



Demographic and Income Profile

Market Square
 3303 N Main St, Danville, VA 24540
 Ring: 1 Mile radius

Prepared by: Business Analyst
 Latitude: 36.63764
 Longitude: -79.38594

Summary	2000	2010	2015
Population	5,107	4,881	4,755
Households	2,219	2,154	2,107
Families	1,517	1,432	1,389
Average Household Size	2.30	2.27	2.26
Owner Occupied Housing Units	1,441	1,374	1,362
Renter Occupied Housing Units	778	780	745
Median Age	38.9	38.5	39.0
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	-0.52%	0.78%	0.76%
Households	-0.44%	0.83%	0.78%
Families	-0.61%	0.70%	0.64%
Owner HHs	-0.18%	0.85%	0.82%
Median Household Income	3.19%	2.73%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	361	16.1%	209	9.7%	165	7.8%
\$15,000 - \$24,999	413	18.4%	250	11.6%	188	8.9%
\$25,000 - \$34,999	238	10.6%	222	10.3%	226	10.7%
\$35,000 - \$49,999	400	17.8%	391	18.1%	180	8.5%
\$50,000 - \$74,999	560	25.0%	560	26.0%	680	32.3%
\$75,000 - \$99,999	187	8.3%	340	15.8%	361	17.1%
\$100,000 - \$149,999	69	3.1%	149	6.9%	256	12.1%
\$150,000 - \$199,999	8	0.4%	28	1.3%	36	1.7%
\$200,000+	7	0.3%	6	0.3%	15	0.7%

Median Household Income	\$39,127	\$50,189	\$58,712
Average Household Income	\$43,030	\$55,343	\$63,156
Per Capita Income	\$18,497	\$24,412	\$27,957

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	398	7.8%	362	7.4%	349	7.3%
5 - 9	292	5.7%	355	7.3%	331	7.0%
10 - 14	305	6.0%	351	7.2%	344	7.2%
15 - 19	347	6.8%	248	5.1%	321	6.8%
20 - 24	358	7.0%	239	4.9%	222	4.7%
25 - 34	621	12.2%	665	13.6%	534	11.2%
35 - 44	651	12.7%	567	11.6%	633	13.3%
45 - 54	795	15.6%	586	12.0%	489	10.3%
55 - 64	505	9.9%	688	14.1%	603	12.7%
65 - 74	485	9.5%	401	8.2%	538	11.3%
75 - 84	292	5.7%	311	6.4%	271	5.7%
85+	58	1.1%	106	2.2%	117	2.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,995	58.6%	2,700	55.3%	2,559	53.8%
Black Alone	1,956	38.3%	1,940	39.8%	1,907	40.1%
American Indian Alone	4	0.1%	4	0.1%	5	0.1%
Asian Alone	81	1.6%	121	2.5%	147	3.1%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	28	0.5%	48	1.0%	56	1.2%
Two or More Races	44	0.9%	67	1.4%	81	1.7%
Hispanic Origin (Any Race)	59	1.2%	111	2.3%	136	2.9%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

