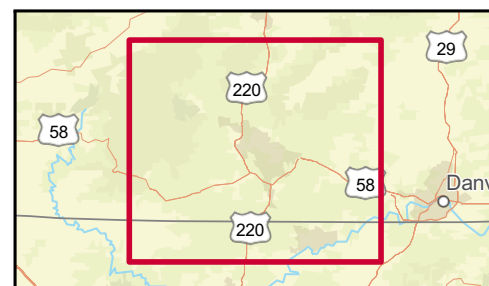
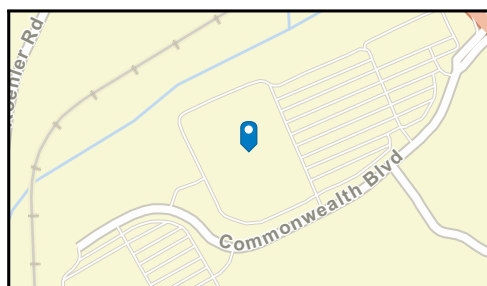
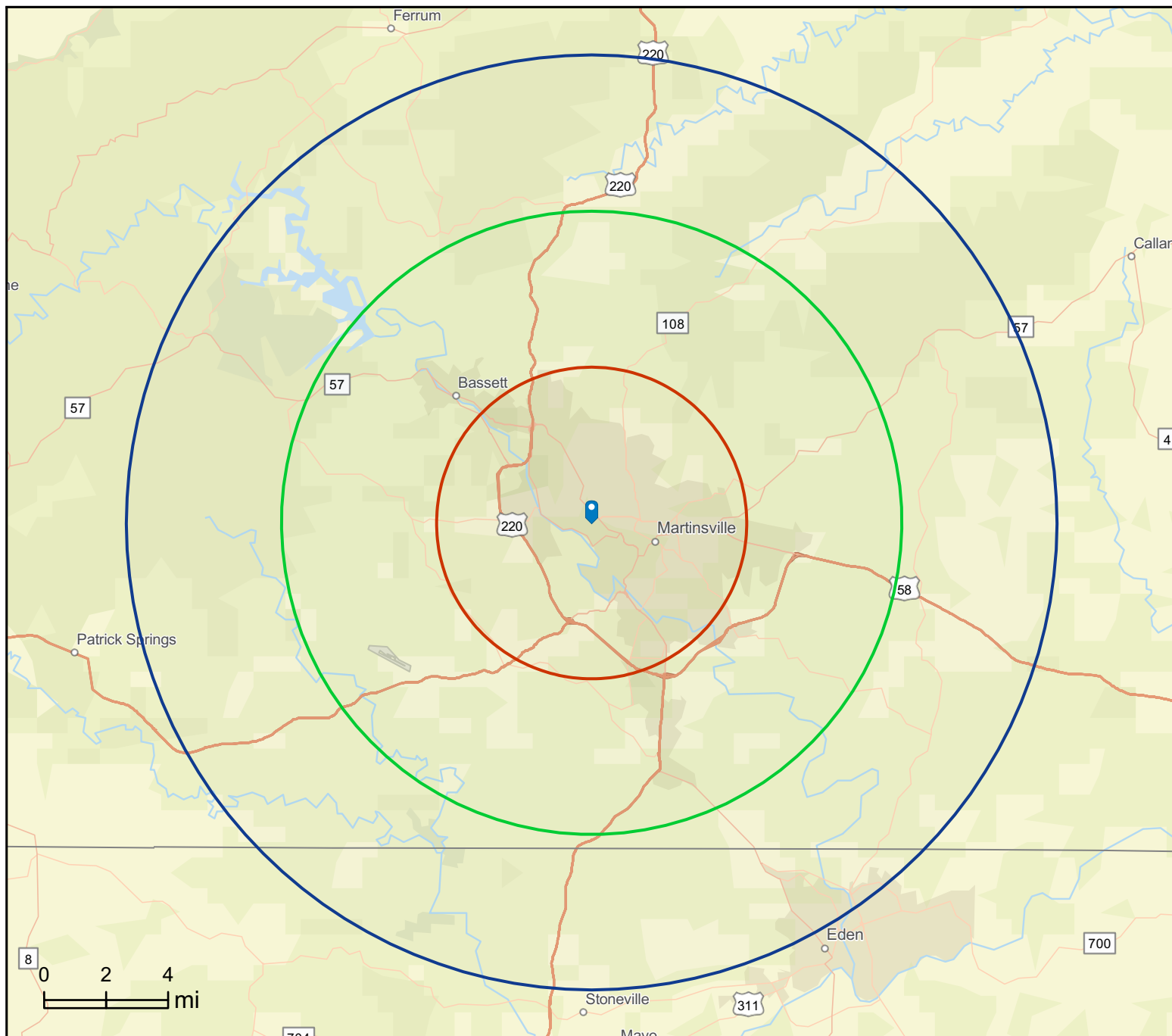


