

# COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
 Calculated using Proportional Block Groups



Lat/Lon: 37.30473/-79.97937

## Hershberger Rd NW & Ferncliff Ave NW

Roanoke, VA

1 Mile                      3 Miles                      5 Miles                      10 Miles

### Population

Estimated Population (2010)	6,064		65,966		136,149		223,515	
Census Population (1990)	6,273		68,052		133,947		207,665	
Census Population (2000)	5,933		67,131		135,536		216,937	
Projected Population (2015)	6,042		66,616		138,518		229,636	
Forecasted Population (2020)	6,100		66,302		140,123		236,615	
Historical Annual Change (1990-2000)	-339	-0.5%	-921	-0.1%	1,589	0.1%	9,273	0.4%
Historical Annual Change (2000-2010)	130	0.2%	-1,165	-0.2%	613	-	6,578	0.3%
Projected Annual Change (2010-2015)	-22	-0.1%	650	0.2%	2,369	0.3%	6,120	0.5%
Est. Population Density (2010)	1,931.75	psm	2,334.03	psm	1,734.51	psm	711.80	psm
Trade Area Size	3.14	sq mi	28.26	sq mi	78.49	sq mi	314.02	sq mi

### Households

Estimated Households (2010)	2,528		28,504		58,884		95,057	
Census Households (1990)	2,388		27,965		55,262		83,617	
Census Households (2000)	2,437		28,671		58,239		91,062	
Projected Households (2015)	2,478		28,378		59,053		96,831	
Forecasted Households (2020)	2,499		28,196		59,459		99,963	
Historical Annual Change (1990-2000)	49	0.2%	706	0.3%	2,977	0.5%	7,445	0.9%
Projected Annual Change (2000-2015)	40	0.1%	-293	-0.1%	815	0.1%	5,769	0.4%

### Average Household Income

Est. Average Household Income (2010)	\$43,468		\$45,765		\$53,981		\$62,485	
Census Average Hhld Income (1990)	\$28,066		\$27,410		\$31,122		\$35,086	
Census Average Hhld Income (2000)	\$36,393		\$38,185		\$43,700		\$50,212	
Proj. Average Household Income (2015)	\$46,410		\$49,081		\$58,370		\$68,105	
Historical Annual Change (1990-2000)	\$8,326	3.0%	\$10,775	3.9%	\$12,579	4.0%	\$15,126	4.3%
Projected Annual Change (2000-2015)	\$10,017	1.8%	\$10,896	1.9%	\$14,670	2.2%	\$17,893	2.4%

### Median Household Income

Est. Median Household Income (2010)	\$35,497		\$36,469		\$42,603		\$50,822	
Census Median Hhld Income (1990)	\$24,754		\$24,076		\$26,403		\$29,915	
Census Median Hhld Income (2000)	\$30,177		\$31,391		\$35,439		\$41,259	
Proj. Median Household Income (2015)	\$37,397		\$38,381		\$45,477		\$54,673	
Historical Annual Change (1990-2000)	\$5,423	2.2%	\$7,315	3.0%	\$9,036	3.4%	\$11,344	3.8%
Projected Annual Change (2000-2015)	\$7,220	1.6%	\$6,990	1.5%	\$10,038	1.9%	\$13,415	2.2%

### Per Capita Income

Est. Per Capita Income (2010)	\$18,664		\$20,969		\$24,598		\$27,426	
Census Per Capita Income (1990)	\$10,685		\$11,264		\$12,840		\$14,128	
Census Per Capita Income (2000)	\$15,081		\$16,256		\$18,723		\$21,032	
Proj. Per Capita Income (2015)	\$19,606		\$22,224		\$26,261		\$29,656	
Historical Annual Change (1990-2000)	\$4,396	4.1%	\$4,992	4.4%	\$5,883	4.6%	\$6,905	4.9%
Projected Annual Change (2000-2015)	\$4,526	2.0%	\$5,968	2.4%	\$7,539	2.7%	\$8,624	2.7%

### Other Income

Est. Median Disposable Income (2010)	\$31,396		\$31,930		\$36,516		\$42,573	
Proj. Median Disposable Income (2015)	\$32,888		\$33,384		\$38,643		\$45,312	
Est. Average Household Net Worth (2010)	\$324,125		\$320,924		\$374,165		\$437,576	

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Roanoke, VA

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### Household Income Distribution (2010)

HH Income \$200,000 or More	13	0.5%	187	0.7%	910	1.5%	2,022	2.1%
HH Income \$150,000 to 199,999	24	0.9%	230	0.8%	1,041	1.8%	2,679	2.8%
HH Income \$125,000 to 149,999	21	0.8%	330	1.2%	1,120	1.9%	2,918	3.1%
HH Income \$100,000 to 124,999	37	1.5%	809	2.8%	2,828	4.8%	6,433	6.8%
HH Income \$75,000 to 99,999	191	7.6%	2,322	8.1%	5,915	10.0%	11,727	12.3%
HH Income \$50,000 to 74,999	449	17.8%	5,631	19.8%	11,185	19.0%	18,761	19.7%
HH Income \$35,000 to 49,999	553	21.9%	4,886	17.1%	9,604	16.3%	14,934	15.7%
HH Income \$25,000 to 34,999	382	15.1%	4,470	15.7%	8,927	15.2%	12,761	13.4%
HH Income \$15,000 to 24,999	381	15.1%	3,986	14.0%	7,346	12.5%	10,049	10.6%
HH Income \$10,000 to 14,999	243	9.6%	2,620	9.2%	4,828	8.2%	6,320	6.6%
HH Income \$0 to 9,999	234	9.3%	3,032	10.6%	5,178	8.8%	6,454	6.8%
HH Income \$35,000+	1,288	51.0%	14,396	50.5%	32,604	55.4%	59,473	62.6%
HH Income \$50,000+	735	29.1%	9,510	33.4%	23,000	39.1%	44,539	46.9%
HH Income \$75,000+	286	11.3%	3,879	13.6%	11,815	20.1%	25,778	27.1%

