

Village of Martinsville
 240 Commonwealth Blvd W, Martinsville, Virginia, 24112
 Rings: 3, 5, 10 mile radii

Prepared by Young's Research
 Latitude: 36.69704
 Longitude: -79.87933

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	23,266	37,658	66,059
2010 Total Population	21,213	34,605	61,600
2018 Total Population	20,823	33,777	60,399
2018 Group Quarters	435	778	939
2023 Total Population	20,426	33,018	59,142
2018-2023 Annual Rate	-0.38%	-0.45%	-0.42%
2018 Total Daytime Population	26,802	40,828	61,291
Workers	13,634	20,442	25,201
Residents	13,168	20,386	36,090
Household Summary			
2000 Households	9,904	15,944	27,512
2000 Average Household Size	2.27	2.30	2.36
2010 Households	9,322	15,167	26,548
2010 Average Household Size	2.23	2.23	2.28
2018 Households	9,165	14,868	26,203
2018 Average Household Size	2.22	2.22	2.27
2023 Households	9,006	14,577	25,762
2023 Average Household Size	2.22	2.21	2.26
2018-2023 Annual Rate	-0.35%	-0.39%	-0.34%
2010 Families	5,554	9,406	17,241
2010 Average Family Size	2.88	2.83	2.83
2018 Families	5,379	9,091	16,799
2018 Average Family Size	2.92	2.85	2.85
2023 Families	5,249	8,855	16,420
2023 Average Family Size	2.94	2.86	2.85
2018-2023 Annual Rate	-0.49%	-0.52%	-0.46%
Housing Unit Summary			
2000 Housing Units	10,954	17,426	29,963
Owner Occupied Housing Units	54.1%	60.9%	66.5%
Renter Occupied Housing Units	36.3%	30.6%	25.4%
Vacant Housing Units	9.6%	8.5%	8.2%
2010 Housing Units	10,935	17,437	30,352
Owner Occupied Housing Units	48.1%	55.3%	60.9%
Renter Occupied Housing Units	37.1%	31.7%	26.6%
Vacant Housing Units	14.8%	13.0%	12.5%
2018 Housing Units	10,923	17,384	30,385
Owner Occupied Housing Units	43.4%	51.1%	57.5%
Renter Occupied Housing Units	40.5%	34.4%	28.7%
Vacant Housing Units	16.1%	14.5%	13.8%
2023 Housing Units	10,912	17,385	30,428
Owner Occupied Housing Units	43.7%	51.1%	57.5%
Renter Occupied Housing Units	38.8%	32.8%	27.2%
Vacant Housing Units	17.5%	16.2%	15.3%
Median Household Income			
2018	\$30,338	\$33,713	\$35,145
2023	\$33,085	\$36,400	\$37,820
Median Home Value			
2018	\$95,934	\$105,811	\$105,658
2023	\$100,102	\$113,833	\$114,958
Per Capita Income			
2018	\$20,441	\$21,534	\$21,221
2023	\$22,789	\$24,143	\$24,050
Median Age			
2010	42.5	44.1	44.6
2018	44.1	46.0	46.6
2023	44.6	46.6	47.6

