



Demographic and Income Profile

Downtown 5 10 15 Minute
 602 S Jefferson St, Roanoke, Virginia, 24011
 Drive Time: 5 minutes

Latitude: 37.26916
 Longitude: -79.94053

Summary	Census 2010	2012	2017
Population	19,806	19,837	20,081
Households	8,269	8,312	8,397
Families	4,037	3,986	4,016
Average Household Size	2.19	2.18	2.19
Owner Occupied Housing Units	3,293	3,051	3,099
Renter Occupied Housing Units	4,976	5,261	5,299
Median Age	35.3	35.3	35.7
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.24%	0.87%	0.68%
Households	0.20%	0.91%	0.74%
Families	0.15%	0.94%	0.72%
Owner HHs	0.31%	1.04%	0.91%
Median Household Income	0.81%	2.92%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	2,597	31.2%	2,761	32.9%
\$15,000 - \$24,999	1,199	14.4%	972	11.6%
\$25,000 - \$34,999	1,299	15.6%	1,170	13.9%
\$35,000 - \$49,999	1,250	15.0%	1,209	14.4%
\$50,000 - \$74,999	1,024	12.3%	1,006	12.0%
\$75,000 - \$99,999	484	5.8%	717	8.5%
\$100,000 - \$149,999	347	4.2%	426	5.1%
\$150,000 - \$199,999	54	0.6%	70	0.8%
\$200,000+	58	0.7%	67	0.8%
Median Household Income	\$27,148		\$28,262	
Average Household Income	\$37,591		\$40,836	
Per Capita Income	\$17,974		\$19,294	

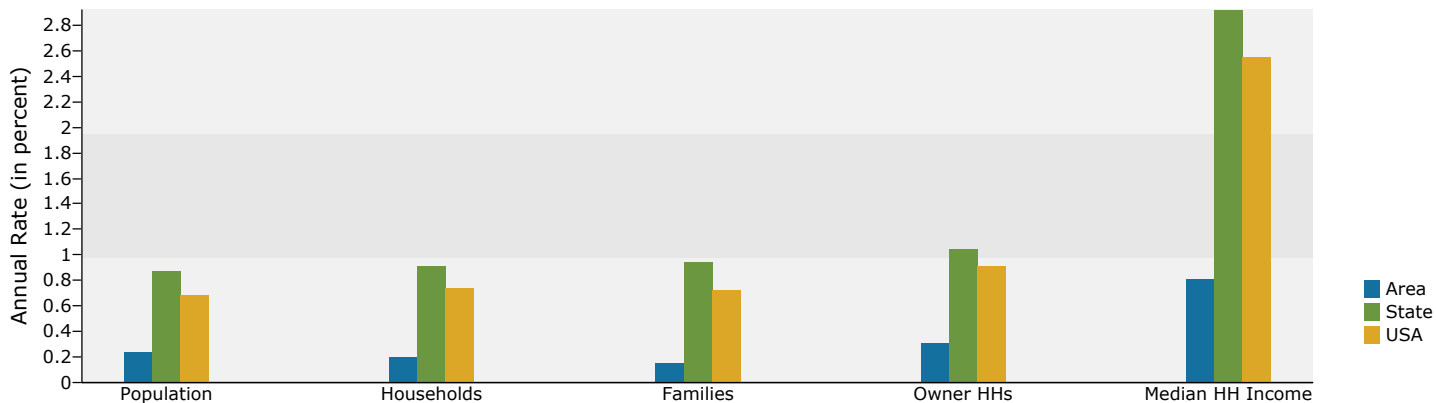
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,376	6.9%	1,370	6.9%	1,389	6.9%
5 - 9	1,202	6.1%	1,197	6.0%	1,207	6.0%
10 - 14	1,055	5.3%	1,042	5.3%	1,066	5.3%
15 - 19	1,203	6.1%	1,156	5.8%	1,128	5.6%
20 - 24	1,625	8.2%	1,659	8.4%	1,567	7.8%
25 - 34	3,369	17.0%	3,415	17.2%	3,487	17.4%
35 - 44	2,819	14.2%	2,749	13.9%	2,722	13.6%
45 - 54	3,083	15.6%	3,006	15.2%	2,847	14.2%
55 - 64	2,176	11.0%	2,266	11.4%	2,407	12.0%
65 - 74	1,002	5.1%	1,069	5.4%	1,301	6.5%
75 - 84	564	2.8%	560	2.8%	593	3.0%
85+	331	1.7%	347	1.7%	367	1.8%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,864	65.0%	12,788	64.5%	12,662	63.1%
Black Alone	5,525	27.9%	5,596	28.2%	5,762	28.7%
American Indian Alone	68	0.3%	68	0.3%	76	0.4%
Asian Alone	271	1.4%	274	1.4%	298	1.5%
Pacific Islander Alone	9	0.0%	10	0.1%	11	0.1%
Some Other Race Alone	370	1.9%	383	1.9%	469	2.3%
Two or More Races	697	3.5%	719	3.6%	804	4.0%
Hispanic Origin (Any Race)	952	4.8%	985	5.0%	1,218	6.1%