### Race & Ethnicity (2010)

Total Population	6,064		65,966		136,149		223,515	
White	1,593	26.3%	39,378	59.7%	102,262	75.1%	183,586	82.1%
Black or African American	4,269	70.4%	24,233	36.7%	29,444	21.6%	32,880	14.7%
American Indian & Alaska Native	17	0.3%	177	0.3%	318	0.2%	444	0.2%
Asian	74	1.2%	963	1.5%	2,037	1.5%	3,675	1.6%
Hawaiian & Pacific Islander	-	-	55	0.1%	107	0.1%	122	0.1%
Other Race	27	0.4%	356	0.5%	575	0.4%	801	0.4%
Two or More Races	84	1.4%	804	1.2%	1,405	1.0%	2,008	0.9%
Not Hispanic or Latino Population	5,902	97.3%	63,922	96.9%	132,391	97.2%	218,049	97.6%
Non Hispanic: White	1,539	26.1%	38,074	59.6%	99,416	75.1%	179,127	82.1%
Non Hispanic: Black or African American	4,166	70.6%	23,536	36.8%	28,597	21.6%	31,975	14.7%
Non Hispanic: Amer Indian & AK Native	17	0.3%	177	0.3%	318	0.2%	444	0.2%
Non Hispanic: Asian	72	1.2%	938	1.5%	1,995	1.5%	3,600	1.7%
Non Hispanic: Hawaiian & Pacific Island	-	-	55	0.1%	107	0.1%	122	0.1%
Non Hispanic: Other Race	27	0.5%	356	0.6%	575	0.4%	801	0.4%
Non Hispanic: Two or More Races	82	1.4%	786	1.2%	1,382	1.0%	1,981	0.9%
Hispanic or Latino Population	162	2.7%	2,044	3.1%	3,759	2.8%	5,466	2.4%
Hispanic: White	54	33.6%	1,304	63.8%	2,846	75.7%	4,459	81.6%
Hispanic: Black or African American	103	63.7%	697	34.1%	847	22.5%	905	16.6%
Hispanic: American Indian & Alaska Nat	-	-	-	-	-	-	-	-
Hispanic: Asian	2	1.3%	25	1.2%	42	1.1%	75	1.4%
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	-	-	-	-
Hispanic: Other Race	-	-	-	-	-	-	-	-
Hispanic: Two or More Races	2	1.3%	19	0.9%	23	0.6%	27	0.5%
Not of Hispanic Origin Population (1990)	6,236	99.4%	67,563	99.3%	133,047	99.3%	206,407	99.4%
Hispanic Origin Population (1990)	37	0.6%	489	0.7%	900	0.7%	1,258	0.6%
Not Hispanic or Latino Population (2000)	5,858	98.7%	66,130	98.5%	133,738	98.7%	214,375	98.8%
Hispanic or Latino Population (2000)	76	1.3%	1,000	1.5%	1,798	1.3%	2,563	1.2%
Not Hispanic or Latino Population 5yr (2015)	5,828	96.5%	63,916	95.9%	133,535	96.4%	222,498	96.9%
Hispanic or Latino Population 5yr (2015)	214	3.5%	2,700	4.1%	4,983	3.6%	7,137	3.1%
Historical Annual Change (1990-2000)	38	10.3%	512	10.5%	898	10.0%	1,305	10.4%
Projected Annual Change (2000-2015)	138	12.2%	1,700	11.3%	3,185	11.8%	4,575	11.9%

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### Age Distribution (2010)

Total Population	6,064		65,966		136,149		223,515	
Age 0 to 4 yrs	310	5.1%	3,916	5.9%	7,906	5.8%	13,028	5.8%
Age 5 to 9 yrs	405	6.7%	4,270	6.5%	8,104	6.0%	13,197	5.9%
Age 10 to 14 yrs	418	6.9%	4,140	6.3%	7,925	5.8%	13,186	5.9%
Age 15 to 19 yrs	437	7.2%	3,993	6.1%	8,493	6.2%	13,812	6.2%
Age 20 to 24 yrs	280	4.6%	3,602	5.5%	8,574	6.3%	13,370	6.0%
Age 25 to 29 yrs	301	5.0%	3,821	5.8%	8,500	6.2%	13,749	6.2%
Age 30 to 34 yrs	311	5.1%	4,170	6.3%	8,692	6.4%	13,716	6.1%
Age 35 to 39 yrs	358	5.9%	4,310	6.5%	8,997	6.6%	14,335	6.4%
Age 40 to 44 yrs	396	6.5%	4,411	6.7%	9,148	6.7%	15,128	6.8%
Age 45 to 49 yrs	472	7.8%	4,529	6.9%	9,332	6.9%	16,037	7.2%
Age 50 to 54 yrs	470	7.8%	4,457	6.8%	9,474	7.0%	16,705	7.5%
Age 55 to 59 yrs	473	7.8%	4,370	6.6%	8,935	6.6%	15,914	7.1%
Age 60 to 64 yrs	388	6.4%	3,745	5.7%	7,684	5.6%	13,594	6.1%
Age 65 to 69 yrs	276	4.6%	3,158	4.8%	6,266	4.6%	10,710	4.8%
Age 70 to 74 yrs	219	3.6%	2,484	3.8%	5,105	3.7%	8,343	3.7%
Age 75 to 79 yrs	179	3.0%	2,221	3.4%	4,520	3.3%	6,871	3.1%
Age 80 to 84 yrs	166	2.7%	1,935	2.9%	3,867	2.8%	5,633	2.5%
Age 85 yrs plus	205	3.4%	2,433	3.7%	4,628	3.4%	6,187	2.8%
Median Age	41.4 yrs		40.3 yrs		39.8 yrs		40.3 yrs	
Age 19 yrs or less	1,570	25.9%	16,320	24.7%	32,428	23.8%	53,223	23.8%
Age 20 to 64 years	3,450	56.9%	37,414	56.7%	79,336	58.3%	132,549	59.3%
Age 65 years Plus	1,044	17.2%	12,232	18.5%	24,385	17.9%	37,743	16.9%

