2000 Housing Units	17,514	31,043	42,869
Owner Occupied Housing Units	60.4%	66.7%	68.0%
Renter Occupied Housing Units	30.6%	25.1%	23.1%
Vacant Housing Units	9.0%	8.2%	9.0%
2010 Housing Units	17,481	31,347	44,234
Owner Occupied Housing Units	54.7%	61.1%	61.9%
Renter Occupied Housing Units	31.5%	26.4%	24.6%
Vacant Housing Units	13.8%	12.5%	13.5%
2019 Housing Units	17,299	31,256	44,275
Owner Occupied Housing Units	51.2%	57.8%	58.9%
Renter Occupied Housing Units	33.6%	28.2%	26.1%
Vacant Housing Units	15.3%	14.0%	15.0%
2024 Housing Units	17,264	31,260	44,421
Owner Occupied Housing Units	50.4%	56.9%	58.0%
Renter Occupied Housing Units	32.0%	26.8%	25.0%
Vacant Housing Units	17.6%	16.2%	17.0%
<b>Median Household Income</b>			
2019	\$33,928	\$35,291	\$36,463
2024	\$36,373	\$37,341	\$38,963
<b>Median Home Value</b>			
2019	\$94,018	\$96,771	\$99,253
2024	\$103,334	\$109,646	\$112,669
<b>Per Capita Income</b>			
2019	\$21,945	\$21,423	\$21,352
2024	\$23,607	\$23,016	\$23,223
<b>Median Age</b>			
2010	44.0	44.5	44.0
2019	45.9	46.7	46.2
2024	46.3	47.6	47.3

**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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	5 miles	10 miles	15 miles
<b>2019 Households by Income</b>			
Household Income Base	14,657	26,869	37,645
<\$15,000	21.4%	19.4%	18.8%
\$15,000 - \$24,999	14.3%	15.1%	14.6%
\$25,000 - \$34,999	15.5%	15.0%	14.6%
\$35,000 - \$49,999	14.7%	15.8%	15.7%
\$50,000 - \$74,999	16.2%	16.7%	18.1%
\$75,000 - \$99,999	7.9%	8.8%	8.9%
\$100,000 - \$149,999	6.2%	6.2%	6.4%
\$150,000 - \$199,999	1.8%	1.5%	1.7%
\$200,000+	1.8%	1.5%	1.3%
Average Household Income	\$49,826	\$49,465	\$49,990
<b>2024 Households by Income</b>			
Household Income Base	14,230	26,186	36,873
<\$15,000	20.0%	18.2%	17.3%
\$15,000 - \$24,999	13.4%	14.2%	13.5%
\$25,000 - \$34,999	14.6%	14.1%	13.6%
\$35,000 - \$49,999	15.7%	16.8%	16.5%
\$50,000 - \$74,999	17.4%	17.7%	19.2%
\$75,000 - \$99,999	8.5%	9.4%	9.6%
\$100,000 - \$149,999	6.5%	6.5%	7.0%
\$150,000 - \$199,999	1.9%	1.6%	1.9%
\$200,000+	1.9%	1.5%	1.4%
Average Household Income	\$53,605	\$53,089	\$54,325
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	8,853	18,070	26,085
<\$50,000	19.4%	19.2%	18.9%
\$50,000 - \$99,999	34.8%	32.9%	31.6%
\$100,000 - \$149,999	22.4%	21.0%	21.0%
\$150,000 - \$199,999	13.3%	13.2%	13.9%
\$200,000 - \$249,999	3.8%	5.8%	5.6%
\$250,000 - \$299,999	2.5%	2.9%	3.3%
\$300,000 - \$399,999	1.5%	2.6%	3.2%
\$400,000 - \$499,999	1.2%	1.1%	0.9%
\$500,000 - \$749,999	0.6%	0.7%	0.9%
\$750,000 - \$999,999	0.2%	0.3%	0.5%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$117,635	\$124,301	\$129,925
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	8,703	17,800	25,782
<\$50,000	17.1%	16.6%	16.4%
\$50,000 - \$99,999	31.3%	28.9%	27.8%
\$100,000 - \$149,999	24.9%	23.4%	22.6%
\$150,000 - \$199,999	14.6%	14.5%	14.9%
\$200,000 - \$249,999	4.5%	7.0%	6.6%
\$250,000 - \$299,999	3.1%	3.5%	4.0%
\$300,000 - \$399,999	1.8%	3.2%	4.1%
\$400,000 - \$499,999	1.4%	1.3%	1.2%
\$500,000 - \$749,999	0.7%	0.9%	1.3%
\$750,000 - \$999,999	0.2%	0.4%	0.8%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$126,847	\$135,817	\$144,674