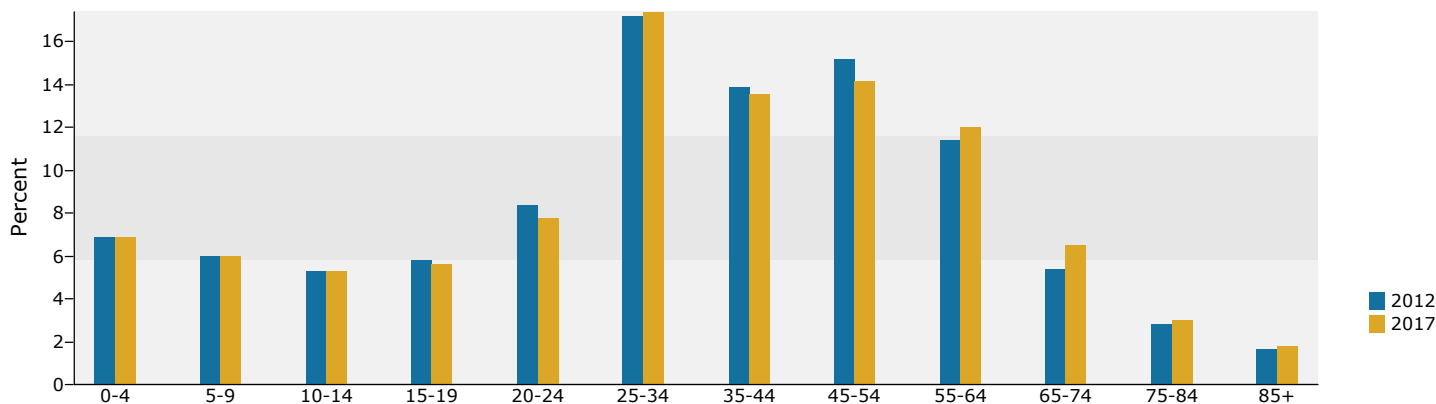
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