Site Map

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

Prepared by Esri
Latitude: 36.69410
Longitude: -79.90226



Community Profile

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

Prepared by Esri
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	5 miles	10 miles	15 miles
Population Summary			
2010 Total Population	35,127	63,622	89,231
2020 Total Population	34,031	60,366	83,844
2020 Group Quarters	913	1,167	1,319
2024 Total Population	33,486	59,114	82,160
2024 Group Quarters	912	1,167	1,303
2029 Total Population	32,834	57,773	80,360
2024-2029 Annual Rate	-0.39%	-0.46%	-0.44%
2024 Total Daytime Population	40,261	59,988	74,869
Workers	21,538	25,866	27,956
Residents	18,723	34,122	46,913
Household Summary			
2010 Households	15,441	27,483	37,965
2010 Average Household Size	2.23	2.28	2.32
2020 Total Households	14,916	26,416	36,389
2020 Average Household Size	2.22	2.24	2.27
2024 Households	14,723	25,953	35,870
2024 Average Household Size	2.21	2.23	2.25
2029 Households	14,538	25,524	35,383
2029 Average Household Size	2.20	2.22	2.23
2024-2029 Annual Rate	-0.25%	-0.33%	-0.27%
2010 Families	9,556	17,884	25,115
2010 Average Family Size	2.83	2.82	2.85
2024 Families	8,329	15,319	21,579
2024 Average Family Size	3.05	2.99	2.97
2029 Families	8,155	14,944	21,129
2029 Average Family Size	3.04	2.98	2.95
2024-2029 Annual Rate	-0.42%	-0.49%	-0.42%
Housing Unit Summary			
2000 Housing Units	17,818	31,128	42,527
Owner Occupied Housing Units	61.2%	66.7%	68.0%
Renter Occupied Housing Units	30.3%	25.0%	23.0%
Vacant Housing Units	8.5%	8.3%	9.0%
2010 Housing Units	17,798	31,464	43,897
Owner Occupied Housing Units	55.4%	61.1%	61.9%
Renter Occupied Housing Units	31.3%	26.3%	24.6%
Vacant Housing Units	13.2%	12.7%	13.5%
2020 Housing Units	17,350	30,503	42,279
Owner Occupied Housing Units	51.3%	58.3%	59.7%
Renter Occupied Housing Units	34.7%	28.3%	26.4%
Vacant Housing Units	14.2%	13.4%	13.8%
2024 Housing Units	17,310	30,310	42,071
Owner Occupied Housing Units	52.7%	59.3%	60.7%
Renter Occupied Housing Units	32.4%	26.3%	24.5%
Vacant Housing Units	14.9%	14.4%	14.7%
2029 Housing Units	17,110	29,872	41,578
Owner Occupied Housing Units	55.4%	61.8%	63.0%
Renter Occupied Housing Units	29.6%	23.7%	22.1%
Vacant Housing Units	15.0%	14.6%	14.9%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 24, 2024