### Female Age Distribution (2010)

Female Population	3,328		35,569		72,345		117,247	
Age 0 to 4 yrs	148	4.4%	1,857	5.2%	3,808	5.3%	6,336	5.4%
Age 5 to 9 yrs	199	6.0%	2,114	5.9%	3,953	5.5%	6,443	5.5%
Age 10 to 14 yrs	212	6.4%	2,068	5.8%	3,878	5.4%	6,419	5.5%
Age 15 to 19 yrs	216	6.5%	1,957	5.5%	4,288	5.9%	6,874	5.9%
Age 20 to 24 yrs	144	4.3%	1,905	5.4%	4,491	6.2%	6,781	5.8%
Age 25 to 29 yrs	159	4.8%	2,005	5.6%	4,310	6.0%	6,885	5.9%
Age 30 to 34 yrs	170	5.1%	2,196	6.2%	4,486	6.2%	7,008	6.0%
Age 35 to 39 yrs	207	6.2%	2,321	6.5%	4,649	6.4%	7,369	6.3%
Age 40 to 44 yrs	218	6.6%	2,288	6.4%	4,643	6.4%	7,748	6.6%
Age 45 to 49 yrs	267	8.0%	2,372	6.7%	4,834	6.7%	8,335	7.1%
Age 50 to 54 yrs	259	7.8%	2,407	6.8%	4,983	6.9%	8,814	7.5%
Age 55 to 59 yrs	265	7.9%	2,411	6.8%	4,839	6.7%	8,451	7.2%
Age 60 to 64 yrs	206	6.2%	2,034	5.7%	4,113	5.7%	7,230	6.2%
Age 65 to 69 yrs	165	4.9%	1,778	5.0%	3,504	4.8%	5,789	4.9%
Age 70 to 74 yrs	131	3.9%	1,459	4.1%	2,989	4.1%	4,756	4.1%
Age 75 to 79 yrs	109	3.3%	1,366	3.8%	2,778	3.8%	4,102	3.5%
Age 80 to 84 yrs	117	3.5%	1,280	3.6%	2,519	3.5%	3,555	3.0%
Age 85 yrs plus	138	4.2%	1,751	4.9%	3,281	4.5%	4,353	3.7%
Female Median Age	43.4 yrs		42.5 yrs		41.8 yrs		42.1 yrs	
Age 19 yrs or less	775	23.3%	7,996	22.5%	15,927	22.0%	26,071	22.2%
Age 20 to 64 years	1,894	56.9%	19,940	56.1%	41,347	57.2%	68,621	58.5%
Age 65 years Plus	660	19.8%	7,633	21.5%	15,071	20.8%	22,555	19.2%

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### Male Age Distribution (2010)

Male Population	2,735	45.1%	30,397	46.1%	63,804	46.9%	106,269	47.5%
Age 0 to 4 yrs	162	5.9%	2,059	6.8%	4,098	6.4%	6,692	6.3%
Age 5 to 9 yrs	205	7.5%	2,156	7.1%	4,151	6.5%	6,754	6.4%
Age 10 to 14 yrs	206	7.5%	2,072	6.8%	4,047	6.3%	6,767	6.4%
Age 15 to 19 yrs	221	8.1%	2,036	6.7%	4,205	6.6%	6,939	6.5%
Age 20 to 24 yrs	136	5.0%	1,697	5.6%	4,084	6.4%	6,589	6.2%
Age 25 to 29 yrs	142	5.2%	1,816	6.0%	4,190	6.6%	6,864	6.5%
Age 30 to 34 yrs	141	5.2%	1,974	6.5%	4,206	6.6%	6,709	6.3%
Age 35 to 39 yrs	151	5.5%	1,989	6.5%	4,348	6.8%	6,967	6.6%
Age 40 to 44 yrs	178	6.5%	2,122	7.0%	4,505	7.1%	7,380	6.9%
Age 45 to 49 yrs	205	7.5%	2,156	7.1%	4,498	7.0%	7,702	7.2%
Age 50 to 54 yrs	212	7.7%	2,050	6.7%	4,491	7.0%	7,891	7.4%
Age 55 to 59 yrs	209	7.6%	1,959	6.4%	4,096	6.4%	7,462	7.0%
Age 60 to 64 yrs	182	6.7%	1,711	5.6%	3,571	5.6%	6,364	6.0%
Age 65 to 69 yrs	112	4.1%	1,380	4.5%	2,762	4.3%	4,921	4.6%
Age 70 to 74 yrs	87	3.2%	1,026	3.4%	2,116	3.3%	3,587	3.4%
Age 75 to 79 yrs	70	2.6%	855	2.8%	1,743	2.7%	2,768	2.6%
Age 80 to 84 yrs	49	1.8%	656	2.2%	1,348	2.1%	2,078	2.0%
Age 85 yrs plus	66	2.4%	682	2.2%	1,347	2.1%	1,834	1.7%
Male Median Age	38.7 yrs		37.5 yrs		37.5 yrs		38.3 yrs	
Age 19 yrs or less	794	29.0%	8,324	27.4%	16,501	25.9%	27,152	25.6%
Age 20 to 64 years	1,556	56.9%	17,474	57.5%	37,989	59.5%	63,928	60.2%
Age 65 years Plus	385	14.1%	4,599	15.1%	9,315	14.6%	15,188	14.3%