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	9,165	14,868	26,203
<\$15,000	24.4%	21.8%	20.3%
\$15,000 - \$24,999	17.7%	16.1%	15.6%
\$25,000 - \$34,999	13.2%	13.4%	13.9%
\$35,000 - \$49,999	15.3%	15.5%	16.1%
\$50,000 - \$74,999	12.8%	13.7%	14.3%
\$75,000 - \$99,999	7.7%	9.3%	9.9%
\$100,000 - \$149,999	5.3%	6.3%	6.4%
\$150,000 - \$199,999	1.8%	2.2%	2.0%
\$200,000+	1.9%	1.7%	1.5%
Average Household Income	\$45,724	\$48,447	\$48,502
2023 Households by Income			
Household Income Base	9,006	14,577	25,762
<\$15,000	23.9%	21.2%	19.2%
\$15,000 - \$24,999	15.3%	13.9%	13.4%
\$25,000 - \$34,999	12.7%	12.9%	13.4%
\$35,000 - \$49,999	15.4%	15.4%	15.9%
\$50,000 - \$74,999	12.9%	13.7%	14.4%
\$75,000 - \$99,999	8.7%	10.3%	11.1%
\$100,000 - \$149,999	7.0%	8.0%	8.4%
\$150,000 - \$199,999	2.4%	3.0%	2.6%
\$200,000+	1.8%	1.6%	1.5%
Average Household Income	\$50,949	\$54,211	\$54,786
2018 Owner Occupied Housing Units by Value			
Total	4,746	8,886	17,483
<\$50,000	13.9%	12.6%	14.2%
\$50,000 - \$99,999	39.3%	34.6%	33.1%
\$100,000 - \$149,999	22.0%	23.9%	23.8%
\$150,000 - \$199,999	8.5%	12.1%	13.8%
\$200,000 - \$249,999	9.1%	8.0%	7.1%
\$250,000 - \$299,999	2.5%	3.1%	2.8%
\$300,000 - \$399,999	1.7%	2.3%	2.4%
\$400,000 - \$499,999	1.2%	1.3%	1.0%
\$500,000 - \$749,999	0.8%	1.1%	1.1%
\$750,000 - \$999,999	0.7%	0.7%	0.4%
\$1,000,000 - \$1,499,999	0.3%	0.3%	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	\$129,134	\$137,079	\$132,134
2023 Owner Occupied Housing Units by Value			
Total	4,768	8,876	17,496
<\$50,000	13.1%	11.6%	13.0%
\$50,000 - \$99,999	36.8%	32.3%	30.5%
\$100,000 - \$149,999	20.5%	22.0%	21.9%
\$150,000 - \$199,999	9.8%	13.8%	16.0%
\$200,000 - \$249,999	10.4%	9.3%	8.3%
\$250,000 - \$299,999	3.2%	4.0%	3.6%
\$300,000 - \$399,999	2.1%	2.7%	3.1%
\$400,000 - \$499,999	1.5%	1.6%	1.3%
\$500,000 - \$749,999	1.0%	1.3%	1.4%
\$750,000 - \$999,999	1.0%	1.0%	0.6%
\$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%	0.0%
Average Home Value	\$140,485	\$148,848	\$144,382

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	21,213	34,604	61,602
0 - 4	6.4%	5.8%	5.5%
5 - 9	5.8%	5.6%	5.6%
10 - 14	6.0%	5.8%	5.8%
15 - 24	11.8%	11.2%	11.0%
25 - 34	10.9%	10.4%	10.0%
35 - 44	12.4%	12.4%	12.7%
45 - 54	15.2%	15.4%	15.8%
55 - 64	12.5%	13.4%	13.9%
65 - 74	9.1%	10.2%	10.7%
75 - 84	6.5%	6.7%	6.5%
85 +	3.3%	3.1%	2.5%
18 +	78.0%	79.2%	79.4%
2018 Population by Age			
Total	20,821	33,779	60,397
0 - 4	5.8%	5.2%	5.0%
5 - 9	5.9%	5.5%	5.4%
10 - 14	5.7%	5.5%	5.5%
15 - 24	10.8%	10.3%	9.9%
25 - 34	11.7%	11.4%	11.3%
35 - 44	11.2%	11.0%	10.9%
45 - 54	13.2%	13.3%	13.7%
55 - 64	14.2%	14.9%	15.5%
65 - 74	11.5%	12.4%	12.7%
75 - 84	6.4%	7.1%	7.1%
85 +	3.6%	3.5%	3.0%
18 +	79.4%	80.7%	81.1%
2023 Population by Age			
Total	20,425	33,019	59,143
0 - 4	5.6%	5.0%	4.8%
5 - 9	5.7%	5.2%	5.1%
10 - 14	5.9%	5.6%	5.6%
15 - 24	10.5%	10.0%	9.7%
25 - 34	11.1%	10.7%	10.3%
35 - 44	11.7%	11.7%	11.5%
45 - 54	12.0%	12.0%	12.2%
55 - 64	13.7%	14.5%	15.3%
65 - 74	13.0%	13.7%	14.0%
75 - 84	7.4%	8.3%	8.4%
85 +	3.4%	3.4%	3.0%
18 +	79.3%	80.8%	81.1%
2010 Population by Sex			
Males	9,707	16,148	29,295
Females	11,506	18,457	32,305
2018 Population by Sex			
Males	9,613	15,866	28,901
Females	11,210	17,911	31,498
2023 Population by Sex			
Males	9,507	15,603	28,446
Females	10,919	17,415	30,696