Community Profile

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	5 miles	10 miles	15 miles
2024 Households by Income			
Household Income Base	14,723	25,953	35,870
<\$15,000	13.9%	12.9%	12.7%
\$15,000 - \$24,999	12.0%	11.7%	11.2%
\$25,000 - \$34,999	11.9%	11.7%	11.0%
\$35,000 - \$49,999	21.6%	20.3%	19.0%
\$50,000 - \$74,999	14.8%	15.7%	16.1%
\$75,000 - \$99,999	10.9%	11.3%	11.3%
\$100,000 - \$149,999	8.0%	9.6%	11.3%
\$150,000 - \$199,999	4.7%	4.9%	5.1%
\$200,000+	2.1%	1.9%	2.2%
Average Household Income	\$61,242	\$62,646	\$65,431
2029 Households by Income			
Household Income Base	14,538	25,524	35,383
<\$15,000	12.6%	11.6%	11.3%
\$15,000 - \$24,999	10.1%	9.8%	9.3%
\$25,000 - \$34,999	10.9%	10.7%	9.9%
\$35,000 - \$49,999	20.8%	19.4%	18.0%
\$50,000 - \$74,999	14.2%	14.9%	15.4%
\$75,000 - \$99,999	11.9%	12.3%	12.3%
\$100,000 - \$149,999	10.1%	12.0%	13.9%
\$150,000 - \$199,999	7.1%	7.2%	7.4%
\$200,000+	2.3%	2.1%	2.6%
Average Household Income	\$70,464	\$72,067	\$75,676
2024 Owner Occupied Housing Units by Value			
Total	9,114	17,980	25,547
<\$50,000	11.1%	11.8%	12.9%
\$50,000 - \$99,999	33.4%	28.1%	25.2%
\$100,000 - \$149,999	21.9%	22.6%	21.7%
\$150,000 - \$199,999	13.9%	13.5%	13.7%
\$200,000 - \$249,999	7.9%	9.6%	9.4%
\$250,000 - \$299,999	4.3%	5.4%	6.3%
\$300,000 - \$399,999	4.8%	5.7%	6.3%
\$400,000 - \$499,999	0.9%	1.0%	1.6%
\$500,000 - \$749,999	1.1%	1.3%	1.4%
\$750,000 - \$999,999	0.6%	0.9%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.1%	0.6%
Average Home Value	\$142,816	\$156,022	\$173,009
2029 Owner Occupied Housing Units by Value			
Total	9,477	18,455	26,204
<\$50,000	10.4%	10.9%	11.8%
\$50,000 - \$99,999	31.3%	26.2%	22.3%
\$100,000 - \$149,999	20.7%	21.0%	18.8%
\$150,000 - \$199,999	15.2%	14.5%	14.0%
\$200,000 - \$249,999	8.6%	10.4%	10.1%
\$250,000 - \$299,999	5.1%	6.3%	8.1%
\$300,000 - \$399,999	5.6%	6.8%	8.1%
\$400,000 - \$499,999	1.1%	1.2%	2.1%
\$500,000 - \$749,999	1.3%	1.6%	2.0%
\$750,000 - \$999,999	0.7%	1.0%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.2%	1.1%
Average Home Value	\$151,000	\$168,234	\$206,731

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 24, 2024

Community Profile

Mountainview Plaza
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 Rings: 5, 10, 15 mile radii

