

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

Prepared by WHLR
Latitude: 36.69704
Longitude: -79.87933

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	23,266	37,252	66,097
2010 Total Population	21,213	34,216	61,640
2021 Total Population	20,003	32,367	59,210
2021 Group Quarters	435	778	939
2026 Total Population	19,311	31,236	57,463
2021-2026 Annual Rate	-0.70%	-0.71%	-0.60%
2021 Total Daytime Population	23,802	37,318	59,528
Workers	12,253	18,956	25,499
Residents	11,549	18,362	34,029
Household Summary			
2000 Households	9,904	15,773	27,529
2000 Average Household Size	2.27	2.30	2.36
2010 Households	9,322	14,999	26,566
2010 Average Household Size	2.23	2.23	2.28
2021 Households	8,805	14,237	25,648
2021 Average Household Size	2.22	2.22	2.27
2026 Households	8,504	13,750	24,920
2026 Average Household Size	2.22	2.22	2.27
2021-2026 Annual Rate	-0.69%	-0.69%	-0.57%
2010 Families	5,554	9,287	17,254
2010 Average Family Size	2.88	2.83	2.83
2021 Families	5,137	8,645	16,370
2021 Average Family Size	2.90	2.84	2.84
2026 Families	4,926	8,295	15,813
2026 Average Family Size	2.90	2.84	2.84
2021-2026 Annual Rate	-0.84%	-0.82%	-0.69%
Housing Unit Summary			
2000 Housing Units	10,954	17,235	29,982
Owner Occupied Housing Units	54.1%	60.7%	66.5%
Renter Occupied Housing Units	36.3%	30.8%	25.4%
Vacant Housing Units	9.6%	8.5%	8.2%
2010 Housing Units	10,935	17,247	30,372
Owner Occupied Housing Units	48.1%	55.1%	60.9%
Renter Occupied Housing Units	37.1%	31.9%	26.5%
Vacant Housing Units	14.8%	13.0%	12.5%
2021 Housing Units	10,860	17,101	30,400
Owner Occupied Housing Units	43.7%	50.7%	57.0%
Renter Occupied Housing Units	37.3%	32.5%	27.3%
Vacant Housing Units	18.9%	16.7%	15.6%
2026 Housing Units	10,846	17,087	30,422
Owner Occupied Housing Units	43.5%	50.1%	56.4%
Renter Occupied Housing Units	34.9%	30.4%	25.5%
Vacant Housing Units	21.6%	19.5%	18.1%
Median Household Income			
2021	\$35,703	\$38,004	\$39,446
2026	\$37,961	\$40,569	\$42,140
Median Home Value			
2021	\$95,312	\$102,956	\$107,069
2026	\$101,269	\$108,505	\$114,571
Per Capita Income			
2021	\$23,422	\$25,218	\$24,508
2026	\$25,723	\$27,774	\$26,916
Median Age			
2010	42.5	44.1	44.6
2021	44.3	46.3	47.1
2026	44.7	46.6	47.8

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR
Latitude: 36.69704
Longitude: -79.87933

