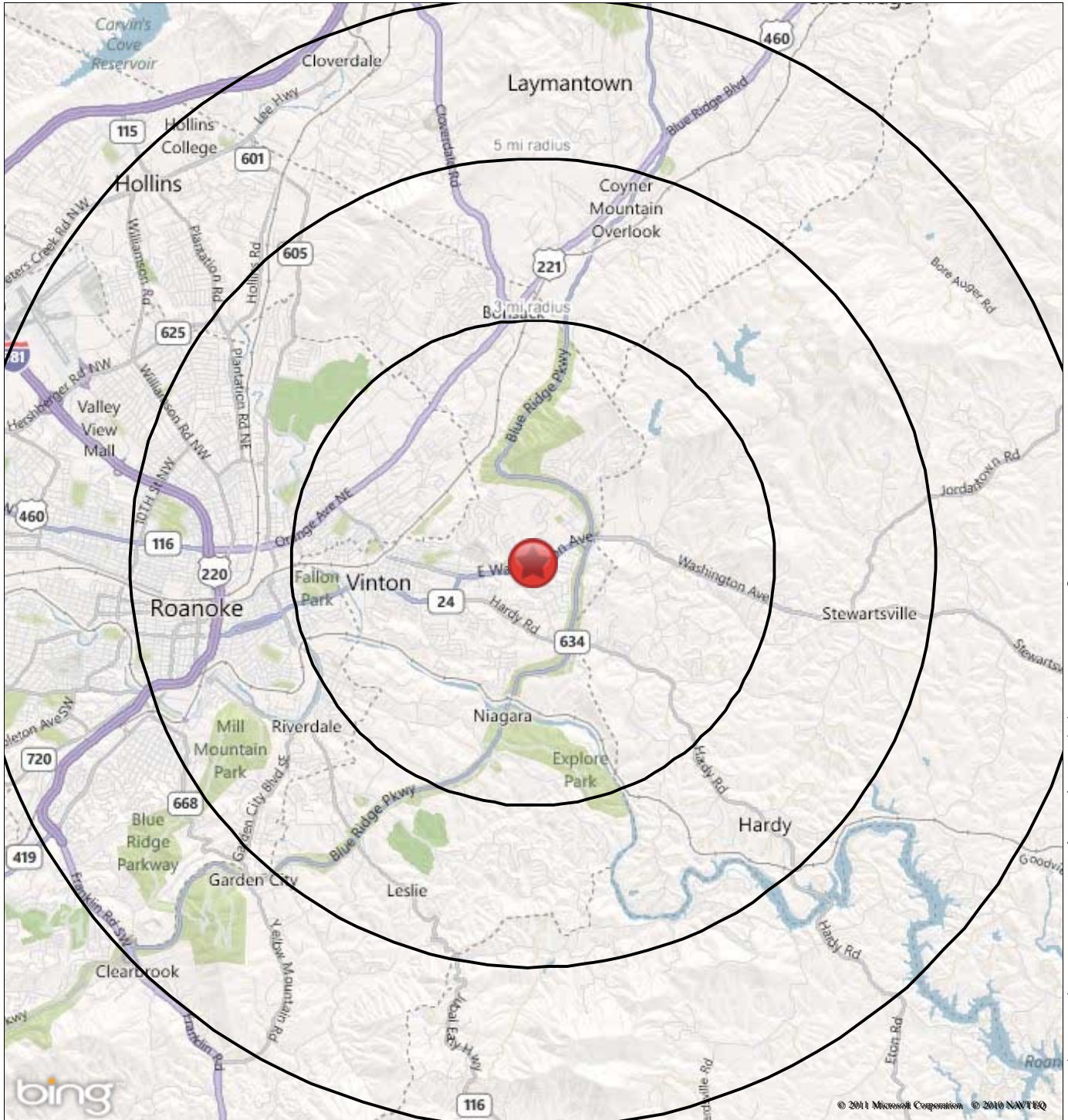


Lat: 37.2798 Lon: -79.8649 Zoom: 13.1157 mi

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**East Vinton Plaza
Vinton, Virginia**