### Males per 100 Females (2010)

Overall Comparison	82		85		88		91	
Age 0 to 4 yrs	110	52.3%	111	52.6%	108	51.8%	106	51.4%
Age 5 to 9 yrs	103	50.8%	102	50.5%	105	51.2%	105	51.2%
Age 10 to 14 yrs	97	49.3%	100	50.1%	104	51.1%	105	51.3%
Age 15 to 19 yrs	102	50.5%	104	51.0%	98	49.5%	101	50.2%
Age 20 to 24 yrs	94	48.5%	89	47.1%	91	47.6%	97	49.3%
Age 25 to 29 yrs	89	47.2%	91	47.5%	97	49.3%	100	49.9%
Age 30 to 34 yrs	83	45.4%	90	47.3%	94	48.4%	96	48.9%
Age 35 to 39 yrs	73	42.2%	86	46.1%	94	48.3%	95	48.6%
Age 40 to 44 yrs	81	44.9%	93	48.1%	97	49.2%	95	48.8%
Age 45 to 49 yrs	77	43.5%	91	47.6%	93	48.2%	92	48.0%
Age 50 to 54 yrs	82	45.0%	85	46.0%	90	47.4%	90	47.2%
Age 55 to 59 yrs	79	44.1%	81	44.8%	85	45.8%	88	46.9%
Age 60 to 64 yrs	89	47.0%	84	45.7%	87	46.5%	88	46.8%
Age 65 to 69 yrs	68	40.4%	78	43.7%	79	44.1%	85	45.9%
Age 70 to 74 yrs	66	39.9%	70	41.3%	71	41.5%	75	43.0%
Age 75 to 79 yrs	65	39.4%	63	38.5%	63	38.5%	67	40.3%
Age 80 to 84 yrs	42	29.6%	51	33.9%	54	34.9%	58	36.9%
Age 85 yrs plus	48	32.5%	39	28.0%	41	29.1%	42	29.6%
Age 19 yrs or less	102	50.6%	104	51.0%	104	50.9%	104	51.0%
Age 20 to 39 yrs	84	45.6%	89	47.0%	94	48.4%	97	49.2%
Age 40 to 64 yrs	81	44.8%	87	46.5%	90	47.5%	91	47.6%
Age 65 years Plus	58	36.8%	60	37.6%	62	38.2%	67	40.2%

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### Household Type (2010)

Total Households	2,528		28,504		58,884		95,057	
Households with Children	723	28.6%	7,682	27.0%	15,262	25.9%	26,398	27.8%
Average Household Size	2.35		2.23		2.21		2.28	
Est. Household Density	805.25	<i>psm</i>	1,008.52	<i>psm</i>	750.17	<i>psm</i>	302.72	<i>psm</i>
Population Family	4,786	78.9%	49,206	74.6%	99,962	73.4%	173,281	77.5%
Population Non-Family	1,145	18.9%	14,468	21.9%	30,302	22.3%	43,635	19.5%
Population Group Qtrs	133	2.2%	2,292	3.5%	5,886	4.3%	6,600	3.0%
Family Households	1,555	61.5%	16,215	56.9%	33,277	56.5%	58,108	61.1%
<i>Married Couple Hhlds</i>	853	54.8%	9,935	61.3%	22,523	67.7%	42,942	73.9%
<i>Other Family Hhlds</i>	703	45.2%	6,280	38.7%	10,755	32.3%	15,166	26.1%
Family Households With Children	714	45.9%	7,547	46.5%	14,949	44.9%	25,884	44.5%
<i>Married Couple With Children</i>	271	38.0%	3,518	46.6%	8,162	54.6%	16,369	63.2%
<i>Other Family Hhlds With Children</i>	443	62.0%	4,028	53.4%	6,787	45.4%	9,515	36.8%
Family Households No Children	841	54.1%	8,669	53.5%	18,329	55.1%	32,224	55.5%
<i>Married Couple No Children</i>	581	69.1%	6,417	74.0%	14,361	78.4%	26,573	82.5%
<i>Other Family Households No Children</i>	260	30.9%	2,252	26.0%	3,968	21.6%	5,651	17.5%
Average Family Household Size	3.08		3.03		3.00		2.98	
Average Family Income	\$52,167		\$55,880		\$67,618		\$77,190	
Median Family Income	\$43,101		\$46,180		\$55,370		\$64,486	
Non-Family Households	972	38.5%	12,288	43.1%	25,607	43.5%	36,949	38.9%
Non-Family Hhlds With Children	8	0.9%	136	1.1%	313	1.2%	513	1.4%
Non-Family Hhld No Children	964	99.1%	12,152	98.9%	25,293	98.8%	36,436	98.6%
<i>N-F Hhld Lone Person No Children</i>	842	86.6%	10,575	86.1%	21,909	85.6%	31,698	85.8%
Lone Male Householder	304	36.1%	4,031	38.1%	8,608	39.3%	12,512	39.5%
Lone Female Householder	538	63.9%	6,545	61.9%	13,302	60.7%	19,186	60.5%
<i>N-F Hhld 2+ Persons No Children</i>	122	12.5%	1,577	12.8%	3,384	13.2%	4,737	12.8%
Average Non-Family Hhld Size	1.18		1.18		1.18		1.18	