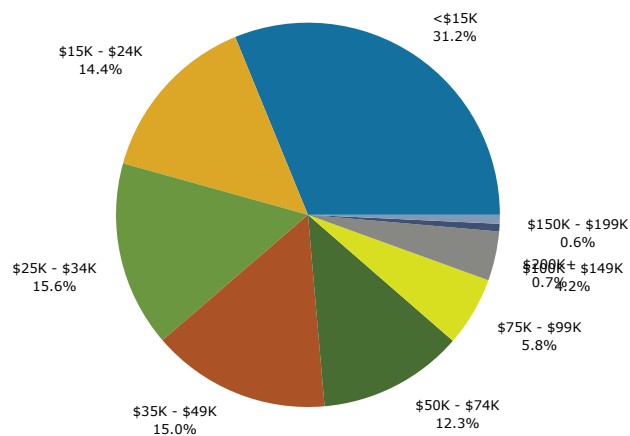
Trends 2012-2017



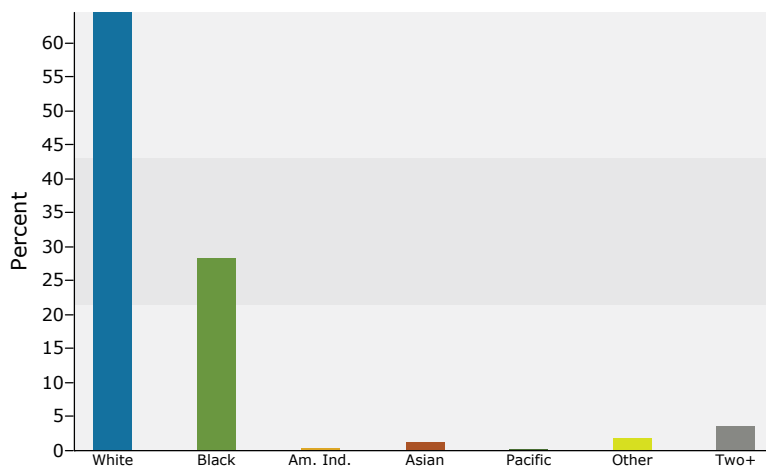
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 5.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



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Downtown 5 10 15 Minute
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Summary	Census 2010	2012	2017
Population	98,519	99,145	100,809
Households	43,651	44,011	44,655
Families	24,012	23,870	24,243
Average Household Size	2.20	2.20	2.21
Owner Occupied Housing Units	23,344	22,221	22,736
Renter Occupied Housing Units	20,307	21,790	21,919
Median Age	38.4	38.7	39.3
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.33%	0.87%	0.68%
Households	0.29%	0.91%	0.74%
Families	0.31%	0.94%	0.72%
Owner HHs	0.46%	1.04%	0.91%
Median Household Income	1.53%	2.92%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	8,451	19.2%	9,072	20.3%
\$15,000 - \$24,999	5,601	12.7%	4,611	10.3%
\$25,000 - \$34,999	6,712	15.3%	5,880	13.2%
\$35,000 - \$49,999	7,680	17.5%	7,110	15.9%
\$50,000 - \$74,999	7,691	17.5%	7,518	16.8%
\$75,000 - \$99,999	3,462	7.9%	5,112	11.4%
\$100,000 - \$149,999	2,993	6.8%	3,665	8.2%
\$150,000 - \$199,999	715	1.6%	938	2.1%
\$200,000+	707	1.6%	748	1.7%
Median Household Income	\$36,752		\$39,658	
Average Household Income	\$50,021		\$55,121	
Per Capita Income	\$22,786		\$24,993	