October 2011



EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 37.2798/-79.8650

RF5

East Vinton Plaza

Vinton, Virginia

Population

	3 mi radius	5 mi radius	7 mi radius
Estimated Population (2011)	24,038	69,372	129,593
Projected Population (2016)	24,886	73,461	137,534
Forecasted Population (2021)	26,349	78,687	145,607
Census Population (2010)	23,714	68,643	127,736
Census Population (2000)	22,234	64,005	122,922
Projected Annual Growth (2011 to 2016)	848 0.7%	4,089 1.2%	7,941 1.2%
Historical Annual Growth (2010 to 2011)	323 1.4%	729 1.1%	1,858 1.5%
Historical Annual Growth (2000 to 2010)	1,480 0.6%	4,638 0.7%	4,813 0.4%
Estimated Population Density (2011)	851 <i>psm</i>	884 <i>psm</i>	842 <i>psm</i>
Trade Area Size	28.26 <i>sq mi</i>	78.51 <i>sq mi</i>	153.88 <i>sq mi</i>

Households

Estimated Households (2011)	10,009	28,733	54,669
Projected Households (2016)	10,147	29,772	56,852
Forecasted Households (2021)	10,669	31,439	59,478
Census Households (2010)	9,989	28,645	54,191
Census Households (2000)	9,195	26,733	52,044
Estimated Households with Children (2011)	2,734 27.3%	8,047 28.0%	15,062 27.6%
Estimated Average Household Size (2011)	2.38	2.35	2.31

Average Household Income

Estimated Average Household Income (2011)	\$54,483	\$50,962	\$55,490
Projected Average Household Income (2016)	\$62,443	\$57,407	\$62,204
Estimated Average Family Income (2011)	\$67,364	\$63,471	\$69,552

Median Household Income

Estimated Median Household Income (2011)	\$50,355	\$45,855	\$47,369
Projected Median Household Income (2016)	\$53,684	\$49,011	\$51,120
Estimated Median Family Income (2011)	\$62,879	\$58,622	\$61,934

Per Capita Income

Estimated Per Capita Income (2011)	\$22,947	\$21,751	\$24,053
Projected Per Capita Income (2016)	\$25,768	\$24,005	\$26,452
Estimated Per Capita income 5 Year Growth	\$2,821 12.3%	\$2,254 10.4%	\$2,399 10.0%

Other Income

Estimated Median Disposable Income (2011)	\$42,512	\$39,000	\$40,142
Projected Median Disposable Income (2016)	\$45,041	\$41,380	\$42,925
Disposable Income Estimated 5 Year Growth	\$2,529 5.9%	\$2,380 6.1%	\$2,782 6.9%
Estimated Average Household Net Worth (2011)	\$355,599	\$334,909	\$353,806

Daytime Demos (2011)

Total Businesses	894	3,498	6,127
Total Employees	11,028	47,501	79,328
Company Headquarter Businesses	-	8 0.2%	8 0.1%
Company Headquarter Employees	-	4,106 8.6%	4,351 5.5%
Employee Population per Business	12.3	13.6	12.9
Residential Population per Business	26.9	19.8	21.2