### Marital Status (2010)

(15 Years or Older)	4,928		53,652		112,163		184,111	
Never Married	1,373	27.9%	14,365	26.8%	28,641	25.5%	42,059	22.8%
Now Married	2,059	41.8%	22,879	42.6%	51,378	45.8%	96,985	52.7%
Previously Married	1,496	30.4%	16,408	30.6%	32,144	28.7%	45,066	24.5%
Separated	427	28.6%	3,859	23.5%	7,227	22.5%	9,407	20.9%
Widowed	494	33.0%	5,214	31.8%	10,056	31.3%	14,513	32.2%
Divorced	574	38.4%	7,334	44.7%	14,861	46.2%	21,146	46.9%

### Educational Attainment (2010)

Adult Population (25 Years or Older)	4,214		46,044		95,147		156,922	
Elementary (0 to 8)	204	4.8%	2,850	6.2%	5,197	5.5%	7,106	4.5%
Some High School (9 to 11)	429	10.2%	5,251	11.4%	9,526	10.0%	13,786	8.8%
High School Graduate (12)	1,584	37.6%	15,694	34.1%	29,051	30.5%	46,347	29.5%
Some College (13 to 16)	982	23.3%	10,729	23.3%	21,452	22.5%	34,650	22.1%
Associate Degree Only	383	9.1%	3,967	8.6%	7,977	8.4%	13,594	8.7%
Bachelor Degree Only	370	8.8%	5,257	11.4%	14,688	15.4%	27,629	17.6%
Graduate Degree	262	6.2%	2,297	5.0%	7,258	7.6%	13,811	8.8%
Any College + (Some College or higher)	1,997	47.4%	22,250	48.3%	51,374	54.0%	89,683	57.2%
College Degree + (Bachelor Degree or higher)	632	15.0%	7,554	16.4%	21,945	23.1%	41,440	26.4%

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# COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
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Lat/Lon: 37.30473/-79.97937

## Hershberger Rd NW & Ferncliff Ave NW

	1 Mile		3 Miles		5 Miles		10 Miles	
<b>Roanoke, VA</b>								
<b>Housing (2010)</b>								
Total Housing Units	2,794		31,406		64,459		102,683	
Housing Units, Occupied	2,528	90.5%	28,504	90.8%	58,884	91.4%	95,057	92.6%
Housing Units, Owner-Occupied	1,624	64.2%	17,110	60.0%	36,160	61.4%	64,945	68.3%
Housing Units, Renter-Occupied	904	35.8%	11,393	40.0%	22,723	38.6%	30,113	31.7%
Housing Units, Vacant	266	8.7%	2,903	8.5%	5,575	8.0%	7,625	6.9%
Total Housing Units (2000)	2,612		30,820		62,203		96,369	
Historical Annual Change (2000-2010)	181	0.7%	586	0.2%	2,256	0.4%	6,314	0.7%
<b>Household Size (2010)</b>								
Total Households	2,528		28,504		58,884		95,057	
1 Person Household	842	33.3%	10,575	37.1%	21,909	37.2%	31,698	33.3%
2 Person Households	780	30.9%	8,727	30.6%	18,420	31.3%	31,421	33.1%
3 Person Households	424	16.8%	4,258	14.9%	8,388	14.2%	14,406	15.2%
4 Person Households	293	11.6%	3,083	10.8%	6,585	11.2%	11,696	12.3%
5 Person Households	121	4.8%	1,204	4.2%	2,428	4.1%	4,066	4.3%
6 Person Households	42	1.7%	422	1.5%	754	1.3%	1,195	1.3%
7+ Person Households	25	1.0%	234	0.8%	400	0.7%	574	0.6%
<b>Household Stability (2010)</b>								
Total Households	2,528		28,504		58,884		95,057	
In current residence < 1 year	459	18.1%	5,302	18.6%	11,099	18.8%	17,393	18.3%
In current residence 1-2 years	544	21.5%	6,206	21.8%	13,022	22.1%	20,277	21.3%
In current residence 3-5 years	407	16.1%	4,527	15.9%	9,410	16.0%	15,526	16.3%
In current residence 6-10 years	257	10.2%	3,530	12.4%	7,596	12.9%	13,308	14.0%
In current residence > 10 years	860	34.0%	8,938	31.4%	17,757	30.2%	28,554	30.0%
Turnover (% Annual Residential Turnover)	18.1%		18.6%		18.8%		18.3%	
Stability (% In Current Residence 5+ Years)	44.2%		43.7%		43.1%		44.0%	
Median Years in Residence	4.6 yrs		4.7 yrs		4.5 yrs		4.7 yrs	
<b>Household Vehicles (2010)</b>								
Total Vehicles Available	4,265		46,988		101,322		179,652	
Household: 0 Vehicles Available	215	8.5%	3,401	11.9%	5,850	9.9%	6,994	7.4%
Household: 1 Vehicles Available	1,020	40.3%	10,947	38.4%	22,318	37.9%	32,007	33.7%
Household: 2 Vehicles Available	839	33.2%	9,096	31.9%	19,764	33.6%	34,092	35.9%
Household: 3+ Vehicles Available	454	18.0%	5,060	17.8%	10,952	18.6%	21,965	23.1%
Average Per Household	1.7 Vehicles		1.6 Vehicles		1.7 Vehicles		1.9 Vehicles	
Owner Occupied Hhlds Vehicles	3,120	73.2%	34,143	72.7%	73,645	72.7%	140,740	78.3%
Average Per Owner Household	1.9 Vehicles		2.0 Vehicles		2.0 Vehicles		2.2 Vehicles	
Renter Occupied Hhlds Vehicles	1,145	26.8%	12,845	27.3%	27,677	27.3%	38,912	21.7%
Average Per Renter Household	1.3 Vehicles		1.1 Vehicles		1.2 Vehicles		1.3 Vehicles	
<b>Travel Time (2000)</b>								
Worker Base (16 Years or Older)	2,719		30,477		64,602		107,474	
Travel to Work in 14 Minutes or Less	956	35.2%	10,898	35.8%	24,037	37.2%	35,440	33.0%
Travel to Work in 15 to 29 Minutes	1,219	44.9%	14,479	47.5%	30,262	46.8%	51,379	47.8%
Travel to Work in 30 to 59 Minutes	406	14.9%	3,663	12.0%	7,127	11.0%	14,606	13.6%
Travel to Work in 60 Minutes or More	105	3.9%	1,025	3.4%	1,980	3.1%	3,590	3.3%
Work at Home	31	1.2%	412	1.4%	1,196	1.9%	2,460	2.3%
Average Travel Time to Work	19.9 mins		18.6 mins		18.0 mins		19.2 mins	