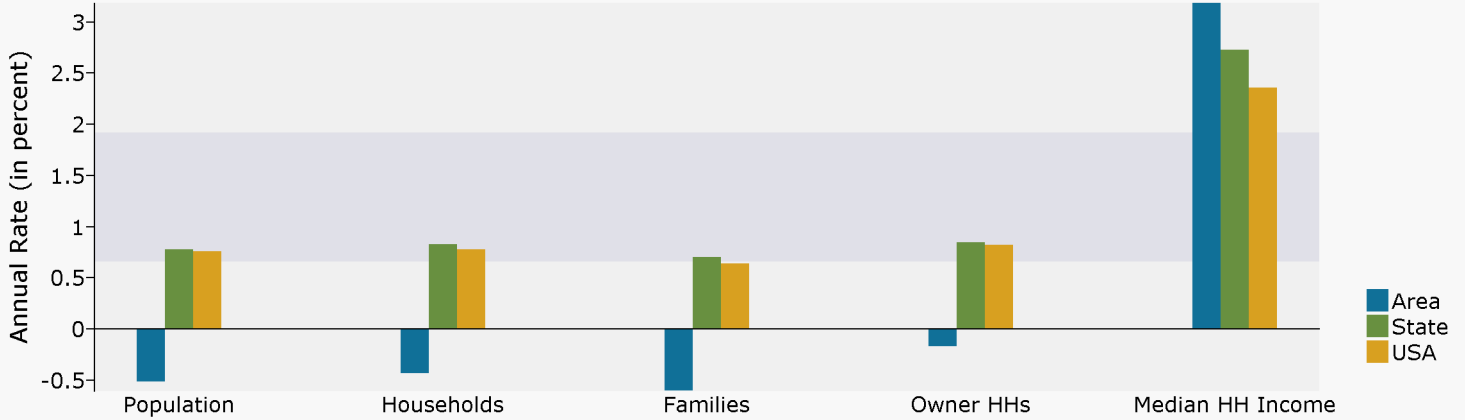
June 16, 2010

Made with ESRI Business Analyst

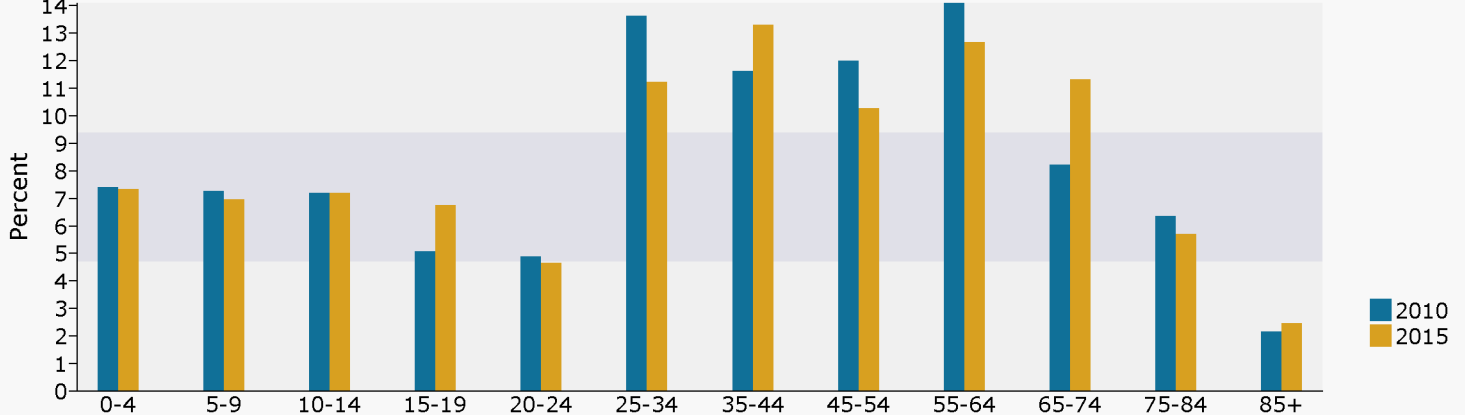
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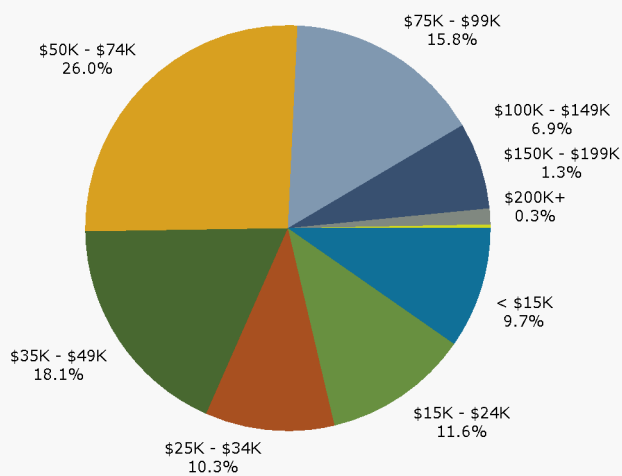
Trends 2010-2015