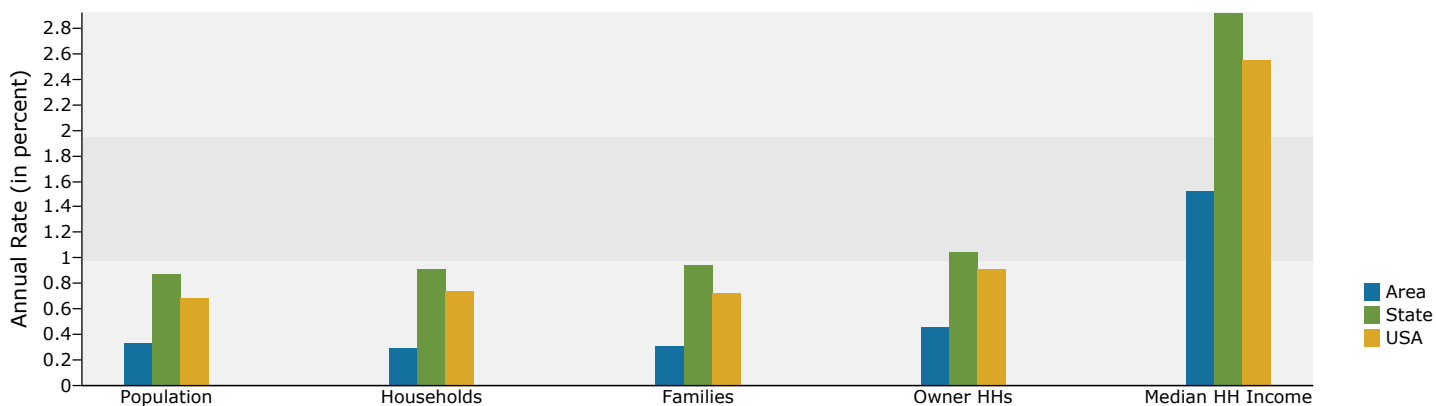
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,697	6.8%	6,691	6.7%	6,751	6.7%
5 - 9	5,853	5.9%	5,826	5.9%	5,851	5.8%
10 - 14	5,448	5.5%	5,377	5.4%	5,482	5.4%
15 - 19	5,728	5.8%	5,479	5.5%	5,298	5.3%
20 - 24	6,598	6.7%	6,745	6.8%	6,304	6.3%
25 - 34	14,572	14.8%	14,834	15.0%	15,084	15.0%
35 - 44	13,103	13.3%	12,776	12.9%	12,606	12.5%
45 - 54	14,290	14.5%	13,939	14.1%	13,081	13.0%
55 - 64	12,430	12.6%	13,034	13.1%	13,821	13.7%
65 - 74	6,783	6.9%	7,286	7.3%	8,897	8.8%
75 - 84	4,700	4.8%	4,709	4.7%	5,018	5.0%
85+	2,317	2.4%	2,449	2.5%	2,617	2.6%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	66,879	67.9%	67,075	67.7%	67,052	66.5%
Black Alone	24,490	24.9%	24,665	24.9%	25,245	25.0%
American Indian Alone	261	0.3%	265	0.3%	298	0.3%
Asian Alone	2,030	2.1%	2,074	2.1%	2,259	2.2%
Pacific Islander Alone	42	0.0%	43	0.0%	55	0.1%
Some Other Race Alone	2,149	2.2%	2,259	2.3%	2,779	2.8%
Two or More Races	2,668	2.7%	2,764	2.8%	3,121	3.1%
Hispanic Origin (Any Race)	5,149	5.2%	5,433	5.5%	6,780	6.7%

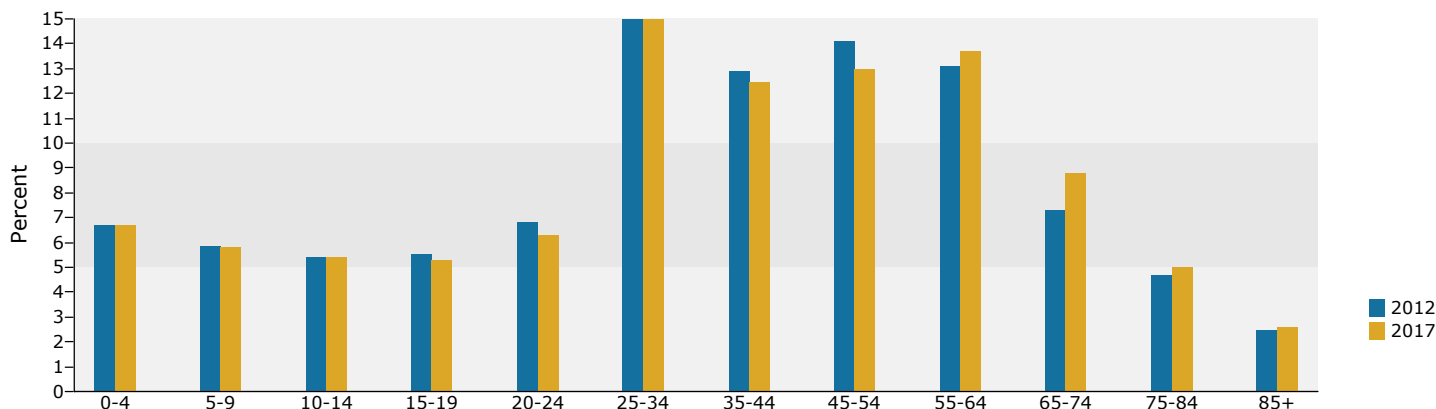
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

