

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			
2010 Total Population	21,018	34,947	61,607
2020 Total Population	20,295	33,813	58,569
2020 Group Quarters	559	953	1,175
2022 Total Population	20,138	33,406	57,621
2022 Group Quarters	559	953	1,175
2027 Total Population	20,024	33,001	56,500
2022-2027 Annual Rate	-0.11%	-0.24%	-0.39%
2022 Total Daytime Population	25,351	39,781	58,112
Workers	14,289	22,040	27,468
Residents	11,062	17,741	30,644
Household Summary			
2010 Households	9,225	15,329	26,572
2010 Average Household Size	2.23	2.23	2.28
2020 Total Households	8,909	14,815	25,567
2020 Average Household Size	2.22	2.22	2.24
2022 Total Households	8,828	14,645	25,193
2022 Average Household Size	2.22	2.22	2.24
2027 Total Households	8,789	14,489	24,762
2027 Average Household Size	2.21	2.21	2.23
2022-2027 Annual Rate	-0.09%	-0.21%	-0.34%
2010 Families	5,497	9,518	17,262
2010 Average Family Size	2.89	2.82	2.83
2022 Total Families	5,142	8,903	16,048
2022 Average Family Size	2.89	2.83	2.80
2027 Total Families	5,082	8,748	15,674
2027 Average Family Size	2.90	2.83	2.80
2022-2027 Annual Rate	-0.23%	-0.35%	-0.47%
Housing Unit Summary			
2000 Housing Units	10,884	17,531	30,039
Owner Occupied Housing Units	54.0%	61.2%	66.4%
Renter Occupied Housing Units	36.3%	30.6%	25.3%
Vacant Housing Units	9.7%	8.2%	8.3%
2010 Housing Units	10,830	17,547	30,430
Owner Occupied Housing Units	48.1%	55.7%	60.8%
Renter Occupied Housing Units	37.1%	31.7%	26.5%
Vacant Housing Units	14.8%	12.6%	12.7%
2020 Housing Units	10,586	17,121	29,517
Vacant Housing Units	15.8%	13.5%	13.4%
2022 Housing Units	10,634	17,155	29,447
Owner Occupied Housing Units	46.7%	53.7%	59.4%
Renter Occupied Housing Units	36.4%	31.6%	26.1%
Vacant Housing Units	17.0%	14.6%	14.4%
2027 Housing Units	10,619	17,072	29,153
Owner Occupied Housing Units	47.5%	54.4%	59.8%
Renter Occupied Housing Units	35.2%	30.4%	25.1%
Vacant Housing Units	17.2%	15.1%	15.1%
Median Household Income			
2022	\$37,736	\$41,468	\$43,459
2027	\$42,685	\$47,171	\$49,732
Median Home Value			
2022	\$97,825	\$112,180	\$121,621
2027	\$102,277	\$118,757	\$130,659
Per Capita Income			
2022	\$25,759	\$28,293	\$28,144
2027	\$29,549	\$32,275	\$31,989
Median Age			
2010	42.3	44.2	44.6
2022	44.5	46.6	47.3
2027	44.9	47.0	47.9