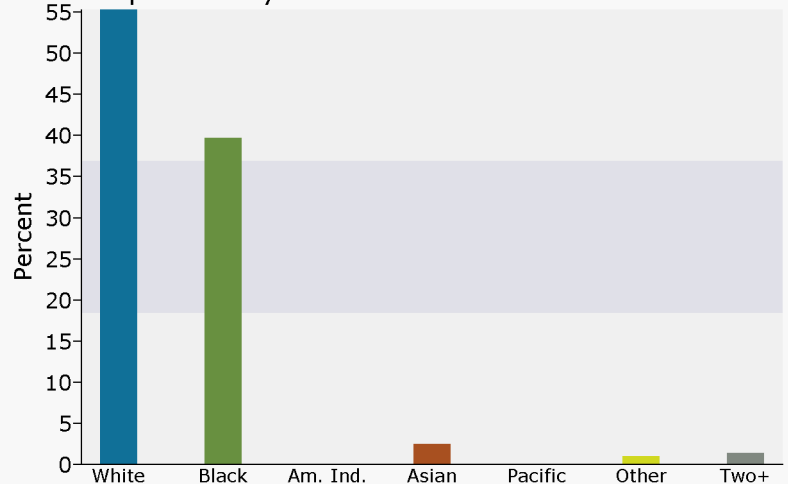
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 2.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Demographic and Income Profile

Market Square
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 Ring: 3 Miles radius

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Summary	2000	2010	2015
Population	24,395	23,225	22,648
Households	10,148	9,766	9,545
Families	6,775	6,350	6,163
Average Household Size	2.34	2.31	2.31
Owner Occupied Housing Units	6,437	6,118	6,023
Renter Occupied Housing Units	3,711	3,648	3,522
Median Age	39.8	41.6	42.2
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	-0.50%	0.78%	0.76%
Households	-0.46%	0.83%	0.78%
Families	-0.60%	0.70%	0.64%
Owner HHS	-0.31%	0.85%	0.82%
Median Household Income	3.36%	2.73%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,379	23.3%	1,587	16.3%	1,277	13.4%
\$15,000 - \$24,999	1,925	18.9%	1,383	14.2%	1,081	11.3%
\$25,000 - \$34,999	1,369	13.4%	1,143	11.7%	1,157	12.1%
\$35,000 - \$49,999	1,785	17.5%	1,547	15.8%	1,194	12.5%
\$50,000 - \$74,999	1,791	17.6%	2,487	25.5%	2,760	28.9%
\$75,000 - \$99,999	592	5.8%	1,051	10.8%	1,154	12.1%
\$100,000 - \$149,999	284	2.8%	468	4.8%	769	8.1%
\$150,000 - \$199,999	30	0.3%	70	0.7%	94	1.0%
\$200,000+	35	0.3%	28	0.3%	60	0.6%

Median Household Income	\$30,368	\$42,809	\$50,491
Average Household Income	\$37,654	\$47,599	\$53,896
Per Capita Income	\$15,884	\$20,456	\$23,235

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,570	6.4%	1,454	6.3%	1,370	6.0%
5 - 9	1,581	6.5%	1,509	6.5%	1,429	6.3%
10 - 14	1,667	6.8%	1,512	6.5%	1,501	6.6%
15 - 19	1,584	6.5%	1,421	6.1%	1,427	6.3%
20 - 24	1,335	5.5%	1,221	5.3%	1,179	5.2%
25 - 34	2,875	11.8%	2,644	11.4%	2,469	10.9%
35 - 44	3,453	14.2%	2,815	12.1%	2,715	12.0%
45 - 54	3,314	13.6%	3,262	14.0%	2,813	12.4%
55 - 64	2,313	9.5%	3,013	13.0%	3,158	13.9%
65 - 74	2,350	9.6%	1,914	8.2%	2,317	10.2%
75 - 84	1,745	7.2%	1,624	7.0%	1,405	6.2%
85+	608	2.5%	836	3.6%	864	3.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,774	56.5%	12,734	54.8%	12,235	54.0%
Black Alone	10,112	41.5%	9,703	41.8%	9,482	41.9%
American Indian Alone	36	0.1%	38	0.2%	39	0.2%
Asian Alone	149	0.6%	226	1.0%	275	1.2%
Pacific Islander Alone	5	0.0%	5	0.0%	5	0.0%
Some Other Race Alone	120	0.5%	210	0.9%	243	1.1%
Two or More Races	199	0.8%	309	1.3%	368	1.6%
Hispanic Origin (Any Race)	341	1.4%	682	2.9%	854	3.8%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