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2010 Population by Race/Ethnicity			
Total	21,213	34,606	61,601
White Alone	56.5%	61.5%	67.3%
Black Alone	37.5%	32.8%	27.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.8%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	2.9%	2.8%
Two or More Races	1.9%	1.7%	1.6%
Hispanic Origin	5.4%	4.9%	4.5%
Diversity Index	58.7	55.8	51.6
2018 Population by Race/Ethnicity			
Total	20,823	33,777	60,400
White Alone	53.9%	59.3%	65.4%
Black Alone	38.1%	33.4%	27.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.0%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.1%	3.8%	3.5%
Two or More Races	2.7%	2.4%	2.2%
Hispanic Origin	7.1%	6.3%	5.8%
Diversity Index	62.2	59.2	55.0
2023 Population by Race/Ethnicity			
Total	20,427	33,018	59,143
White Alone	51.8%	57.4%	63.8%
Black Alone	38.4%	33.5%	27.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.2%	1.2%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.0%	4.6%	4.3%
Two or More Races	3.4%	3.0%	2.8%
Hispanic Origin	8.5%	7.6%	6.9%
Diversity Index	64.9	62.0	57.7
2010 Population by Relationship and Household Type			
Total	21,213	34,605	61,600
In Households	97.9%	97.8%	98.5%
In Family Households	78.0%	79.1%	81.4%
Householder	26.2%	27.1%	28.0%
Spouse	15.1%	17.2%	19.1%
Child	30.1%	28.8%	28.6%
Other relative	4.1%	3.7%	3.5%
Nonrelative	2.5%	2.2%	2.2%
In Nonfamily Households	19.9%	18.7%	17.0%
In Group Quarters	2.1%	2.2%	1.5%
Institutionalized Population	1.7%	2.0%	1.3%
Noninstitutionalized Population	0.3%	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.

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2018 Population 25+ by Educational Attainment			
Total	14,948	24,860	44,851
Less than 9th Grade	7.0%	6.1%	6.3%
9th - 12th Grade, No Diploma	13.0%	13.1%	12.7%
High School Graduate	24.8%	24.8%	25.0%
GED/Alternative Credential	6.5%	6.5%	6.6%
Some College, No Degree	22.0%	22.2%	23.1%
Associate Degree	9.9%	10.3%	11.4%
Bachelor's Degree	10.7%	10.7%	9.5%
Graduate/Professional Degree	6.0%	6.4%	5.5%
2018 Population 15+ by Marital Status			
Total	17,200	28,327	50,831
Never Married	31.3%	28.4%	25.9%
Married	45.0%	48.0%	51.7%
Widowed	9.0%	8.8%	8.8%
Divorced	14.6%	14.7%	13.5%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	91.6%	92.4%	92.6%
Civilian Unemployed (Unemployment Rate)	8.4%	7.6%	7.4%
2018 Employed Population 16+ by Industry			
Total	7,722	13,436	24,481
Agriculture/Mining	0.2%	0.5%	0.7%
Construction	3.8%	4.1%	5.2%
Manufacturing	16.6%	17.9%	18.5%
Wholesale Trade	2.4%	2.5%	2.3%
Retail Trade	16.4%	13.9%	13.1%
Transportation/Utilities	5.3%	4.8%	5.4%
Information	0.9%	0.7%	0.6%
Finance/Insurance/Real Estate	5.0%	5.5%	5.3%
Services	45.0%	45.5%	44.4%
Public Administration	4.4%	4.6%	4.5%
2018 Employed Population 16+ by Occupation			
Total	7,721	13,436	24,479
White Collar	53.9%	55.7%	53.2%
Management/Business/Financial	7.9%	9.5%	10.4%
Professional	16.4%	18.8%	17.1%
Sales	15.1%	13.2%	11.2%
Administrative Support	14.5%	14.1%	14.6%
Services	18.8%	17.3%	17.7%
Blue Collar	27.3%	27.0%	29.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.1%	3.2%	4.6%
Installation/Maintenance/Repair	1.7%	2.5%	3.3%
Production	14.1%	13.7%	12.8%
Transportation/Material Moving	8.4%	7.5%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	21,213	34,605	61,600
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	95.1%	80.6%	54.6%
Rural Population	4.9%	19.4%	45.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	9,323	15,166	26,548
Households with 1 Person	36.3%	34.0%	31.3%
Households with 2+ People	63.7%	66.0%	68.7%
Family Households	59.6%	62.0%	64.9%
Husband-wife Families	34.2%	39.4%	44.3%
With Related Children	12.5%	13.4%	15.3%
Other Family (No Spouse Present)	25.3%	22.6%	20.6%
Other Family with Male Householder	5.1%	4.9%	4.9%
With Related Children	2.9%	2.7%	2.7%
Other Family with Female Householder	20.2%	17.7%	15.7%
With Related Children	13.2%	11.2%	9.6%
Nonfamily Households	4.2%	3.9%	3.7%
All Households with Children	28.9%	27.7%	27.9%
Multigenerational Households	4.8%	4.5%	4.4%
Unmarried Partner Households	5.7%	5.4%	5.3%
Male-female	5.3%	4.9%	4.8%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	9,323	15,166	26,548
1 Person Household	36.3%	34.0%	31.3%
2 Person Household	32.0%	34.5%	35.8%
3 Person Household	15.3%	15.3%	16.1%
4 Person Household	9.8%	10.0%	10.5%
5 Person Household	4.3%	4.1%	4.1%
6 Person Household	1.6%	1.4%	1.4%
7 + Person Household	0.8%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	9,322	15,167	26,548
Owner Occupied	56.5%	63.6%	69.6%
Owned with a Mortgage/Loan	33.3%	36.3%	38.2%
Owned Free and Clear	23.1%	27.3%	31.4%
Renter Occupied	43.5%	36.4%	30.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,935	17,437	30,352
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	95.1%	81.2%	55.9%
Rural Housing Units	4.9%	18.8%	44.1%