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East Vinton Plaza

Vinton, Virginia

Race & Ethnicity

	3 mi radius		5 mi radius		7 mi radius	
White (2011)	21,196	88.2%	55,616	80.2%	98,841	76.3%
Black or African American (2011)	1,628	6.8%	9,491	13.7%	23,080	17.8%
American Indian or Alaska Native (2011)	49	0.2%	184	0.3%	326	0.3%
Asian (2011)	288	1.2%	1,054	1.5%	2,117	1.6%
Hawaiian or Pacific Islander (2011)	5	-	27	-	47	-
Other Race (2011)	269	1.1%	876	1.3%	1,525	1.2%
Two or More Races (2011)	603	2.5%	2,125	3.1%	3,657	2.8%
Not Hispanic or Latino Population (2011)	23,183	96.4%	65,935	95.0%	123,165	95.0%
Hispanic or Latino Population (2011)	855	3.6%	3,438	5.0%	6,428	5.0%
Not Hispanic or Latino Population (2016)	23,603	94.8%	67,691	92.1%	126,767	92.2%
Hispanic or Latino Population (2016)	1,283	5.2%	5,770	7.9%	10,767	7.8%
Not Hispanic or Latino Population (2010)	23,025	97.1%	65,804	95.9%	122,404	95.8%
Hispanic or Latino Population (2010)	689	2.9%	2,839	4.1%	5,331	4.2%
Not Hispanic or Latino Population (2000)	21,992	98.9%	63,211	98.8%	121,394	98.8%
Hispanic or Latino Population (2000)	242	1.1%	794	1.2%	1,529	1.2%
Projected Hispanic Annual Growth (2011 to 2016)	429	10.0%	2,332	13.6%	4,339	13.5%
Historic Hispanic Annual Growth (2000 to 2011)	613	23.0%	2,643	30.3%	4,899	29.1%

Age Distribution (2011)

Age Under 5	1,315	5.5%	4,183	6.0%	7,719	6.0%
Age 5 to 9 Years	1,310	5.4%	3,989	5.8%	7,401	5.7%
Age 10 to 14 Years	1,503	6.3%	4,099	5.9%	7,691	5.9%
Age 15 to 19 Years	1,503	6.3%	4,298	6.2%	7,871	6.1%
Age 20 to 24 Years	1,425	5.9%	4,030	5.8%	7,555	5.8%
Age 25 to 29 Years	1,273	5.3%	4,072	5.9%	8,098	6.2%
Age 30 to 34 Years	1,253	5.2%	4,046	5.8%	8,064	6.2%
Age 35 to 39 Years	1,428	5.9%	4,214	6.1%	8,327	6.4%
Age 40 to 44 Years	1,963	8.2%	5,143	7.4%	9,080	7.0%
Age 45 to 49 Years	1,766	7.3%	5,083	7.3%	9,032	7.0%
Age 50 to 54 Years	2,033	8.5%	5,147	7.4%	9,504	7.3%
Age 55 to 59 Years	2,049	8.5%	5,235	7.5%	9,471	7.3%
Age 60 to 64 Years	1,526	6.4%	4,356	6.3%	7,775	6.0%
Age 65 to 74 Years	1,916	8.0%	5,768	8.3%	10,925	8.4%
Age 75 to 84 Years	1,201	5.0%	3,815	5.5%	7,299	5.6%
Age 85 Years or Over	586	2.4%	1,905	2.7%	3,784	2.9%
Median Age	41.6		40.6		40.1	

Gender Age Distribution (2011)

Female Population	12,253	51.0%	35,206	50.7%	67,868	52.4%
Age 0 to 19 Years	2,631	21.5%	7,794	22.1%	14,852	21.9%
Age 20 to 64 Years	7,433	60.7%	20,730	58.9%	39,735	58.5%
Age 65 Years or Over	2,198	17.9%	6,690	19.0%	13,289	19.6%
Female Median Age	43.7		42.3		42.1	
Male Population	11,784	49.0%	34,165	49.2%	61,725	47.6%
Age 0 to 19 Years	3,000	25.5%	8,775	25.7%	15,831	25.6%
Age 20 to 64 Years	7,283	61.8%	20,595	60.3%	37,170	60.2%
Age 65 Years or Over	1,505	12.8%	4,797	14.0%	8,720	14.1%
Male Median Age	39.8		38.8		38.2	

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EXPANDED PROFILE

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East Vinton Plaza

Vinton, Virginia

Household Income Distribution (2011)