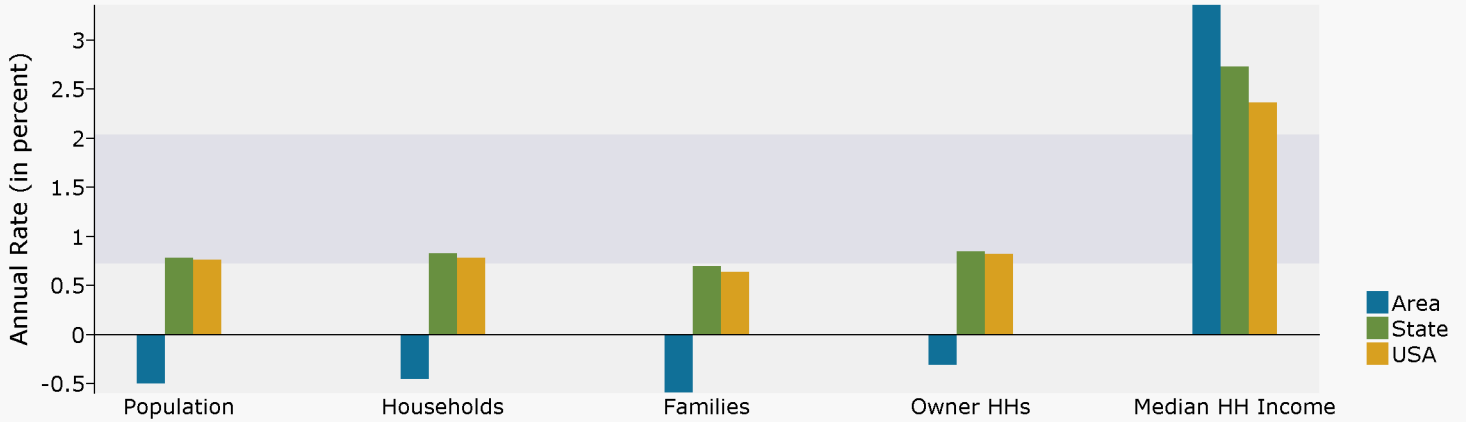
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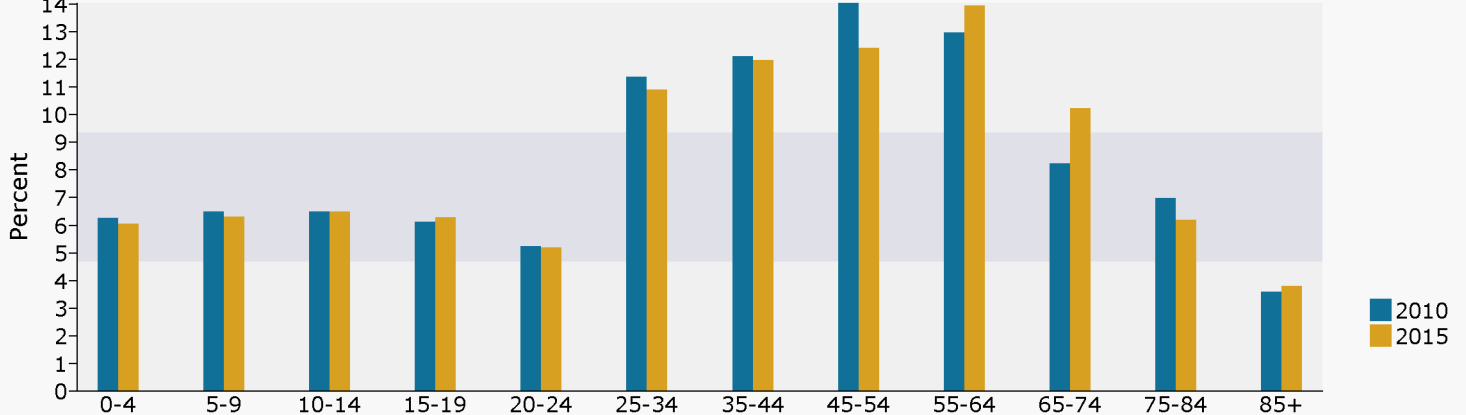
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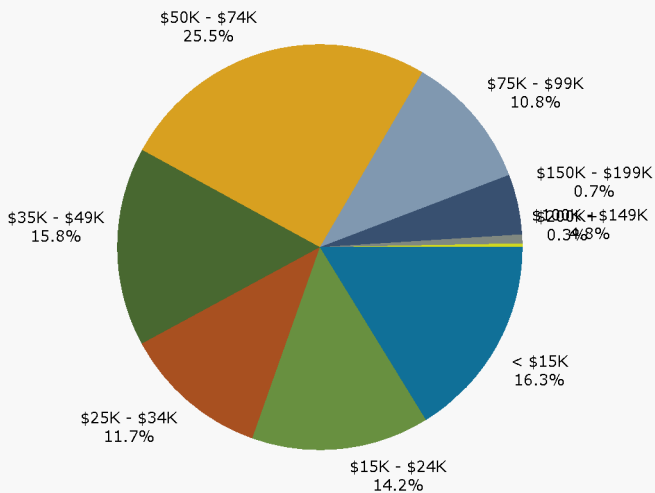
Trends 2010-2015



