



Study Areas

500 Old Lynchburg Rd, Charlottesville, VA 22903

Lat: 38.00760, Long: -78.52029

Maps

[500 Old Lynchburg Rd, Charlottesville, VA 22903](#)

Profile Tables

[STI: PopStats Population Summary](#)

[STI: PopStats Household Summary](#)

[STI: PopStats Mortgage-Risk Exposure](#)

[Current Year Estimates Quarterly Historical Trend](#)

[Current Year Estimated Population by Age and Sex](#)

[Five Year Projected Population by Age and Sex](#)

[Ten Year Projected Population by Age and Sex](#)

[Current Year Estimated Population by Educational Attainment](#)

[Current Year Estimated Population by Ethnicity](#)

[Current Year Estimated Population by Race](#)

[Current Year Estimated Language at Home for Population 5+ Years](#)

[Current Year Estimated Population by Labour Force](#)

[Current Year Estimated Employed Population Age 16+ by Industry](#)

[Current Year Estimated Employed Population Age 16+ by Occupation](#)

[Current Year Estimated Households by Household Size, Household Type and P](#)

[Current Year Estimated Group Quarters](#)

[Current Year Estimated Occupied Housing Units by Vehicles Available](#)

[Current Year Estimated Households by Household Income](#)

[Five Year Estimated Households by Household Income](#)

[Current Year Estimated Households by Family Income](#)

[Current Year Estimated Households by Disposable Income](#)

[Current Year Estimated Households by Age of Householder and Income](#)

[Five Year Estimated Households by Age of Householder and Income](#)

[Current Year Estimated Households by Race and Household Income](#)

[Current Year Estimated Owner-Occupied Housing Units by Value](#)

[Current Year Estimated Households by Wealth & Poverty](#)

[Current Year Estimated Employees \(16+\) Traveling To Work by Direction and Di](#)

[Current Year Population by STI: Landscape Category, WorkPlace, Per Capita E:](#)

[Current Year Estimates Quarterly Historicals and Statistics](#)

[2000 Census Population by Sex, Age](#)

[2000 Census Population by Educational Attainment](#)

[2000 Census Population by Ethnicity](#)

[2000 Census Language at Home](#)

[2000 Census Employed Population Age 16+ by Industry](#)

[2000 Census Employed Population Age 16+ by Occupation](#)

[2000 Census Labor, Transportation, Travel Time](#)

[2000 Census Group Quarters](#)

[2000 Census Housing](#)

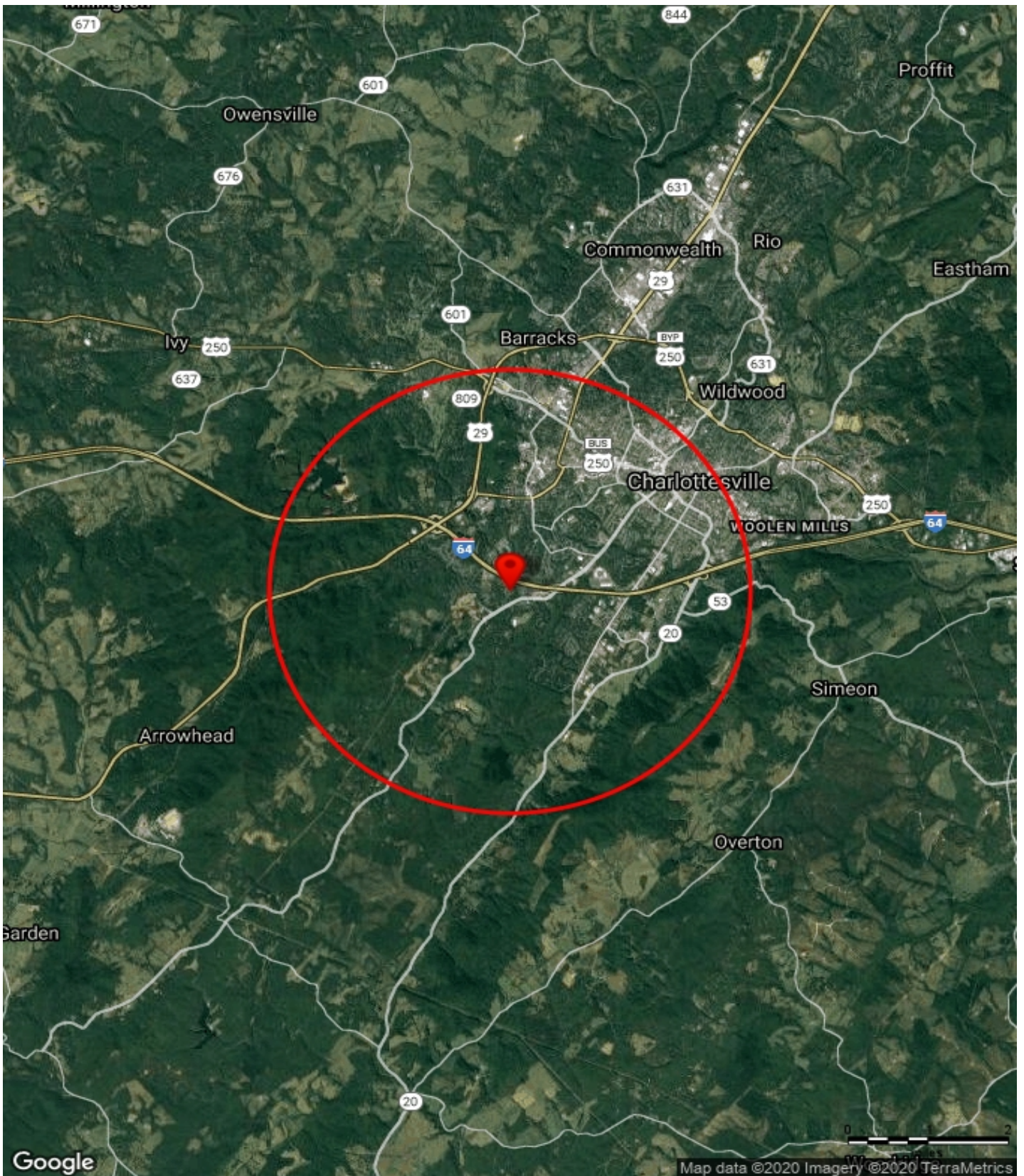
[2000 Census Households by Household Size, Household Type](#)
[2000 Census Household Income, Sources](#)
[Current Year Estimated Rent Paid By Unit Type](#)
[Current Year Population By Religious Affiliation](#)