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.

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Top 3 Tapestry Segments			
1.	Small Town Simplicity	Small Town Simplicity	Small Town Simplicity
2.	Modest Income Homes	Heartland Communities	Rooted Rural (10B)
3.	Heartland Communities	Midlife Constants (5E)	Heartland Communities
2018 Consumer Spending			
Apparel & Services: Total \$	\$10,809,440	\$18,401,106	\$32,318,045
Average Spent	\$1,179.43	\$1,237.63	\$1,233.37
Spending Potential Index	54	57	57
Education: Total \$	\$6,428,486	\$10,973,332	\$18,469,667
Average Spent	\$701.42	\$738.05	\$704.87
Spending Potential Index	48	51	49
Entertainment/Recreation: Total \$	\$17,104,347	\$29,445,088	\$52,715,434
Average Spent	\$1,866.27	\$1,980.43	\$2,011.81
Spending Potential Index	58	61	62
Food at Home: Total \$	\$27,264,561	\$46,604,892	\$83,578,112
Average Spent	\$2,974.86	\$3,134.58	\$3,189.64
Spending Potential Index	59	62	64
Food Away from Home: Total \$	\$17,598,484	\$30,080,577	\$53,137,809
Average Spent	\$1,920.18	\$2,023.18	\$2,027.93
Spending Potential Index	55	58	58
Health Care: Total \$	\$32,177,103	\$55,714,167	\$101,123,167
Average Spent	\$3,510.87	\$3,747.25	\$3,859.22
Spending Potential Index	61	65	67
HH Furnishings & Equipment: Total \$	\$10,600,539	\$18,248,028	\$32,324,197
Average Spent	\$1,156.63	\$1,227.34	\$1,233.61
Spending Potential Index	55	59	59
Personal Care Products & Services: Total \$	\$4,125,360	\$7,084,789	\$12,482,441
Average Spent	\$450.12	\$476.51	\$476.37
Spending Potential Index	54	58	58
Shelter: Total \$	\$81,944,092	\$138,939,654	\$238,337,279
Average Spent	\$8,940.98	\$9,344.88	\$9,095.80
Spending Potential Index	53	56	54
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,828,839	\$22,155,568	\$39,451,017
Average Spent	\$1,399.76	\$1,490.15	\$1,505.59
Spending Potential Index	56	60	61
Travel: Total \$	\$9,897,361	\$17,195,545	\$29,864,863
Average Spent	\$1,079.91	\$1,156.55	\$1,139.75
Spending Potential Index	50	54	53
Vehicle Maintenance & Repairs: Total \$	\$5,744,287	\$9,861,617	\$17,659,969
Average Spent	\$626.76	\$663.28	\$673.97
Spending Potential Index	58	62	63

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.