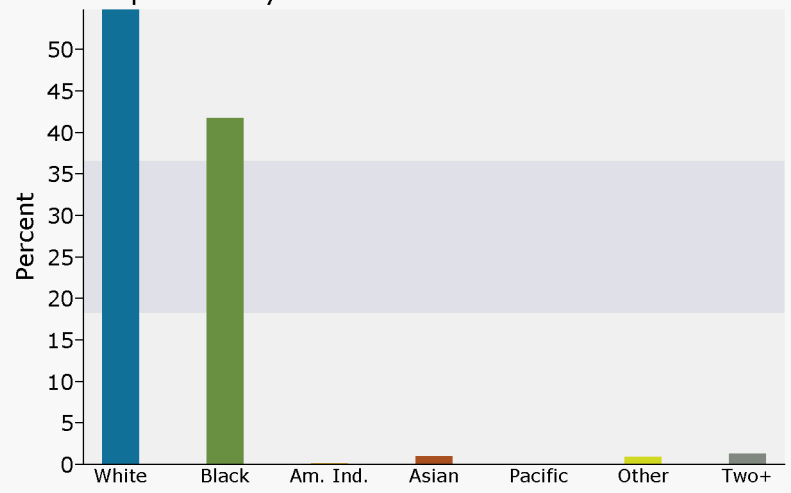
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 2.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Demographic and Income Profile

Market Square
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Summary	2000	2010	2015
Population	48,238	45,483	44,229
Households	19,977	19,054	18,572
Families	13,057	12,141	11,757
Average Household Size	2.34	2.30	2.30
Owner Occupied Housing Units	12,299	11,638	11,381
Renter Occupied Housing Units	7,677	7,416	7,190
Median Age	39.6	41.8	42.5
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	-0.56%	0.78%	0.76%
Households	-0.51%	0.83%	0.78%
Families	-0.64%	0.70%	0.64%
Owner HHS	-0.45%	0.85%	0.82%
Median Household Income	3.23%	2.73%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	5,035	25.3%	3,641	19.1%	2,937	15.8%
\$15,000 - \$24,999	3,711	18.6%	2,835	14.9%	2,255	12.1%
\$25,000 - \$34,999	2,801	14.0%	2,434	12.8%	2,419	13.0%
\$35,000 - \$49,999	3,142	15.8%	2,790	14.6%	2,235	12.0%
\$50,000 - \$74,999	3,224	16.2%	4,333	22.7%	4,871	26.2%
\$75,000 - \$99,999	1,190	6.0%	1,834	9.6%	1,983	10.7%
\$100,000 - \$149,999	581	2.9%	931	4.9%	1,465	7.9%
\$150,000 - \$199,999	95	0.5%	147	0.8%	210	1.1%
\$200,000+	160	0.8%	111	0.6%	197	1.1%