	3 mi radius		5 mi radius		7 mi radius	
HH Income \$200,000 or More	103	1.0%	264	0.9%	966	1.8%
HH Income \$150,000 to \$199,999	177	1.8%	585	2.0%	1,231	2.3%
HH Income \$100,000 to \$149,999	919	9.2%	2,307	8.0%	4,822	8.8%
HH Income \$75,000 to \$99,999	1,412	14.1%	3,377	11.8%	6,524	11.9%
HH Income \$50,000 to \$74,999	2,130	21.3%	5,731	19.9%	10,283	18.8%
HH Income \$35,000 to \$49,999	1,570	15.7%	4,559	15.9%	8,323	15.2%
HH Income \$25,000 to \$34,999	1,252	12.5%	3,776	13.1%	7,203	13.2%
HH Income \$15,000 to \$24,999	923	9.2%	3,498	12.2%	6,776	12.4%
HH Income Under \$15,000	1,525	15.2%	4,636	16.1%	8,542	15.6%
HH Income \$35,000 or More	6,310	63.1%	16,823	58.5%	32,148	58.8%
HH Income \$75,000 or More	2,611	26.1%	6,533	22.7%	13,543	24.8%

Housing (2011)

	3 mi radius		5 mi radius		7 mi radius	
Total Housing Units	10,733		31,451		59,969	
Housing Units Occupied	10,010	93.3%	28,734	91.4%	54,671	91.2%
Housing Units Owner-Occupied	6,585	65.8%	18,250	63.5%	35,156	64.3%
Housing Units, Renter-Occupied	3,425	34.2%	10,484	36.5%	19,516	35.7%
Housing Units, Vacant	723	6.7%	2,717	8.6%	5,298	8.8%
Median Years in Residence	4.5		4.4		4.3	

Marital Status (2011)

	3 mi radius		5 mi radius		7 mi radius	
Never Married	3,962	19.9%	13,211	23.1%	25,758	24.1%
Currently Married	11,201	56.3%	28,790	50.4%	53,120	49.7%
Separated	893	4.5%	3,568	6.2%	6,618	6.2%
Widowed	1,519	7.6%	4,357	7.6%	8,382	7.8%
Divorced	2,317	11.6%	7,190	12.6%	12,909	12.1%

Household Type (2011)

	3 mi radius		5 mi radius		7 mi radius	
Population Family	18,682	77.7%	52,288	75.4%	98,309	75.9%
Population Non-Family	5,163	21.5%	15,320	22.1%	28,171	21.7%
Population Group Quarters	192	0.8%	1,764	2.5%	3,113	2.4%
Family Households	5,867	58.6%	16,533	57.5%	31,642	57.9%
Non-Family Households	4,140	41.4%	12,197	42.4%	23,026	42.1%
Married Couple with Children	1,689	15.1%	4,521	15.7%	8,483	16.0%
Average Family Household Size	3.2		3.2		3.1	

Household Size (2011)

	3 mi radius		5 mi radius		7 mi radius	
1 Person Households	3,386	33.8%	10,149	35.3%	19,642	35.9%
2 Person Households	3,241	32.4%	8,501	29.6%	16,262	29.7%
3 Person Households	1,335	13.3%	3,999	13.9%	7,705	14.1%
4 Person Households	1,130	11.3%	3,642	12.7%	6,982	12.8%
5 Person Households	599	6.0%	1,643	5.7%	2,682	4.9%
6 or More Person Households	318	3.2%	800	2.8%	1,396	2.6%

Household Vehicles (2011)

	3 mi radius		5 mi radius		7 mi radius	
Households with 0 Vehicles Available	646	6.5%	2,935	10.2%	5,211	9.5%
Households with 1 Vehicles Available	3,264	32.6%	10,029	34.9%	19,679	36.0%
Households with 2 or More Vehicles Available	6,096	60.9%	15,769	54.9%	29,779	54.5%
Total Vehicles Available	19,371		51,181		97,366	
Average Vehicles Per Household	1.9		1.8		1.8	

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East Vinton Plaza

Vinton, Virginia

3 mi radius

5 mi radius

7 mi radius

Labor Force (2011)