	3 miles	5 miles	10 miles
2021 Households by Income			
Household Income Base	8,805	14,237	25,648
<\$15,000	18.0%	17.6%	16.3%
\$15,000 - \$24,999	17.4%	16.1%	15.6%
\$25,000 - \$34,999	13.8%	12.9%	13.1%
\$35,000 - \$49,999	13.0%	13.0%	13.5%
\$50,000 - \$74,999	19.7%	19.4%	19.5%
\$75,000 - \$99,999	6.4%	7.8%	9.0%
\$100,000 - \$149,999	7.2%	7.6%	8.5%
\$150,000 - \$199,999	2.3%	2.2%	1.9%
\$200,000+	2.2%	3.3%	2.7%
Average Household Income	\$52,686	\$57,334	\$56,504
2026 Households by Income			
Household Income Base	8,504	13,750	24,920
<\$15,000	16.3%	15.9%	14.8%
\$15,000 - \$24,999	16.9%	15.7%	15.3%
\$25,000 - \$34,999	13.7%	12.8%	12.9%
\$35,000 - \$49,999	12.3%	12.4%	12.8%
\$50,000 - \$74,999	21.0%	20.5%	20.4%
\$75,000 - \$99,999	6.5%	7.6%	8.8%
\$100,000 - \$149,999	8.5%	8.9%	10.0%
\$150,000 - \$199,999	2.3%	2.2%	2.0%
\$200,000+	2.6%	3.9%	3.0%
Average Household Income	\$57,827	\$63,101	\$61,987
2021 Owner Occupied Housing Units by Value			
Total	4,749	8,678	17,337
<\$50,000	16.9%	15.0%	15.5%
\$50,000 - \$99,999	36.5%	33.7%	31.5%
\$100,000 - \$149,999	23.5%	22.1%	21.4%
\$150,000 - \$199,999	12.7%	16.2%	15.3%
\$200,000 - \$249,999	4.1%	5.2%	6.8%
\$250,000 - \$299,999	2.8%	3.3%	4.1%
\$300,000 - \$399,999	1.7%	2.6%	2.9%
\$400,000 - \$499,999	0.8%	0.8%	0.9%
\$500,000 - \$749,999	0.5%	0.6%	0.7%
\$750,000 - \$999,999	0.5%	0.4%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$116,904	\$128,123	\$137,189
2026 Owner Occupied Housing Units by Value			
Total	4,715	8,563	17,147
<\$50,000	15.8%	14.3%	14.5%
\$50,000 - \$99,999	33.5%	32.1%	29.6%
\$100,000 - \$149,999	24.6%	21.0%	20.2%
\$150,000 - \$199,999	15.4%	17.8%	16.6%
\$200,000 - \$249,999	4.2%	5.5%	7.4%
\$250,000 - \$299,999	2.7%	3.9%	5.0%
\$300,000 - \$399,999	1.8%	3.0%	3.6%
\$400,000 - \$499,999	1.0%	0.9%	1.0%
\$500,000 - \$749,999	0.4%	0.7%	0.8%
\$750,000 - \$999,999	0.6%	0.5%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$121,782	\$134,482	\$146,132

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR
Latitude: 36.69704
Longitude: -79.87933

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	21,213	34,214	61,642
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%
2021 Population by Age			
Total	20,002	32,365	59,210
0 - 4	5.5%	5.0%	4.8%
5 - 9	5.7%	5.2%	5.2%
10 - 14	6.1%	5.7%	5.6%
15 - 24	10.2%	9.8%	9.4%
25 - 34	12.0%	11.4%	11.4%
35 - 44	11.4%	11.4%	11.2%
45 - 54	12.5%	12.5%	12.8%
55 - 64	14.2%	15.0%	15.6%
65 - 74	12.1%	13.0%	13.5%
75 - 84	6.9%	7.6%	7.6%
85 +	3.5%	3.4%	3.0%
18 +	79.6%	81.0%	81.4%
2026 Population by Age			
Total	19,311	31,237	57,466
0 - 4	5.5%	5.0%	4.8%
5 - 9	5.5%	5.1%	5.0%
10 - 14	5.9%	5.6%	5.6%
15 - 24	10.6%	10.1%	9.7%
25 - 34	10.8%	10.2%	9.8%
35 - 44	12.0%	12.1%	12.1%
45 - 54	11.7%	11.5%	11.6%
55 - 64	13.4%	14.0%	14.8%
65 - 74	13.1%	14.1%	14.6%
75 - 84	8.0%	8.8%	8.9%
85 +	3.4%	3.5%	3.1%
18 +	79.4%	80.9%	81.3%
2010 Population by Sex			
Males	9,707	15,954	29,315
Females	11,506	18,262	32,325
2021 Population by Sex			
Males	9,266	15,223	28,370
Females	10,737	17,144	30,841
2026 Population by Sex			
Males	9,002	14,751	27,637
Females	10,310	16,485	29,826

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR
Latitude: 36.69704
Longitude: -79.87933