Median Household Income	\$28,825	\$38,055	\$44,611
Average Household Income	\$38,604	\$46,070	\$52,796
Per Capita Income	\$16,302	\$19,899	\$22,867

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,987	6.2%	2,724	6.0%	2,566	5.8%
5 - 9	3,123	6.5%	2,874	6.3%	2,701	6.1%
10 - 14	3,344	6.9%	2,898	6.4%	2,866	6.5%
15 - 19	3,288	6.8%	2,902	6.4%	2,849	6.4%
20 - 24	2,677	5.5%	2,554	5.6%	2,440	5.5%
25 - 34	5,629	11.7%	5,040	11.1%	4,809	10.9%
35 - 44	7,100	14.7%	5,593	12.3%	5,229	11.8%
45 - 54	6,752	14.0%	6,630	14.6%	5,692	12.9%
55 - 64	4,635	9.6%	6,101	13.4%	6,402	14.5%
65 - 74	4,409	9.1%	3,820	8.4%	4,638	10.5%
75 - 84	3,198	6.6%	2,907	6.4%	2,575	5.8%
85+	1,098	2.3%	1,443	3.2%	1,463	3.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	26,977	55.9%	24,894	54.7%	23,911	54.1%
Black Alone	20,342	42.2%	19,166	42.1%	18,640	42.1%
American Indian Alone	73	0.2%	79	0.2%	82	0.2%
Asian Alone	231	0.5%	351	0.8%	426	1.0%
Pacific Islander Alone	13	0.0%	13	0.0%	13	0.0%
Some Other Race Alone	231	0.5%	403	0.9%	468	1.1%
Two or More Races	372	0.8%	577	1.3%	688	1.6%
Hispanic Origin (Any Race)	640	1.3%	1,229	2.7%	1,525	3.4%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