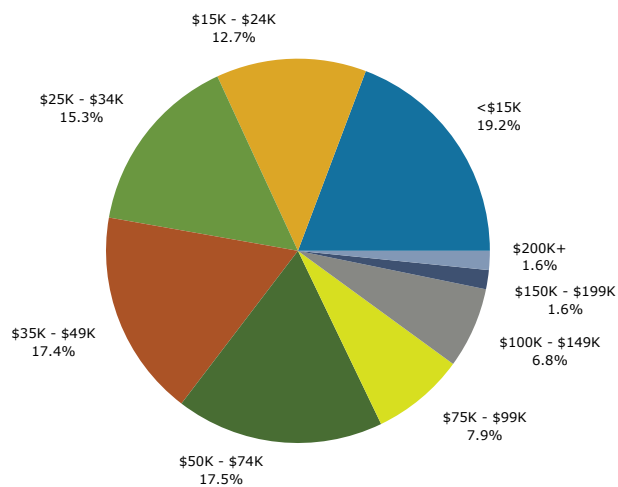
Trends 2012-2017



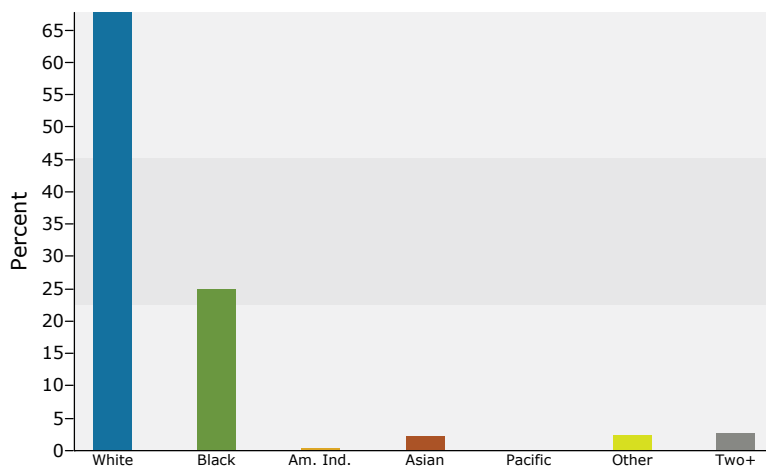
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 5.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



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Summary	Census 2010	2012	2017
Population	180,218	181,468	184,644
Households	77,496	78,072	79,325
Families	46,495	46,294	47,122
Average Household Size	2.27	2.27	2.28
Owner Occupied Housing Units	48,695	46,961	48,041
Renter Occupied Housing Units	28,801	31,110	31,285
Median Age	40.4	40.9	41.6
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.35%	0.87%	0.68%
Households	0.32%	0.91%	0.74%
Families	0.36%	0.94%	0.72%
Owner HHs	0.46%	1.04%	0.91%
Median Household Income	2.44%	2.92%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	11,889	15.2%	12,646	15.9%
\$15,000 - \$24,999	8,403	10.8%	6,866	8.7%
\$25,000 - \$34,999	11,055	14.2%	9,516	12.0%
\$35,000 - \$49,999	13,069	16.7%	11,827	14.9%
\$50,000 - \$74,999	15,282	19.6%	14,594	18.4%
\$75,000 - \$99,999	8,051	10.3%	11,657	14.7%
\$100,000 - \$149,999	7,112	9.1%	8,465	10.7%
\$150,000 - \$199,999	1,699	2.2%	2,184	2.8%
\$200,000+	1,512	1.9%	1,571	2.0%
Median Household Income	\$42,555		\$48,011	
Average Household Income	\$57,015		\$62,873	
Per Capita Income	\$25,192		\$27,684	