	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	21,213	34,215	61,641
White Alone	56.5%	61.2%	67.3%
Black Alone	37.5%	33.2%	27.5%
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%	3.0%	2.8%
Two or More Races	1.9%	1.8%	1.6%
Hispanic Origin	5.4%	4.9%	4.5%
Diversity Index	58.7	56.1	51.6
2021 Population by Race/Ethnicity			
Total	20,003	32,365	59,211
White Alone	52.2%	57.6%	64.6%
Black Alone	38.8%	34.2%	28.2%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	0.9%	0.9%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	4.3%	3.9%
Two or More Races	3.0%	2.7%	2.4%
Hispanic Origin	8.4%	7.3%	6.4%
Diversity Index	64.2	61.1	56.3
2026 Population by Race/Ethnicity			
Total	19,310	31,236	57,463
White Alone	50.1%	55.8%	63.1%
Black Alone	38.9%	34.3%	28.3%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.0%	1.0%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.9%	5.3%	4.7%
Two or More Races	3.7%	3.2%	2.9%
Hispanic Origin	10.1%	8.7%	7.5%
Diversity Index	67.0	63.9	58.8
2010 Population by Relationship and Household Type			
Total	21,213	34,216	61,640
In Households	97.9%	97.7%	98.5%
In Family Households	78.0%	79.0%	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%	2.3%	1.5%
Institutionalized Population	1.7%	2.1%	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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR
Latitude: 36.69704
Longitude: -79.87933

	3 miles	5 miles	10 miles
2021 Population 25+ by Educational Attainment			
Total	14,509	24,045	44,451
Less than 9th Grade	6.0%	5.7%	6.8%
9th - 12th Grade, No Diploma	11.8%	11.7%	11.6%
High School Graduate	24.6%	24.9%	24.9%
GED/Alternative Credential	6.6%	6.5%	7.2%
Some College, No Degree	19.5%	20.2%	21.1%
Associate Degree	12.6%	11.8%	11.8%
Bachelor's Degree	12.8%	12.6%	11.0%
Graduate/Professional Degree	6.1%	6.5%	5.8%
2021 Population 15+ by Marital Status			
Total	16,548	27,207	49,994
Never Married	34.2%	30.7%	27.6%
Married	43.1%	44.9%	48.7%
Widowed	9.4%	10.4%	10.3%
Divorced	13.3%	14.0%	13.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,337	15,180	27,446
Population 16+ Employed	90.8%	91.9%	91.7%
Population 16+ Unemployment rate	9.2%	8.1%	8.3%
Population 16-24 Employed	9.9%	9.2%	9.5%
Population 16-24 Unemployment rate	18.6%	18.3%	15.7%
Population 25-54 Employed	60.0%	58.9%	58.8%
Population 25-54 Unemployment rate	11.0%	9.3%	9.4%
Population 55-64 Employed	20.0%	21.0%	21.2%
Population 55-64 Unemployment rate	1.3%	2.9%	4.9%
Population 65+ Employed	10.1%	10.8%	10.5%
Population 65+ Unemployment rate	1.8%	1.1%	0.6%
2021 Employed Population 16+ by Industry			
Total	8,479	13,944	25,177
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	6.4%	6.3%	7.2%
Manufacturing	19.2%	18.2%	19.4%
Wholesale Trade	2.1%	2.5%	1.9%
Retail Trade	13.8%	13.2%	13.2%
Transportation/Utilities	4.1%	3.9%	4.5%
Information	1.4%	1.0%	0.7%
Finance/Insurance/Real Estate	3.7%	3.7%	3.7%
Services	45.1%	46.2%	44.2%
Public Administration	4.1%	4.8%	4.9%
2021 Employed Population 16+ by Occupation			
Total	8,476	13,944	25,176
White Collar	47.6%	51.2%	50.8%
Management/Business/Financial	7.7%	9.7%	10.2%
Professional	17.7%	19.0%	18.4%
Sales	9.8%	10.0%	9.2%
Administrative Support	12.4%	12.5%	13.0%
Services	18.5%	17.2%	16.7%
Blue Collar	33.9%	31.5%	32.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.7%	4.4%	5.2%
Installation/Maintenance/Repair	2.6%	2.2%	2.7%
Production	14.4%	12.8%	12.8%
Transportation/Material Moving	12.3%	12.1%	11.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR
Latitude: 36.69704
Longitude: -79.87933