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	8,828	14,645	25,193
<\$15,000	16.2%	15.4%	14.2%
\$15,000 - \$24,999	17.5%	15.9%	15.4%
\$25,000 - \$34,999	13.3%	12.4%	12.3%
\$35,000 - \$49,999	12.7%	12.5%	12.7%
\$50,000 - \$74,999	21.0%	21.1%	21.0%
\$75,000 - \$99,999	6.7%	8.1%	9.2%
\$100,000 - \$149,999	7.4%	8.3%	9.6%
\$150,000 - \$199,999	2.4%	2.3%	2.1%
\$200,000+	2.7%	4.0%	3.5%
Average Household Income	\$58,214	\$64,603	\$64,354
2027 Households by Income			
Household Income Base	8,789	14,489	24,762
<\$15,000	13.3%	12.6%	11.8%
\$15,000 - \$24,999	16.5%	15.1%	14.6%
\$25,000 - \$34,999	13.3%	12.3%	12.2%
\$35,000 - \$49,999	11.8%	11.7%	11.6%
\$50,000 - \$74,999	22.7%	22.6%	22.3%
\$75,000 - \$99,999	6.9%	7.9%	8.9%
\$100,000 - \$149,999	9.6%	10.6%	12.4%
\$150,000 - \$199,999	2.3%	2.2%	2.1%
\$200,000+	3.5%	5.0%	4.2%
Average Household Income	\$66,695	\$73,574	\$72,993
2022 Owner Occupied Housing Units by Value			
Total	4,961	9,217	17,494
<\$50,000	16.1%	14.4%	13.7%
\$50,000 - \$99,999	35.5%	30.4%	27.4%
\$100,000 - \$149,999	24.3%	21.6%	20.7%
\$150,000 - \$199,999	11.1%	15.0%	14.7%
\$200,000 - \$249,999	4.9%	7.4%	9.6%
\$250,000 - \$299,999	4.0%	5.5%	6.8%
\$300,000 - \$399,999	2.3%	3.3%	3.6%
\$400,000 - \$499,999	1.0%	1.0%	1.0%
\$500,000 - \$749,999	0.4%	0.6%	0.8%
\$750,000 - \$999,999	0.3%	0.6%	1.4%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$122,778	\$140,459	\$155,765
2027 Owner Occupied Housing Units by Value			
Total	5,049	9,291	17,437
<\$50,000	15.2%	13.6%	12.8%
\$50,000 - \$99,999	33.7%	28.7%	25.4%
\$100,000 - \$149,999	23.5%	20.4%	19.3%
\$150,000 - \$199,999	12.4%	16.4%	15.7%
\$200,000 - \$249,999	5.3%	7.8%	10.2%
\$250,000 - \$299,999	4.8%	6.4%	8.1%
\$300,000 - \$399,999	2.8%	3.8%	4.4%
\$400,000 - \$499,999	1.2%	1.1%	1.2%
\$500,000 - \$749,999	0.4%	0.7%	0.9%
\$750,000 - \$999,999	0.4%	0.7%	1.6%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$129,822	\$147,396	\$165,973

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

Village of Martinsville
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2010 Population by Age			
Total	21,017	34,947	61,607
0 - 4	6.4%	5.7%	5.5%
5 - 9	5.9%	5.6%	5.6%
10 - 14	6.1%	5.8%	5.8%
15 - 24	11.9%	11.2%	11.0%
25 - 34	11.0%	10.4%	10.0%
35 - 44	12.5%	12.4%	12.7%
45 - 54	15.2%	15.4%	15.8%
55 - 64	12.6%	13.4%	13.9%
65 - 74	9.1%	10.2%	10.7%
75 - 84	6.4%	6.8%	6.5%
85 +	3.1%	3.0%	2.5%
18 +	77.8%	79.2%	79.4%
2022 Population by Age			
Total	20,137	33,408	57,621
0 - 4	5.5%	4.9%	4.8%
5 - 9	5.7%	5.2%	5.2%
10 - 14	6.0%	5.7%	5.6%
15 - 24	10.2%	9.7%	9.3%
25 - 34	11.9%	11.3%	11.3%
35 - 44	11.3%	11.3%	11.2%
45 - 54	12.4%	12.5%	12.8%
55 - 64	14.1%	14.9%	15.4%
65 - 74	12.1%	13.1%	13.5%
75 - 84	7.2%	7.9%	7.9%
85 +	3.6%	3.5%	3.1%
18 +	79.7%	81.1%	81.5%
2027 Population by Age			
Total	20,024	33,002	56,499
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%	9.9%	9.6%
25 - 34	10.7%	10.1%	9.7%
35 - 44	11.9%	12.0%	12.1%
45 - 54	11.7%	11.7%	11.7%
55 - 64	13.2%	13.9%	14.6%
65 - 74	13.1%	14.1%	14.6%
75 - 84	8.2%	9.0%	9.1%
85 +	3.6%	3.6%	3.3%
18 +	79.5%	80.9%	81.3%
2010 Population by Sex			
Males	9,632	16,311	29,302
Females	11,386	18,636	32,305
2022 Population by Sex			
Males	9,351	15,747	27,626
Females	10,786	17,659	29,995
2027 Population by Sex			
Males	9,353	15,630	27,202
Females	10,671	17,371	29,298