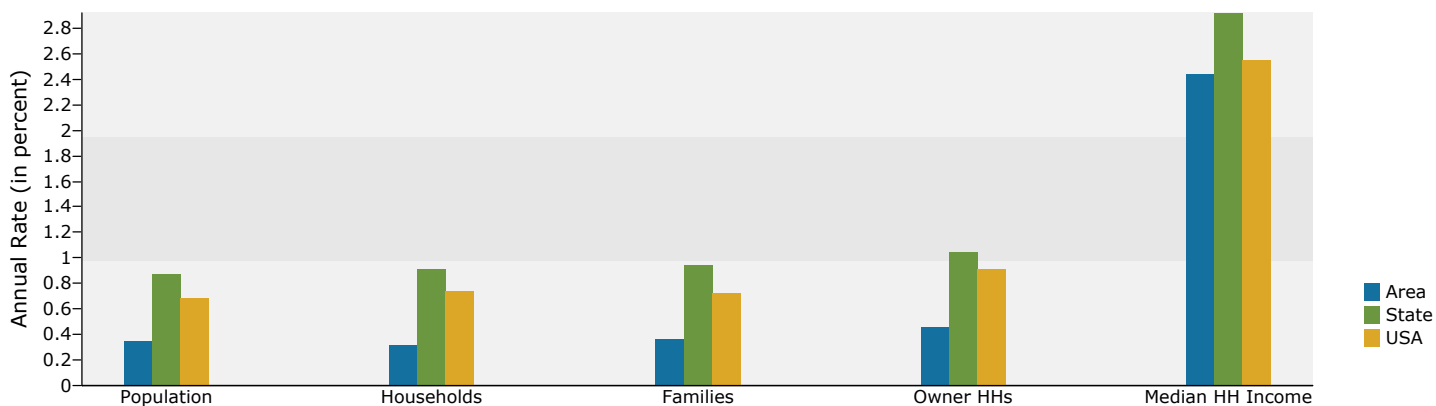
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,214	6.2%	11,207	6.2%	11,301	6.1%
5 - 9	10,593	5.9%	10,554	5.8%	10,585	5.7%
10 - 14	10,637	5.9%	10,496	5.8%	10,673	5.8%
15 - 19	11,098	6.2%	10,629	5.9%	10,265	5.6%
20 - 24	10,931	6.1%	11,167	6.2%	10,451	5.7%
25 - 34	23,102	12.8%	23,549	13.0%	23,929	13.0%
35 - 44	23,555	13.1%	22,990	12.7%	22,619	12.3%
45 - 54	26,627	14.8%	25,953	14.3%	24,270	13.1%
55 - 64	24,126	13.4%	25,310	13.9%	26,769	14.5%
65 - 74	14,050	7.8%	15,081	8.3%	18,344	9.9%
75 - 84	9,874	5.5%	9,885	5.4%	10,490	5.7%
85+	4,411	2.4%	4,648	2.6%	4,948	2.7%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	135,608	75.2%	135,939	74.9%	135,909	73.6%
Black Alone	32,980	18.3%	33,402	18.4%	34,697	18.8%
American Indian Alone	404	0.2%	416	0.2%	483	0.3%
Asian Alone	3,968	2.2%	4,073	2.2%	4,489	2.4%
Pacific Islander Alone	75	0.0%	79	0.0%	99	0.1%
Some Other Race Alone	2,995	1.7%	3,196	1.8%	3,999	2.2%
Two or More Races	4,188	2.3%	4,362	2.4%	4,968	2.7%
Hispanic Origin (Any Race)	7,439	4.1%	7,984	4.4%	10,176	5.5%