Prepared by Esri
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	5 miles	10 miles	15 miles
Median Household Income			
2024	\$41,962	\$43,786	\$45,903
2029	\$45,834	\$48,450	\$51,737
Median Home Value			
2024	\$112,437	\$122,366	\$127,466
2029	\$120,015	\$130,820	\$142,414
Per Capita Income			
2024	\$27,020	\$27,507	\$28,612
2029	\$31,280	\$31,833	\$33,366
Median Age			
2010	44.1	44.5	44.0
2020	45.3	47.0	46.9
2024	45.3	47.1	47.2
2029	46.1	47.6	47.6
2020 Population by Age			
Total	34,031	60,366	83,844
0 - 4	5.1%	4.7%	4.7%
5 - 9	5.6%	5.4%	5.4%
10 - 14	6.0%	5.9%	6.0%
15 - 24	11.0%	10.7%	10.7%
25 - 34	11.2%	10.5%	10.3%
35 - 44	10.8%	10.4%	10.4%
45 - 54	12.5%	13.1%	13.4%
55 - 64	15.3%	15.8%	15.9%
65 - 74	11.9%	12.7%	12.8%
75 - 84	7.5%	7.8%	7.6%
85 +	3.2%	3.0%	2.8%
18 +	79.7%	80.4%	80.3%
2024 Population by Age			
Total	33,484	59,116	82,160
0 - 4	5.0%	4.7%	4.7%
5 - 9	5.2%	5.0%	5.0%
10 - 14	5.8%	5.6%	5.7%
15 - 24	11.3%	11.0%	11.0%
25 - 34	11.2%	10.5%	10.4%
35 - 44	11.2%	10.8%	10.7%
45 - 54	12.0%	12.2%	12.5%
55 - 64	14.6%	15.3%	15.5%
65 - 74	12.6%	13.2%	13.3%
75 - 84	8.0%	8.4%	8.2%
85 +	3.3%	3.2%	3.0%
18 +	80.5%	81.2%	81.1%
2029 Population by Age			
Total	32,835	57,773	80,362
0 - 4	5.0%	4.7%	4.7%
5 - 9	4.7%	4.6%	4.6%
10 - 14	5.2%	5.1%	5.1%
15 - 24	10.8%	10.4%	10.4%
25 - 34	11.5%	11.1%	11.2%
35 - 44	11.5%	11.1%	11.1%
45 - 54	11.5%	11.4%	11.4%
55 - 64	13.2%	14.0%	14.3%
65 - 74	13.8%	14.4%	14.6%
75 - 84	9.2%	9.5%	9.3%
85 +	3.6%	3.6%	3.4%
18 +	81.7%	82.4%	82.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 24, 2024

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	5 miles	10 miles	15 miles
2020 Population by Sex			
Males	16,009	28,826	40,294
Females	18,022	31,540	43,550
2024 Population by Sex			
Males	15,994	28,664	40,098
Females	17,492	30,450	42,062
2029 Population by Sex			
Males	15,579	27,844	39,006
Females	17,254	29,928	41,354
2010 Population by Race/Ethnicity			
Total	35,127	63,621	89,230
White Alone	62.5%	68.4%	71.8%
Black Alone	31.8%	26.5%	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	1.7%	1.6%	1.6%
Hispanic Origin	5.0%	4.4%	4.3%
Diversity Index	55.4	50.6	47.5
2020 Population by Race/Ethnicity			
Total	34,031	60,366	83,844
White Alone	56.5%	63.5%	67.2%
Black Alone	32.9%	26.9%	23.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.7%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.8%	3.3%	3.2%
Two or More Races	5.7%	5.3%	5.0%
Hispanic Origin	7.6%	6.6%	6.2%
Diversity Index	62.8	57.9	54.9
2024 Population by Race/Ethnicity			
Total	33,486	59,113	82,160
White Alone	55.0%	62.3%	66.1%
Black Alone	33.3%	27.3%	23.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.7%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.3%	3.7%	3.6%
Two or More Races	6.2%	5.7%	5.4%
Hispanic Origin	8.4%	7.2%	6.8%
Diversity Index	64.5	59.6	56.5
2029 Population by Race/Ethnicity			
Total	32,834	57,773	80,359
White Alone	53.5%	60.9%	64.9%
Black Alone	34.0%	27.9%	24.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.8%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.5%	3.9%	3.8%
Two or More Races	6.7%	6.1%	5.8%
Hispanic Origin	8.9%	7.7%	7.3%
Diversity Index	65.8	61.0	58.0