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	21,017	34,947	61,606
White Alone	56.0%	61.8%	67.3%
Black Alone	37.9%	32.6%	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	3.3%	2.9%	2.8%
Two or More Races	1.9%	1.7%	1.6%
Hispanic Origin	5.5%	4.9%	4.5%
Diversity Index	59.0	55.6	51.5
2020 Population by Race/Ethnicity			
Total	20,295	33,813	58,569
White Alone	49.5%	55.5%	62.4%
Black Alone	38.7%	33.8%	27.9%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.8%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.5%	3.8%	3.4%
Two or More Races	6.0%	5.7%	5.3%
Hispanic Origin	8.9%	7.6%	6.7%
Diversity Index	66.4	63.2	58.8
2022 Population by Race/Ethnicity			
Total	20,136	33,406	57,621
White Alone	49.1%	55.1%	62.0%
Black Alone	38.7%	33.9%	28.0%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.8%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.6%	3.8%	3.4%
Two or More Races	6.3%	5.9%	5.5%
Hispanic Origin	9.1%	7.7%	6.8%
Diversity Index	66.8	63.6	59.2
2027 Population by Race/Ethnicity			
Total	20,025	33,001	56,501
White Alone	48.6%	54.4%	61.1%
Black Alone	38.8%	34.0%	28.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.8%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.6%	3.8%	3.4%
Two or More Races	6.7%	6.5%	6.2%
Hispanic Origin	9.2%	7.9%	7.0%
Diversity Index	67.2	64.3	60.1
2010 Population by Relationship and Household Type			
Total	21,018	34,947	61,606
In Households	98.0%	97.8%	98.5%
In Family Households	78.1%	79.1%	81.4%
Householder	26.2%	27.1%	28.0%
Spouse	15.0%	17.3%	19.1%
Child	30.2%	28.8%	28.6%
Other relative	4.2%	3.7%	3.5%
Nonrelative	2.5%	2.2%	2.2%
In Nonfamily Households	19.9%	18.7%	17.0%
In Group Quarters	2.0%	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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2022 Population 25+ by Educational Attainment			
Total	14,624	24,893	43,308
Less than 9th Grade	5.9%	5.3%	6.1%
9th - 12th Grade, No Diploma	11.7%	11.3%	11.1%
High School Graduate	24.8%	25.3%	25.4%
GED/Alternative Credential	6.8%	6.6%	7.4%
Some College, No Degree	18.9%	19.6%	19.9%
Associate Degree	13.2%	12.6%	12.8%
Bachelor's Degree	12.7%	12.7%	11.3%
Graduate/Professional Degree	6.0%	6.6%	6.0%
2022 Population 15+ by Marital Status			
Total	16,686	28,120	48,696
Never Married	33.8%	30.2%	27.4%
Married	43.5%	45.8%	49.2%
Widowed	9.6%	10.4%	10.4%
Divorced	13.0%	13.6%	13.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,600	16,389	28,263
Population 16+ Employed	95.4%	96.0%	96.1%
Population 16+ Unemployment rate	4.6%	4.0%	3.9%
Population 16-24 Employed	11.0%	10.2%	10.4%
Population 16-24 Unemployment rate	12.3%	11.4%	9.9%
Population 25-54 Employed	59.9%	58.2%	57.9%
Population 25-54 Unemployment rate	5.0%	4.1%	4.1%
Population 55-64 Employed	18.8%	20.2%	20.5%
Population 55-64 Unemployment rate	0.3%	1.2%	2.1%
Population 65+ Employed	10.3%	11.4%	11.2%
Population 65+ Unemployment rate	1.2%	0.7%	0.4%
2022 Employed Population 16+ by Industry			
Total	9,154	15,741	27,148
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	6.6%	6.7%	7.3%
Manufacturing	18.9%	18.0%	19.1%
Wholesale Trade	2.0%	2.4%	1.8%
Retail Trade	14.0%	13.2%	13.3%
Transportation/Utilities	4.3%	4.1%	4.7%
Information	1.4%	1.0%	0.7%
Finance/Insurance/Real Estate	3.4%	3.5%	3.5%
Services	45.5%	46.6%	44.7%
Public Administration	3.8%	4.3%	4.5%
2022 Employed Population 16+ by Occupation			
Total	9,154	15,741	27,149
White Collar	45.8%	49.8%	49.3%
Management/Business/Financial	7.3%	9.4%	9.8%
Professional	16.7%	18.3%	17.7%
Sales	9.5%	9.7%	9.0%
Administrative Support	12.3%	12.4%	12.9%
Services	19.1%	17.6%	17.3%
Blue Collar	35.2%	32.6%	33.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.9%	4.7%	5.3%
Installation/Maintenance/Repair	2.6%	2.3%	2.9%
Production	15.0%	13.3%	13.3%
Transportation/Material Moving	12.7%	12.2%	11.9%