**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

Mountain View Plaza  
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	5 miles	10 miles	15 miles
<b>2010 Population by Age</b>			
Total	34,522	63,634	90,078
0 - 4	5.8%	5.5%	5.6%
5 - 9	5.6%	5.6%	5.7%
10 - 14	5.7%	5.8%	6.0%
15 - 24	11.3%	11.0%	11.2%
25 - 34	10.5%	10.0%	10.0%
35 - 44	12.4%	12.7%	13.0%
45 - 54	15.4%	15.8%	15.9%
55 - 64	13.1%	13.9%	13.9%
65 - 74	10.2%	10.7%	10.4%
75 - 84	6.8%	6.5%	6.0%
85 +	3.1%	2.5%	2.2%
18 +	79.1%	79.3%	78.9%
<b>2019 Population by Age</b>			
Total	33,537	62,114	88,341
0 - 4	5.2%	4.9%	5.0%
5 - 9	5.4%	5.3%	5.4%
10 - 14	5.6%	5.5%	5.6%
15 - 24	10.1%	9.7%	9.7%
25 - 34	11.6%	11.5%	11.6%
35 - 44	11.0%	10.9%	11.1%
45 - 54	13.1%	13.4%	13.6%
55 - 64	14.9%	15.5%	15.7%
65 - 74	12.4%	12.9%	12.8%
75 - 84	7.4%	7.3%	6.9%
85 +	3.5%	3.0%	2.6%
18 +	80.7%	81.2%	80.9%
<b>2024 Population by Age</b>			
Total	32,553	60,473	86,464
0 - 4	5.2%	4.9%	4.9%
5 - 9	5.2%	5.1%	5.1%
10 - 14	5.6%	5.6%	5.7%
15 - 24	10.1%	9.8%	9.8%
25 - 34	10.6%	10.2%	10.2%
35 - 44	11.8%	11.7%	11.8%
45 - 54	11.7%	12.0%	12.2%
55 - 64	14.2%	15.1%	15.3%
65 - 74	13.7%	14.0%	14.0%
75 - 84	8.4%	8.6%	8.2%
85 +	3.5%	3.1%	2.8%
18 +	80.6%	81.1%	80.9%
<b>2010 Population by Sex</b>			
Males	16,096	30,288	43,158
Females	18,423	33,346	46,919
<b>2019 Population by Sex</b>			
Males	15,750	29,740	42,554
Females	17,786	32,376	45,787
<b>2024 Population by Sex</b>			
Males	15,359	29,074	41,809
Females	17,195	31,398	44,656