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 24, 2024

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	5 miles	10 miles	15 miles
2020 Population by Relationship and Household Type			
Total	34,031	60,366	83,844
In Households	97.3%	98.1%	98.4%
Householder	43.7%	43.6%	43.4%
Opposite-Sex Spouse	15.5%	17.3%	17.8%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.6%	2.6%	2.6%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	23.6%	23.0%	23.1%
Adopted Child	0.5%	0.5%	0.6%
Stepchild	1.2%	1.3%	1.3%
Grandchild	3.4%	3.5%	3.5%
Brother or Sister	1.0%	0.9%	0.9%
Parent	1.1%	1.0%	1.0%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.4%	1.4%	1.3%
Foster Child	0.2%	0.2%	0.2%
Other Nonrelatives	2.3%	2.1%	2.1%
In Group Quarters	2.7%	1.9%	1.6%
Institutionalized	2.3%	1.6%	1.3%
Noninstitutionalized	0.4%	0.3%	0.3%
2024 Population 25+ by Educational Attainment			
Total	24,350	43,550	60,466
Less than 9th Grade	6.3%	6.4%	5.9%
9th - 12th Grade, No Diploma	8.2%	9.0%	9.6%
High School Graduate	28.6%	28.3%	28.7%
GED/Alternative Credential	8.2%	8.2%	8.8%
Some College, No Degree	17.1%	18.2%	19.1%
Associate Degree	12.6%	12.6%	11.9%
Bachelor's Degree	12.1%	11.0%	10.3%
Graduate/Professional Degree	7.1%	6.3%	5.7%
2024 Population 15+ by Marital Status			
Total	28,126	50,045	69,505
Never Married	33.4%	30.5%	28.8%
Married	42.1%	45.1%	47.7%
Widowed	10.0%	11.1%	10.7%
Divorced	14.5%	13.3%	12.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	15,161	25,881	36,778
Population 16+ Employed	96.6%	96.5%	96.1%
Population 16+ Unemployment rate	3.4%	3.5%	3.9%
Population 16-24 Employed	11.8%	12.0%	12.0%
Population 16-24 Unemployment rate	13.7%	12.7%	12.4%
Population 25-54 Employed	59.3%	58.5%	58.3%
Population 25-54 Unemployment rate	1.8%	2.2%	2.9%
Population 55-64 Employed	20.4%	21.1%	21.1%
Population 55-64 Unemployment rate	1.1%	1.1%	1.3%
Population 65+ Employed	8.5%	8.3%	8.6%
Population 65+ Unemployment rate	4.0%	3.7%	2.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 24, 2024

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	5 miles	10 miles	15 miles
2024 Employed Population 16+ by Industry			
Total	14,649	24,972	35,360
Agriculture/Mining	0.2%	0.3%	0.5%
Construction	7.6%	7.2%	7.5%
Manufacturing	23.3%	22.7%	21.4%
Wholesale Trade	3.6%	3.3%	2.8%
Retail Trade	11.1%	11.7%	11.6%
Transportation/Utilities	5.7%	5.4%	6.3%
Information	1.2%	1.0%	1.4%
Finance/Insurance/Real Estate	3.1%	3.0%	3.2%
Services	40.6%	41.3%	40.9%
Public Administration	3.6%	4.2%	4.3%
2024 Employed Population 16+ by Occupation			
Total	14,648	24,971	35,359
White Collar	50.4%	52.0%	51.0%
Management/Business/Financial	11.0%	11.6%	12.4%
Professional	17.8%	18.0%	17.4%
Sales	7.9%	8.3%	8.1%
Administrative Support	13.7%	14.2%	13.1%
Services	15.8%	14.9%	15.3%
Blue Collar	33.7%	33.0%	33.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	5.9%	5.8%	6.1%
Installation/Maintenance/Repair	5.5%	5.2%	5.3%
Production	12.5%	12.9%	13.0%
Transportation/Material Moving	9.8%	9.1%	9.2%
2020 Households by Type			
Total	14,916	26,416	36,389
Married Couple Households	35.7%	40.0%	41.3%
With Own Children <18	10.1%	10.9%	11.4%
Without Own Children <18	25.6%	29.1%	30.0%
Cohabiting Couple Households	6.1%	6.1%	6.2%
With Own Children <18	2.4%	2.3%	2.4%
Without Own Children <18	3.7%	3.8%	3.8%
Male Householder, No Spouse/Partner	20.7%	20.0%	20.1%
Living Alone	15.3%	14.9%	14.9%
65 Years and over	5.8%	5.7%	5.7%
With Own Children <18	1.4%	1.4%	1.4%
Without Own Children <18, With Relatives	3.0%	2.9%	2.9%
No Relatives Present	1.0%	0.9%	0.8%
Female Householder, No Spouse/Partner	37.4%	33.9%	32.4%
Living Alone	20.9%	19.1%	18.2%
65 Years and over	11.2%	10.6%	10.1%
With Own Children <18	6.7%	5.6%	5.3%
Without Own Children <18, With Relatives	8.8%	8.2%	8.0%
No Relatives Present	1.1%	1.0%	0.9%
2020 Households by Size			
Total	14,916	26,416	36,389
1 Person Household	36.2%	34.0%	33.1%
2 Person Household	32.7%	34.9%	35.4%
3 Person Household	14.6%	14.9%	15.0%
4 Person Household	9.2%	9.4%	9.5%
5 Person Household	4.3%	4.1%	4.1%
6 Person Household	1.8%	1.8%	1.8%
7 + Person Household	1.1%	1.1%	1.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	5 miles	10 miles	15 miles
2020 Households by Tenure and Mortgage Status			
Total	14,916	26,416	36,389
Owner Occupied	59.6%	67.3%	69.3%
Owned with a Mortgage/Loan	31.3%	33.5%	34.3%
Owned Free and Clear	28.3%	33.8%	35.0%
Renter Occupied	40.4%	32.7%	30.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	151	146	147
Percent of Income for Mortgage	16.8%	17.5%	17.4%
Wealth Index	46	48	51
2020 Housing Units By Urban/ Rural Status			
Total	17,350	30,503	42,279
Urban Housing Units	79.9%	51.9%	42.5%
Rural Housing Units	20.1%	48.1%	57.5%
2020 Population By Urban/ Rural Status			
Total	34,031	60,366	83,844
Urban Population	79.4%	51.7%	42.4%
Rural Population	20.6%	48.3%	57.6%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 24, 2024