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2010 Households by Type			
Total	9,224	15,328	26,571
Households with 1 Person	36.2%	34.0%	31.3%
Households with 2+ People	63.8%	66.0%	68.7%
Family Households	59.6%	62.1%	65.0%
Husband-wife Families	34.0%	39.6%	44.4%
With Related Children	12.5%	13.4%	15.3%
Other Family (No Spouse Present)	25.6%	22.5%	20.6%
Other Family with Male Householder	5.2%	4.9%	4.9%
With Related Children	2.9%	2.7%	2.7%
Other Family with Female Householder	20.4%	17.6%	15.7%
With Related Children	13.3%	11.1%	9.6%
Nonfamily Households	4.2%	3.9%	3.7%
All Households with Children	29.1%	27.7%	28.0%
Multigenerational Households	4.8%	4.5%	4.4%
Unmarried Partner Households	5.8%	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	9,227	15,328	26,573
1 Person Household	36.2%	34.0%	31.3%
2 Person Household	32.0%	34.6%	35.8%
3 Person Household	15.2%	15.3%	16.1%
4 Person Household	9.9%	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	9,228	15,329	26,573
Owner Occupied	56.4%	63.7%	69.6%
Owned with a Mortgage/Loan	33.2%	36.3%	38.2%
Owned Free and Clear	23.1%	27.4%	31.4%
Renter Occupied	43.6%	36.3%	30.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	179	173	170
Percent of Income for Mortgage	13.7%	14.3%	14.7%
Wealth Index	47	60	57
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,830	17,547	30,430
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	94.9%	80.9%	55.7%
Rural Housing Units	5.1%	19.1%	44.3%
2010 Population By Urban/ Rural Status			
Total Population	21,018	34,947	61,607
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	94.8%	80.3%	54.6%
Rural Population	5.2%	19.7%	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.

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Top 3 Tapestry Segments			
1.	Small Town Sincerity (12C)	Small Town Sincerity (12C)	Small Town Sincerity (12C)
2.	Modest Income Homes (12D)	Heartland Communities (6F)	Heartland Communities (6F)
3.	Heartland Communities (6F)	Midlife Constants (5E)	Rooted Rural (10B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$11,867,851	\$21,613,980	\$36,733,287
Average Spent	\$1,344.34	\$1,475.86	\$1,458.08
Spending Potential Index	56	61	61
Education: Total \$	\$8,161,117	\$14,980,598	\$24,824,213
Average Spent	\$924.46	\$1,022.92	\$985.36
Spending Potential Index	47	52	50
Entertainment/Recreation: Total \$	\$19,512,624	\$35,992,478	\$62,508,118
Average Spent	\$2,210.31	\$2,457.66	\$2,481.17
Spending Potential Index	60	67	68
Food at Home: Total \$	\$32,862,850	\$60,300,294	\$105,170,593
Average Spent	\$3,722.57	\$4,117.47	\$4,174.60
Spending Potential Index	60	67	67
Food Away from Home: Total \$	\$21,224,564	\$38,822,500	\$66,933,802
Average Spent	\$2,404.23	\$2,650.90	\$2,656.84
Spending Potential Index	56	61	62
Health Care: Total \$	\$39,692,563	\$73,412,367	\$128,746,659
Average Spent	\$4,496.21	\$5,012.79	\$5,110.41
Spending Potential Index	63	71	72
HH Furnishings & Equipment: Total \$	\$12,750,514	\$23,548,913	\$40,717,649
Average Spent	\$1,444.33	\$1,607.98	\$1,616.23
Spending Potential Index	56	63	63
Personal Care Products & Services: Total \$	\$5,080,096	\$9,297,450	\$15,697,941
Average Spent	\$575.45	\$634.85	\$623.11
Spending Potential Index	56	62	61
Shelter: Total \$	\$106,936,238	\$194,731,338	\$323,059,176
Average Spent	\$12,113.30	\$13,296.78	\$12,823.37
Spending Potential Index	53	58	56
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,863,356	\$25,890,234	\$45,361,190
Average Spent	\$1,570.38	\$1,767.85	\$1,800.55
Spending Potential Index	58	65	66
Travel: Total \$	\$13,155,792	\$24,448,169	\$41,194,848
Average Spent	\$1,490.23	\$1,669.39	\$1,635.17
Spending Potential Index	52	58	57
Vehicle Maintenance & Repairs: Total \$	\$6,864,939	\$12,623,954	\$22,186,673
Average Spent	\$777.63	\$862.00	\$880.67
Spending Potential Index	62	68	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.