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Lat/Lon: 37.30473/-79.97937

## Hershberger Rd NW & Ferncliff Ave NW

Roanoke, VA

1 Mile                      3 Miles                      5 Miles                      10 Miles

### Transportation To Work (2000)

Work Base	2,719		30,477		64,602		107,474	
Drive to Work Alone	2,122	78.1%	24,214	79.4%	52,615	81.4%	90,392	84.1%
Drive to Work in Carpool	353	13.0%	3,944	12.9%	7,254	11.2%	10,430	9.7%
Travel to Work - Public Transportation	141	5.2%	982	3.2%	1,356	2.1%	1,538	1.4%
Drive to Work on Motorcycle	-	-	23	0.1%	75	0.1%	102	0.1%
Bicycle to Work	8	0.3%	77	0.3%	98	0.2%	125	0.1%
Walk to Work	50	1.8%	582	1.9%	1,577	2.4%	1,845	1.7%
Other Means	13	0.5%	243	0.8%	432	0.7%	583	0.5%
Work at Home	31	1.2%	412	1.4%	1,196	1.9%	2,460	2.3%

### Daytime Demos (2010)

Total Number of Businesses	260		3,127		7,695		10,856	
Total Number of Employees	4,347		43,484		111,332		148,263	
Company Headqtrs: Businesses	1	0.3%	4	0.1%	12	0.2%	15	0.1%
Company Headqtrs: Employees	28	0.7%	262	0.6%	1,051	0.9%	1,259	0.8%
Employee Population per Business	16.7 to 1		13.9 to 1		14.5 to 1		13.7 to 1	
Residential Population per Business	23.4 to 1		21.1 to 1		17.7 to 1		20.6 to 1	
Est. Adj. Daytime Demographics (Age16+)	6,441		66,662		157,917		219,765	

### Labor Force (2010)

Labor: Population Age 16+	4,836		52,844		110,553		181,354	
Unemployment Rate		7.1%		4.9%		4.4%		4.1%
Labor Force Total: Males	2,111	43.6%	23,709	44.9%	50,657	45.8%	84,654	46.7%
<i>Male civilian employed</i>	1,174	55.6%	14,178	59.8%	31,700	62.6%	55,749	65.9%
<i>Male civilian unemployed</i>	142	6.7%	1,291	5.4%	2,468	4.9%	3,859	4.6%
<i>Males in Armed Forces</i>	15	0.7%	49	0.2%	76	0.1%	104	0.1%
<i>Males not in labor force</i>	780	36.9%	8,191	34.5%	16,413	32.4%	24,942	29.5%
Labor Force Total: Females	2,725	56.4%	29,135	55.1%	59,895	54.2%	96,700	53.3%
<i>Female civilian employed</i>	1,550	56.9%	15,402	52.9%	32,128	53.6%	53,931	55.8%
<i>Female civilian unemployed</i>	199	7.3%	1,317	4.5%	2,407	4.0%	3,654	3.8%
<i>Females in Armed Forces</i>	3	0.1%	37	0.1%	63	0.1%	67	0.1%
<i>Females not in labor force</i>	973	35.7%	12,379	42.5%	25,297	42.2%	39,048	40.4%
Employment Force Change (2000-2010)	16	0.6%	-837	-2.8%	-652	-1.0%	2,365	2.2%
Male Change (2000-2010)	19	1.7%	-367	-2.5%	-218	-0.7%	1,374	2.5%
Female Change (2000-2010)	-3	-0.2%	-469	-3.0%	-434	-1.3%	990	1.9%