Estimated Labor Population Age 16 Years or Over	19,609		56,273		105,234
Estimated Civilian Employed	12,223	62.3%	33,337	59.2%	61,837
Estimated Civilian Unemployed	642	3.3%	1,885	3.3%	4,268
Estimated in Armed Forces	31	0.2%	107	0.2%	195
Estimated Not in Labor Force	6,713	34.2%	20,944	37.2%	38,933
Unemployment Rate		3.3%		3.3%	

Occupation (2000)

Occupation: Population Age 16 Years or Over	11,264		31,232		59,898
Management, Business, Financial Operations	1,308	11.6%	3,163	10.1%	6,570
Professional, Related	1,547	13.7%	4,412	14.1%	9,865
Service	1,338	11.9%	4,579	14.7%	9,102
Sales, Office	3,763	33.4%	9,923	31.8%	18,605
Farming, Fishing, Forestry	12	0.1%	62	0.2%	110
Construct, Extraction, Maintenance	1,331	11.8%	3,501	11.2%	5,848
Production, Transport Material Moving	1,965	17.4%	5,593	17.9%	9,796
White Collar Workers		58.8%		56.0%	
Blue Collar Workers		41.2%		44.0%	

Consumer Expenditure (2011)

Total Household Expenditure	\$462 M		\$1.27 B		\$2.54 B
Total Non-Retail Expenditure	\$265 M	57.4%	\$726 M	57.3%	\$1.46 B
Total Retail Expenditure	\$197 M	42.6%	\$541 M	42.7%	\$1.09 B
Apparel	\$21.9 M	4.7%	\$60.2 M	4.8%	\$121 M
Contributions	\$16.1 M	3.5%	\$44.2 M	3.5%	\$91.3 M
Education	\$10.3 M	2.2%	\$28.3 M	2.2%	\$58.6 M
Entertainment	\$25.7 M	5.6%	\$70.2 M	5.5%	\$141 M
Food and Beverages	\$71.8 M	15.5%	\$198 M	15.6%	\$394 M
Furnishings and Equipment	\$20.1 M	4.3%	\$54.5 M	4.3%	\$110 M
Gifts	\$11.7 M	2.5%	\$32.0 M	2.5%	\$65.5 M
Health Care	\$29.2 M	6.3%	\$80.6 M	6.4%	\$160 M
Household Operations	\$15.8 M	3.4%	\$43.3 M	3.4%	\$88.3 M
Miscellaneous Expenses	\$7.86 M	1.7%	\$21.7 M	1.7%	\$43.2 M
Personal Care	\$6.74 M	1.5%	\$18.5 M	1.5%	\$37.0 M
Personal Insurance	\$4.50 M	1.0%	\$12.3 M	1.0%	\$25.2 M
Reading	\$1.52 M	0.3%	\$4.16 M	0.3%	\$8.37 M
Shelter	\$88.7 M	19.2%	\$243 M	19.2%	\$490 M
Tobacco	\$3.21 M	0.7%	\$8.95 M	0.7%	\$17.5 M
Transportation	\$93.8 M	20.3%	\$256 M	20.2%	\$511 M
Utilities	\$33.2 M	7.2%	\$91.7 M	7.2%	\$182 M

Educational Attainment (2011)

Adult Population Age 25 Years or Over	16,985		48,785		91,370
Elementary (Grade Level 0 to 8)	1,057	6.2%	3,493	7.2%	5,476
Some High School (Grade Level 9 to 11)	2,088	12.3%	5,720	11.7%	9,456
High School Graduate	5,334	31.4%	15,535	31.8%	28,807
Some College	3,869	22.8%	10,782	22.1%	19,912
Associate Degree Only	1,396	8.2%	3,947	8.1%	6,798
Bachelor Degree Only	2,154	12.7%	6,413	13.1%	14,094
Graduate Degree	1,087	6.4%	2,894	5.9%	6,826

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East Vinton Plaza

Vinton, Virginia

Units In Structure (2000)