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	5 miles	10 miles	15 miles
Top 3 Tapestry Segments			
1.	Small Town Sincerity (12C)	Small Town Sincerity (12C)	Rooted Rural (10B)
2.	Heartland Communities (6F)	Heartland Communities (6F)	Rural Bypasses (10E)
3.	Midlife Constants (5E)	Rooted Rural (10B)	Small Town Sincerity (12C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$19,110,867	\$33,338,441	\$47,707,019
Average Spent	\$1,298.03	\$1,284.57	\$1,330.00
Spending Potential Index	54	54	56
Education: Total \$	\$12,433,000	\$21,507,815	\$30,453,086
Average Spent	\$844.46	\$828.72	\$848.98
Spending Potential Index	49	48	49
Entertainment/Recreation: Total \$	\$34,241,843	\$62,450,852	\$90,071,020
Average Spent	\$2,325.74	\$2,406.31	\$2,511.04
Spending Potential Index	57	59	61
Food at Home: Total \$	\$63,303,417	\$115,184,362	\$166,766,103
Average Spent	\$4,299.63	\$4,438.19	\$4,649.18
Spending Potential Index	59	61	64
Food Away from Home: Total \$	\$30,791,931	\$55,403,368	\$80,507,802
Average Spent	\$2,091.42	\$2,134.76	\$2,244.43
Spending Potential Index	54	55	58
Health Care: Total \$	\$72,239,271	\$133,968,112	\$194,158,279
Average Spent	\$4,906.56	\$5,161.95	\$5,412.83
Spending Potential Index	64	67	70
HH Furnishings & Equipment: Total \$	\$26,396,906	\$48,018,109	\$69,620,006
Average Spent	\$1,792.90	\$1,850.19	\$1,940.90
Spending Potential Index	57	58	61
Personal Care Products & Services: Total \$	\$7,653,455	\$13,625,003	\$19,678,023
Average Spent	\$519.83	\$524.99	\$548.59
Spending Potential Index	52	53	55
Shelter: Total \$	\$201,326,213	\$354,581,528	\$507,697,524
Average Spent	\$13,674.27	\$13,662.45	\$14,153.82
Spending Potential Index	51	51	53
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,651,751	\$55,727,392	\$81,921,859
Average Spent	\$2,013.97	\$2,147.24	\$2,283.85
Spending Potential Index	57	61	65
Travel: Total \$	\$23,176,553	\$41,803,202	\$60,074,268
Average Spent	\$1,574.17	\$1,610.73	\$1,674.78
Spending Potential Index	52	53	55
Vehicle Maintenance & Repairs: Total \$	\$13,116,991	\$23,800,280	\$34,366,862
Average Spent	\$890.92	\$917.05	\$958.09
Spending Potential Index	60	62	65

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 24, 2024