	3 miles	5 miles	10 miles
2010 Households by Type			
Total	9,323	15,000	26,565
Households with 1 Person	36.3%	34.1%	31.3%
Households with 2+ People	63.7%	65.9%	68.7%
Family Households	59.6%	61.9%	65.0%
Husband-wife Families	34.2%	39.3%	44.4%
With Related Children	12.5%	13.3%	15.3%
Other Family (No Spouse Present)	25.3%	22.7%	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%	17.8%	15.7%
With Related Children	13.2%	11.3%	9.6%
Nonfamily Households	4.2%	4.0%	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	14,999	26,565
1 Person Household	36.3%	34.1%	31.3%
2 Person Household	32.0%	34.4%	35.8%
3 Person Household	15.3%	15.2%	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	14,999	26,566
Owner Occupied	56.5%	63.4%	69.6%
Owned with a Mortgage/Loan	33.3%	36.2%	38.2%
Owned Free and Clear	23.1%	27.2%	31.4%
Renter Occupied	43.5%	36.6%	30.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	212	212	215
Percent of Income for Mortgage	11.2%	11.4%	11.4%
Wealth Index	46	57	54
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,935	17,247	30,372
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	95.1%	81.9%	55.9%
Rural Housing Units	4.9%	18.1%	44.1%
2010 Population By Urban/ Rural Status			
Total Population	21,213	34,216	61,640
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	95.1%	81.3%	54.6%
Rural Population	4.9%	18.7%	45.4%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR
Latitude: 36.69704
Longitude: -79.87933

	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2.	Modest Income Homes (12D)	Heartland Communities (6F)	Heartland Communities (6F)
3.	Heartland Communities (6F)	Midlife Constants (5E)	Rooted Rural (10B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$10,708,650	\$18,644,739	\$32,822,845
Average Spent	\$1,216.20	\$1,309.60	\$1,279.74
Spending Potential Index	57	62	60
Education: Total \$	\$7,379,961	\$12,918,491	\$22,162,504
Average Spent	\$838.16	\$907.39	\$864.10
Spending Potential Index	49	53	50
Entertainment/Recreation: Total \$	\$17,597,279	\$31,060,224	\$55,899,142
Average Spent	\$1,998.56	\$2,181.66	\$2,179.47
Spending Potential Index	62	68	67
Food at Home: Total \$	\$29,635,226	\$52,056,805	\$94,075,146
Average Spent	\$3,365.73	\$3,656.44	\$3,667.93
Spending Potential Index	62	67	67
Food Away from Home: Total \$	\$19,155,914	\$33,505,209	\$59,846,580
Average Spent	\$2,175.57	\$2,353.39	\$2,333.38
Spending Potential Index	57	62	61
Health Care: Total \$	\$35,797,012	\$63,345,655	\$115,170,581
Average Spent	\$4,065.53	\$4,449.37	\$4,490.43
Spending Potential Index	65	71	72
HH Furnishings & Equipment: Total \$	\$11,515,530	\$20,318,315	\$36,411,324
Average Spent	\$1,307.84	\$1,427.15	\$1,419.66
Spending Potential Index	58	63	63
Personal Care Products & Services: Total \$	\$4,585,444	\$8,021,660	\$14,025,899
Average Spent	\$520.78	\$563.44	\$546.86
Spending Potential Index	58	63	61
Shelter: Total \$	\$96,560,736	\$168,014,314	\$288,462,319
Average Spent	\$10,966.58	\$11,801.24	\$11,246.97
Spending Potential Index	54	59	56
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,535,485	\$22,360,961	\$40,594,910
Average Spent	\$1,423.68	\$1,570.62	\$1,582.77
Spending Potential Index	60	66	66
Travel: Total \$	\$11,899,098	\$21,090,520	\$36,809,003
Average Spent	\$1,351.40	\$1,481.39	\$1,435.16
Spending Potential Index	53	59	57
Vehicle Maintenance & Repairs: Total \$	\$6,189,523	\$10,898,054	\$19,849,632
Average Spent	\$702.96	\$765.47	\$773.93
Spending Potential Index	63	69	70

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.