### Occupation (2000)

Occupation: Population Age 16+	2,707		30,417		64,480		107,315	
Occupation Total: Males	1,154	42.6%	14,545	47.8%	31,918	49.5%	54,375	50.7%
Occupation Total: Females	1,553	57.4%	15,871	52.2%	32,562	50.5%	52,941	49.3%
Mgmt, Business, & Financial Operations	234	8.7%	2,780	9.1%	6,909	10.7%	13,690	12.8%
Professional and Related	351	13.0%	4,358	14.3%	11,664	18.1%	20,532	19.1%
Service	517	19.1%	5,517	18.1%	10,177	15.8%	14,981	14.0%
Sales and Office	820	30.3%	9,315	30.6%	19,926	30.9%	33,048	30.8%
Farming, Fishing, & Forestry	6	0.2%	62	0.2%	82	0.1%	131	0.1%
Construction, Extraction, & Maintenance	163	6.0%	2,693	8.9%	5,497	8.5%	9,304	8.7%
Production, Transport, & Material Moving	616	22.8%	5,691	18.7%	10,224	15.9%	15,630	14.6%
White Collar		51.9%		54.1%		59.7%		62.7%
Blue Collar		48.1%		45.9%		40.3%		37.3%

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# COMPLETE PROFILE

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Lat/Lon: 37.30473/-79.97937

## Hershberger Rd NW & Ferncliff Ave NW

Roanoke, VA

1 Mile                      3 Miles                      5 Miles                      10 Miles

### Units In Structure (2000)

Total Units	2,612		30,820		62,203		96,369	
1 Detached Unit	1,792	68.6%	19,557	63.5%	39,288	63.2%	66,286	68.8%
1 Attached Unit	63	2.4%	964	3.1%	1,857	3.0%	2,968	3.1%
2 Units	89	3.4%	2,042	6.6%	4,487	7.2%	5,106	5.3%
3 to 4 Units	23	0.9%	1,247	4.0%	2,577	4.1%	3,217	3.3%
5 to 9 Units	56	2.2%	1,787	5.8%	3,680	5.9%	4,530	4.7%
10 to 19 Units	489	18.7%	3,172	10.3%	6,138	9.9%	8,057	8.4%
20 to 49 Units	62	2.4%	913	3.0%	1,707	2.7%	1,945	2.0%
50 or more Units	26	1.0%	789	2.6%	1,612	2.6%	2,154	2.2%
Mobile Home or Trailer	11	0.4%	338	1.1%	828	1.3%	2,079	2.2%
Other Structure	-	-	13	-	27	-	29	-

### Homes Built By Year (2000)

Homes Built 1999 to 2000	23	0.9%	193	0.6%	567	0.9%	1,150	1.2%
Homes Built 1995 to 1998	21	0.8%	675	2.2%	2,076	3.3%	4,633	4.8%
Homes Built 1990 to 1994	39	1.5%	926	3.0%	2,243	3.6%	5,265	5.5%
Homes Built 1980 to 1989	190	7.3%	2,224	7.2%	5,736	9.2%	12,365	12.8%
Homes Built 1970 to 1979	558	21.4%	5,070	16.4%	10,608	17.1%	19,152	19.9%
Homes Built 1960 to 1969	665	25.5%	6,981	22.7%	11,305	18.2%	17,000	17.6%
Homes Built 1950 to 1959	601	23.0%	6,819	22.1%	11,929	19.2%	15,252	15.8%
Homes Built 1940 to 1949	290	11.1%	3,657	11.9%	7,174	11.5%	8,884	9.2%
Homes Built Before 1939	225	8.6%	4,275	13.9%	10,565	17.0%	12,669	13.1%
Median Age of Homes	37.6 yrs		40.5 yrs		40.0 yrs		35.0 yrs	

### Home Values (2000)

Owner Specified Housing Units	1,425		15,668		31,984		55,458	
Home Values \$1,000,000 or More	-	-	6	-	17	0.1%	60	0.1%
Home Values \$750,000 to \$999,999	-	-	-	-	13	-	42	0.1%
Home Values \$500,000 to \$749,999	-	-	1	-	80	0.3%	248	0.4%
Home Values \$400,000 to \$499,999	-	-	7	-	86	0.3%	282	0.5%
Home Values \$300,000 to \$399,999	9	0.7%	30	0.2%	459	1.4%	1,172	2.1%
Home Values \$250,000 to \$299,999	-	-	35	0.2%	542	1.7%	1,569	2.8%
Home Values \$200,000 to \$249,999	7	0.5%	78	0.5%	787	2.5%	2,317	4.2%
Home Values \$175,000 to \$199,999	-	-	101	0.6%	799	2.5%	2,460	4.4%
Home Values \$150,000 to \$174,999	16	1.2%	257	1.6%	1,633	5.1%	4,096	7.4%
Home Values \$125,000 to \$149,999	29	2.0%	765	4.9%	2,927	9.2%	6,743	12.2%
Home Values \$100,000 to \$124,999	69	4.8%	2,318	14.8%	5,212	16.3%	9,372	16.9%
Home Values \$90,000 to \$99,999	105	7.4%	2,001	12.8%	3,511	11.0%	6,041	10.9%
Home Values \$80,000 to \$89,999	285	20.0%	2,489	15.9%	3,836	12.0%	5,561	10.0%
Home Values \$70,000 to \$79,999	191	13.4%	2,336	14.9%	3,511	11.0%	4,877	8.8%
Home Values \$60,000 to \$69,999	246	17.3%	1,897	12.1%	2,995	9.4%	3,893	7.0%
Home Values \$50,000 to \$59,999	220	15.4%	1,259	8.0%	2,044	6.4%	2,567	4.6%
Home Values \$35,000 to \$49,999	199	14.0%	1,414	9.0%	2,402	7.5%	2,814	5.1%
Home Values \$25,000 to \$34,999	43	3.0%	327	2.1%	584	1.8%	695	1.3%
Home Values \$10,000 to \$24,999	5	0.3%	286	1.8%	462	1.4%	551	1.0%
Home Values \$0 to \$9,999	-	-	62	0.4%	85	0.3%	99	0.2%
Owner Occupied Median Home Value	\$69,632		\$80,675		\$98,105		\$112,915	
Renter Occupied Median Rent	\$389		\$291		\$327		\$353	
Average Property Value (2010)	\$161,346		\$148,046		\$175,244		\$180,215	