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	34,519	63,634	90,077
White Alone	62.1%	68.3%	71.8%
Black Alone	32.2%	26.6%	23.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	0.6%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	2.7%	2.5%
Two or More Races	1.8%	1.6%	1.5%
Hispanic Origin	4.9%	4.4%	4.3%
Diversity Index	55.7	50.8	47.6
<b>2019 Population by Race/Ethnicity</b>			
Total	33,536	62,116	88,340
White Alone	59.0%	66.0%	69.9%
Black Alone	33.1%	27.1%	23.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.0%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	3.5%	3.2%
Two or More Races	2.6%	2.3%	2.2%
Hispanic Origin	6.6%	5.8%	5.4%
Diversity Index	59.8	54.7	51.0
<b>2024 Population by Race/Ethnicity</b>			
Total	32,554	60,473	86,465
White Alone	57.2%	64.5%	68.8%
Black Alone	33.3%	27.2%	23.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.2%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	4.2%	3.8%
Two or More Races	3.2%	2.8%	2.6%
Hispanic Origin	7.8%	6.7%	6.3%
Diversity Index	62.5	57.2	53.3
<b>2010 Population by Relationship and Household Type</b>			
Total	34,519	63,634	90,077
In Households	97.9%	98.5%	98.8%
In Family Households	79.0%	81.5%	82.4%
Householder	27.1%	28.0%	28.2%
Spouse	17.1%	19.2%	19.6%
Child	28.9%	28.6%	29.0%
Other relative	3.7%	3.5%	3.5%
Nonrelative	2.3%	2.2%	2.2%
In Nonfamily Households	18.8%	17.0%	16.4%
In Group Quarters	2.1%	1.5%	1.2%
Institutionalized Population	1.9%	1.3%	1.0%
Noninstitutionalized Population	0.2%	0.2%	0.2%

**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. 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	24,733	46,314	65,657
Less than 9th Grade	5.6%	6.5%	6.6%
9th - 12th Grade, No Diploma	12.2%	12.0%	12.2%
High School Graduate	26.0%	26.3%	27.0%
GED/Alternative Credential	6.6%	6.7%	6.9%
Some College, No Degree	21.1%	21.2%	21.5%
Associate Degree	10.4%	11.4%	10.8%
Bachelor's Degree	11.3%	9.9%	9.6%
Graduate/Professional Degree	6.8%	6.0%	5.3%
<b>2019 Population 15+ by Marital Status</b>			
Total	28,111	52,333	74,253
Never Married	28.8%	25.2%	25.1%
Married	47.5%	53.6%	54.1%
Widowed	8.7%	8.2%	7.9%
Divorced	15.0%	13.0%	12.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.5%	94.8%	95.0%
Civilian Unemployed (Unemployment Rate)	4.5%	5.2%	5.0%
<b>2019 Employed Population 16+ by Industry</b>			
Total	14,347	26,244	37,715
Agriculture/Mining	0.2%	0.3%	0.6%
Construction	6.3%	7.1%	7.7%
Manufacturing	17.5%	18.5%	19.5%
Wholesale Trade	2.6%	1.9%	1.9%
Retail Trade	12.4%	12.9%	13.0%
Transportation/Utilities	4.3%	4.3%	4.9%
Information	1.1%	0.8%	0.7%
Finance/Insurance/Real Estate	3.3%	3.4%	3.2%
Services	47.9%	46.0%	44.3%
Public Administration	4.3%	4.9%	4.3%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	14,350	26,245	37,716
White Collar	50.2%	50.2%	48.3%
Management/Business/Financial	7.8%	8.4%	8.2%
Professional	16.4%	16.1%	15.6%
Sales	11.0%	10.3%	9.9%
Administrative Support	15.0%	15.4%	14.6%
Services	19.4%	19.0%	19.3%
Blue Collar	30.4%	30.8%	32.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.3%
Construction/Extraction	4.5%	5.3%	6.0%
Installation/Maintenance/Repair	2.5%	3.2%	3.7%
Production	13.6%	13.9%	14.0%
Transportation/Material Moving	9.6%	8.5%	8.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	34,519	63,634	90,077
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	79.5%	54.3%	44.4%
Rural Population	20.5%	45.7%	55.6%