	3 mi radius		5 mi radius		7 mi radius	
1 Detached Unit	6,725	70.1%	19,433	68.0%	36,902	66.3%
1 Attached Unit	273	2.8%	664	2.3%	1,312	2.4%
2 to 4 Units	982	10.2%	3,864	13.5%	6,770	12.2%
5 to 9 Units	262	2.7%	1,134	4.0%	2,599	4.7%
10 to 19 Units	657	6.8%	1,586	5.6%	4,055	7.3%
20 to 49 Units	72	0.7%	543	1.9%	1,230	2.2%
50 or More Units	264	2.8%	435	1.5%	1,004	1.8%
Mobile Home or Trailer	361	3.8%	918	3.2%	1,733	3.1%
Other Structure	-	-	-	-	17	-

Homes Built By Year (2000)

Homes Built 1999 to 2000	201	2.1%	422	1.5%	676	1.2%
Homes Built 1995 to 1998	698	7.3%	1,519	5.3%	2,741	4.9%
Homes Built 1990 to 1994	549	5.7%	1,454	5.1%	2,902	5.2%
Homes Built 1980 to 1989	1,263	13.2%	3,002	10.5%	5,945	10.7%
Homes Built 1970 to 1979	2,697	28.1%	5,647	19.8%	9,841	17.7%
Homes Built 1960 to 1969	1,598	16.7%	3,743	13.1%	8,355	15.0%
Homes Built 1950 to 1959	1,005	10.5%	4,113	14.4%	8,951	16.1%
Homes Built Before 1949	1,580	16.5%	8,672	30.3%	16,207	29.1%

Home Values (2000)

Home Values \$1,000,000 or More	-	-	10	0.1%	24	0.1%
Home Values \$500,000 to \$999,999	-	-	25	0.2%	132	0.4%
Home Values \$400,000 to \$499,999	-	-	6	-	86	0.3%
Home Values \$300,000 to \$399,999	11	0.2%	65	0.4%	393	1.3%
Home Values \$200,000 to \$299,999	172	3.0%	452	3.0%	1,592	5.4%
Home Values \$150,000 to \$199,999	553	9.7%	1,406	9.2%	2,856	9.7%
Home Values \$100,000 to \$149,999	1,808	31.8%	3,690	24.1%	7,345	24.8%
Home Values \$70,000 to \$99,999	1,978	34.8%	5,119	33.4%	9,460	32.0%
Home Values \$50,000 to \$69,999	716	12.6%	2,528	16.5%	4,364	14.8%
Home Values \$25,000 to \$49,999	376	6.6%	1,720	11.2%	2,811	9.5%
Home Values Under \$25,000	71	1.2%	301	2.0%	516	1.7%
Owner-Occupied Median Home Value	\$99,596		\$93,176		\$102,595	
Renter-Occupied Median Rent	\$263		\$244		\$285	

Transportation To Work (2000)

Drive to Work Alone	9,558	84.9%	25,416	81.3%	48,908	81.6%
Drive to Work in Carpool	1,227	10.9%	3,784	12.1%	6,917	11.5%
Travel to Work by Public Transportation	65	0.6%	571	1.8%	1,248	2.1%
Drive to Work on Motorcycle	17	0.2%	53	0.2%	64	0.1%
Walk or Bicycle to Work	76	0.7%	511	1.6%	1,128	1.9%
Other Means	60	0.5%	269	0.9%	430	0.7%
Work at Home	261	2.3%	646	2.1%	1,253	2.1%

Travel Time (2000)

Travel to Work in 14 Minutes or Less	2,529	23.0%	8,534	27.9%	18,082	30.8%
Travel to Work in 15 to 29 Minutes	5,880	53.5%	15,449	50.5%	28,542	48.6%
Travel to Work in 30 to 59 Minutes	2,151	19.6%	5,377	17.6%	9,740	16.6%
Travel to Work in 60 Minutes or More	438	4.0%	1,242	4.1%	2,335	4.0%
Average Minutes Travel to Work	21.2		20.9		20.4	

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