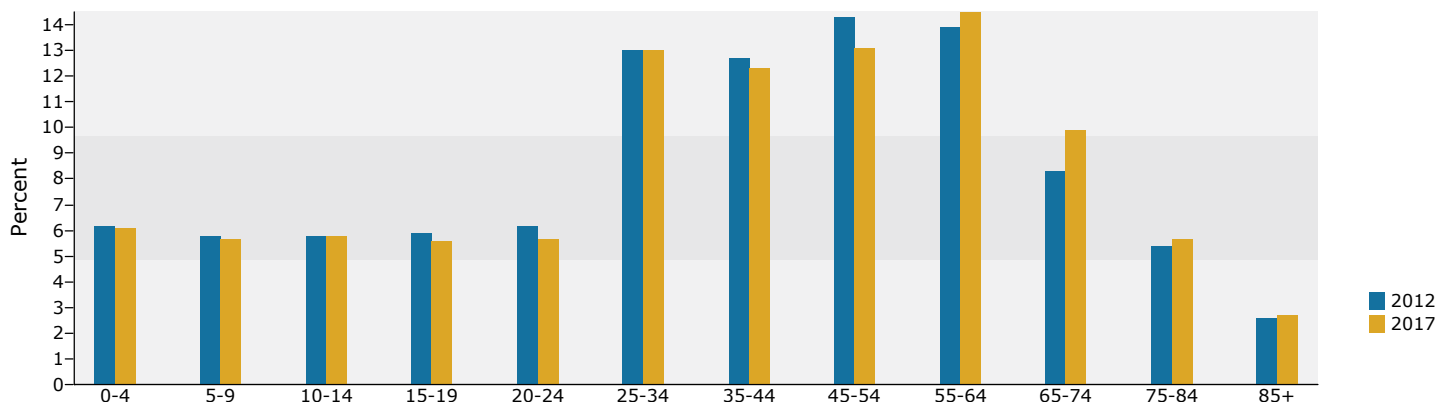
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

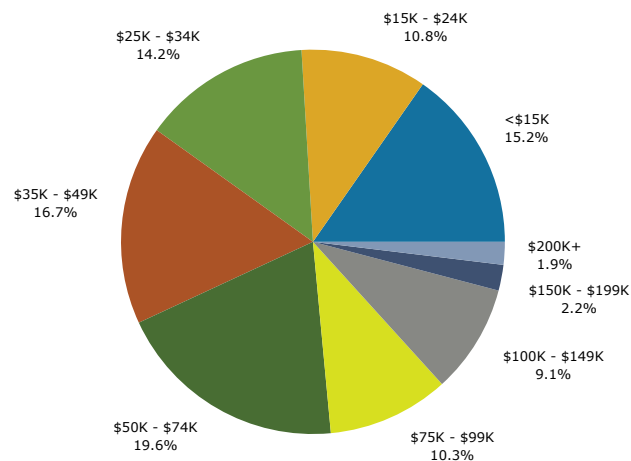
Trends 2012-2017



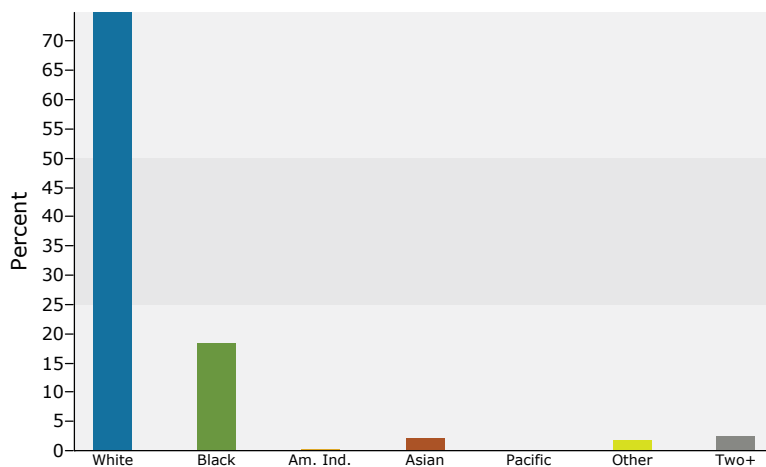
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 4.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.