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Lat/Lon: 37.30473/-79.97937

## Hershberger Rd NW & Ferncliff Ave NW

Roanoke, VA

1 Mile

3 Miles

5 Miles

10 Miles

### Consumer Expenditure (Annual Total)

Total Household Expenditure (2010)	\$101 M	\$1.17 B	\$2.69 B	\$4.80 B
<i>Total Non-Retail Expenditures (2010)</i>	\$57.5 M	\$669 M	\$1.54 B	\$2.75 B
<i>Total Retail Expenditures (2010)</i>	\$43.4 M	\$504 M	\$1.15 B	\$2.05 B
Apparel (2010)	\$4.79 M	\$55.8 M	\$128 M	\$228 M
Contributions (2010)	\$3.39 M	\$39.6 M	\$95.0 M	\$174 M
Education (2010)	\$2.09 M	\$25.0 M	\$60.3 M	\$111 M
Entertainment (2010)	\$5.54 M	\$64.4 M	\$149 M	\$267 M
Food And Beverages (2010)	\$16.0 M	\$186 M	\$420 M	\$739 M
Furnishings And Equipment (2010)	\$4.17 M	\$49.0 M	\$115 M	\$209 M
Gifts (2010)	\$2.45 M	\$28.8 M	\$68.5 M	\$125 M
Health Care (2010)	\$6.69 M	\$77.0 M	\$173 M	\$301 M
Household Operations (2010)	\$3.31 M	\$38.7 M	\$91.7 M	\$168 M
Miscellaneous Expenses (2010)	\$1.75 M	\$20.3 M	\$46.2 M	\$81.2 M
Personal Care (2010)	\$1.48 M	\$17.2 M	\$39.3 M	\$69.7 M
Personal Insurance (2010)	\$944 K	\$11.0 M	\$26.2 M	\$48.0 M
Reading (2010)	\$330 K	\$3.86 M	\$8.87 M	\$15.8 M
Shelter (2010)	\$19.3 M	\$225 M	\$518 M	\$924 M
Tobacco (2010)	\$778 K	\$8.81 M	\$19.2 M	\$32.5 M
Transportation (2010)	\$20.3 M	\$236 M	\$541 M	\$965 M
Utilities (2010)	\$7.58 M	\$87.3 M	\$196 M	\$341 M

### Consumer Expenditure (per Household per Month)

Total Household Expenditure (2010)	\$3,327		\$3,431		\$3,812		\$4,208	
<i>Total Non-Retail Expenditures (2010)</i>	\$1,896	57.0%	\$1,957	57.0%	\$2,181	57.2%	\$2,415	57.4%
<i>Total Retail Expenditures (2010)</i>	\$1,431	43.0%	\$1,474	43.0%	\$1,632	42.8%	\$1,793	42.6%
Apparel (2010)	\$158	4.7%	\$163	4.8%	\$181	4.8%	\$200	4.8%
Contributions (2010)	\$112	3.4%	\$116	3.4%	\$134	3.5%	\$153	3.6%
Education (2010)	\$69	2.1%	\$73	2.1%	\$85	2.2%	\$97	2.3%
Entertainment (2010)	\$183	5.5%	\$188	5.5%	\$211	5.5%	\$234	5.6%
Food And Beverages (2010)	\$528	15.9%	\$542	15.8%	\$594	15.6%	\$648	15.4%
Furnishings And Equipment (2010)	\$138	4.1%	\$143	4.2%	\$163	4.3%	\$183	4.4%
Gifts (2010)	\$81	2.4%	\$84	2.5%	\$97	2.5%	\$110	2.6%
Health Care (2010)	\$221	6.6%	\$225	6.6%	\$244	6.4%	\$264	6.3%
Household Operations (2010)	\$109	3.3%	\$113	3.3%	\$130	3.4%	\$147	3.5%
Miscellaneous Expenses (2010)	\$58	1.7%	\$59	1.7%	\$65	1.7%	\$71	1.7%
Personal Care (2010)	\$49	1.5%	\$50	1.5%	\$56	1.5%	\$61	1.5%
Personal Insurance (2010)	\$31	0.9%	\$32	0.9%	\$37	1.0%	\$42	1.0%
Reading (2010)	\$11	0.3%	\$11	0.3%	\$13	0.3%	\$14	0.3%
Shelter (2010)	\$636	19.1%	\$657	19.2%	\$732	19.2%	\$810	19.3%
Tobacco (2010)	\$26	0.8%	\$26	0.8%	\$27	0.7%	\$28	0.7%
Transportation (2010)	\$670	20.1%	\$691	20.1%	\$765	20.1%	\$846	20.1%
Utilities (2010)	\$250	7.5%	\$255	7.4%	\$277	7.3%	\$299	7.1%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.