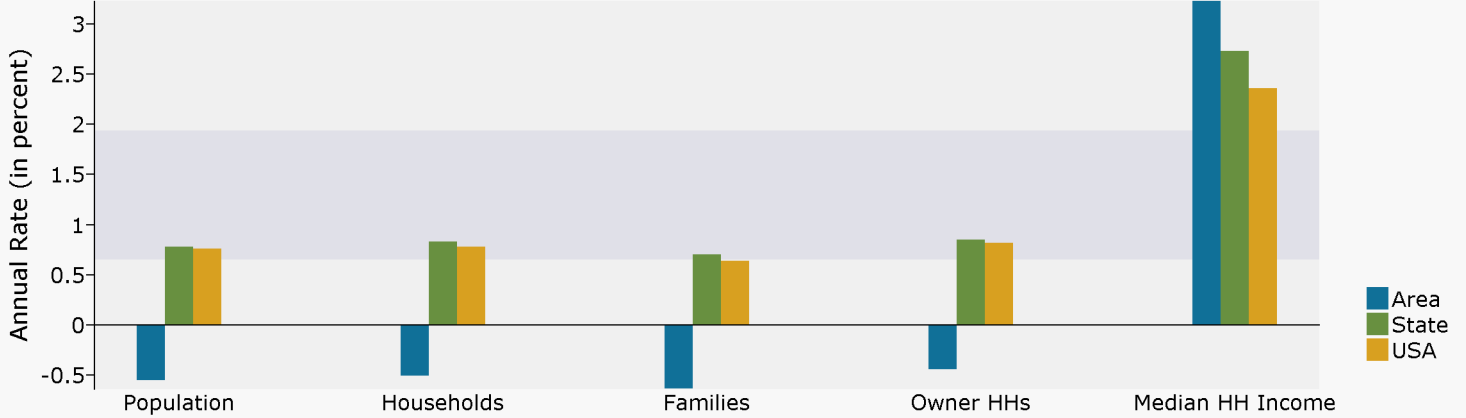
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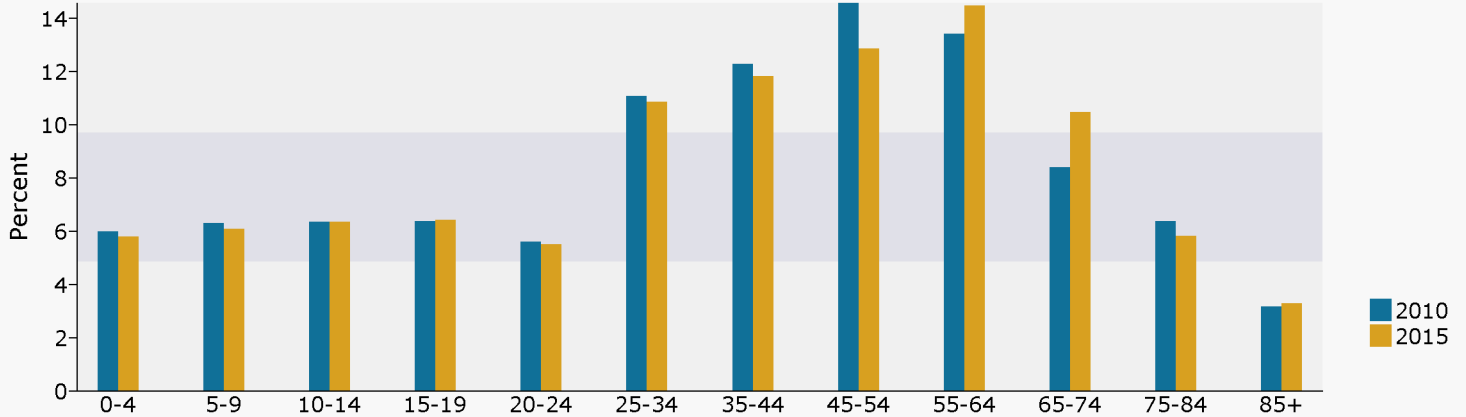
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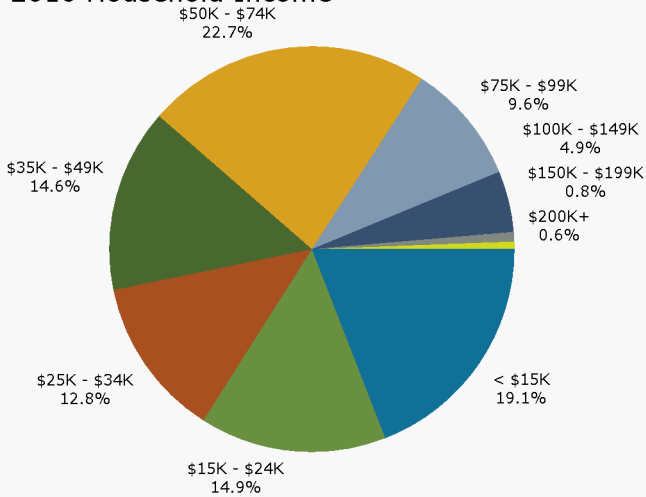
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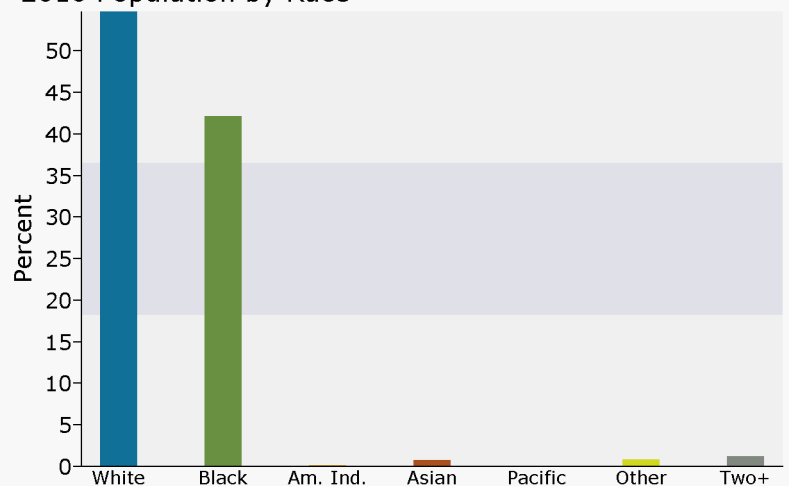
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 2.7%

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