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	15,076	27,424	38,277
Households with 1 Person	34.4%	31.2%	30.0%
Households with 2+ People	65.6%	68.8%	70.0%
Family Households	61.7%	65.1%	66.2%
Husband-wife Families	39.0%	44.6%	46.1%
With Related Children	13.3%	15.4%	16.4%
Other Family (No Spouse Present)	22.7%	20.5%	20.1%
Other Family with Male Householder	4.9%	5.0%	5.1%
With Related Children	2.7%	2.7%	2.8%
Other Family with Female Householder	17.8%	15.5%	15.0%
With Related Children	11.2%	9.5%	9.1%
Nonfamily Households	3.9%	3.7%	3.8%
All Households with Children	27.6%	28.0%	28.9%
Multigenerational Households	4.5%	4.4%	4.4%
Unmarried Partner Households	5.4%	5.3%	5.4%
Male-female	4.9%	4.8%	4.9%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	15,078	27,425	38,277
1 Person Household	34.4%	31.2%	30.0%
2 Person Household	34.2%	35.8%	35.9%
3 Person Household	15.2%	16.2%	16.5%
4 Person Household	9.9%	10.6%	11.0%
5 Person Household	4.1%	4.1%	4.3%
6 Person Household	1.4%	1.4%	1.5%
7 + Person Household	0.8%	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	15,076	27,424	38,277
Owner Occupied	63.5%	69.9%	71.6%
Owned with a Mortgage/Loan	35.8%	38.2%	39.1%
Owned Free and Clear	27.6%	31.7%	32.4%
Renter Occupied	36.5%	30.1%	28.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	17,481	31,347	44,234
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	80.2%	55.4%	45.1%
Rural Housing Units	19.8%	44.6%	54.9%

**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.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Rooted Rural (10B)
2.	Heartland Communities (6F)	Heartland Communities (6F)	Rural Bypasses (10E)
3.	Midlife Constants (5E)	Rural Bypasses (10E)	Small Town Simplicity (12C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$17,737,422	\$32,429,957	\$46,212,995
Average Spent	\$1,210.17	\$1,206.97	\$1,227.60
Spending Potential Index	56	56	57
Education: Total \$	\$11,896,859	\$21,285,363	\$29,877,557
Average Spent	\$811.68	\$792.19	\$793.67
Spending Potential Index	51	50	50
Entertainment/Recreation: Total \$	\$29,086,071	\$53,828,774	\$76,581,953
Average Spent	\$1,984.45	\$2,003.38	\$2,034.32
Spending Potential Index	61	61	62
Food at Home: Total \$	\$46,516,881	\$86,258,749	\$123,163,112
Average Spent	\$3,173.70	\$3,210.34	\$3,271.70
Spending Potential Index	61	62	63
Food Away from Home: Total \$	\$30,641,251	\$55,973,973	\$79,673,104
Average Spent	\$2,090.55	\$2,083.22	\$2,116.43
Spending Potential Index	57	57	58
Health Care: Total \$	\$56,184,189	\$104,065,038	\$147,922,751
Average Spent	\$3,833.27	\$3,873.05	\$3,929.41
Spending Potential Index	65	65	66
HH Furnishings & Equipment: Total \$	\$17,932,187	\$32,663,372	\$46,298,418
Average Spent	\$1,223.46	\$1,215.65	\$1,229.87
Spending Potential Index	57	57	58
Personal Care Products & Services: Total \$	\$7,308,537	\$13,177,055	\$18,650,882
Average Spent	\$498.64	\$490.42	\$495.44
Spending Potential Index	56	55	56
Shelter: Total \$	\$147,085,748	\$257,564,751	\$359,780,139
Average Spent	\$10,035.19	\$9,585.94	\$9,557.18
Spending Potential Index	54	52	52
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,967,736	\$40,761,300	\$58,092,951
Average Spent	\$1,498.79	\$1,517.04	\$1,543.18
Spending Potential Index	60	61	62
Travel: Total \$	\$17,576,358	\$31,564,114	\$44,356,977
Average Spent	\$1,199.18	\$1,174.74	\$1,178.30
Spending Potential Index	53	52	53
Vehicle Maintenance & Repairs: Total \$	\$10,245,655	\$18,762,436	\$26,629,683
Average Spent	\$699.03	\$698.29	\$707.39
Spending Potential Index	61	61	62

**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.