Prepared on: 9/16/2020 3:18:52 PM



retail strategies

500 Old Lynchburg Rd, Charlottesville, VA 22903





Sitewise Online STI: PopStats Population Summary

STI: PopStats Population Summary	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Population		
2029 Forecast	60,068	
2024 Projection	57,885	
2019 Estimate	55,527	
2010 Census	50,207	
2000 Census	44,011	
1990 Census	40,132	
Growth 2029-2024	3.77%	
Growth 2024-2019	4.25%	
Growth 2019-2010	10.60%	
Growth 2010-2000	14.08%	
2019 Estimated Population by Ethnicity	55,527	
White	37,660	68%
Black	9,802	18%
Asian	4,983	9%
Other	3,081	6%
2019 Estimated Population Hispanic or Latino	3,943	
2019 Estimated Total Population by Age	55,527	
Age 0 to 4	3,702	7%
Age 5 to 14	5,130	9%
Age 14 to 18	1,491	3%
Age 18 to 22	13,369	24%
Age 22 to 25	2,436	4%
Age 25 to 30	2,721	5%
Age 30 to 35	5,297	10%
Age 35 to 40	4,990	9%
Age 40 to 45	3,204	6%
Age 45 to 50	2,263	4%
Age 50 to 55	2,169	4%
Age 55 to 60	2,056	4%
Age 60 to 65	1,948	4%
Age 65 to 70	1,632	3%
Age 70 to 75	1,251	2%
Age 75 to 80	842	2%
Age 80 to 85	549	1%
Age 85 and over	478	1%
2019 Median Age	28.0	
2019 Average Age	32.3	



Sitewise Online
STI: PopStats Population Summary

STI: PopStats Population Summary	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
2019 Estimated Population Age 25+ by Educational Attainment	29,399	
Less than 9th grade	1,161	4%
Some High School, no diploma	1,839	6%
High School Graduate (or GED)	5,457	19%
Some College, no degree	3,859	13%
Associate Degree	1,359	5%
Male	513	2%
Female	846	3%
Bachelor's Degree	7,497	26%
Male	3,727	13%
Female	3,770	13%
Master's Degree	4,589	16%
Male	2,066	7%
Female	2,523	9%
Professional School Degree	1,873	6%
Male	996	3%
Female	878	3%
Doctorate Degree	1,765	6%
Male	1,078	4%
Female	687	2%



Sitewise Online
STI: PopStats Household Summary

STI: PopStats Household Summary	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Households		
2029 Forecast	22,632	
2024 Projection	21,672	
2019 Estimate	20,670	
2010 Census	18,355	
2000 Census	16,233	
1990 Census	14,502	
Growth 2029-2024	4.43%	
Growth 2024-2019	4.85%	
Growth 2019-2010	12.61%	
Growth 2010-2000	13.07%	
Population in Households		
2029 Forecast	51,920	
2024 Projection	49,736	
2019 Estimate	47,456	
Average Household Size		
2029 Forecast	2.29	
2024 Projection	2.29	
2019 Estimated	2.30	
2019 Estimated Families by Number of Workers in Family		
	9,040	
No workers	1,074	12%
1 worker	2,901	32%
2 workers	4,437	49%
3 or more workers	628	7%
2019 Estimated Housing Units by Tenure		
	22,470	
Vacant Housing Units	1,801	8%
Occupied Housing Units	20,670	92%
Owner-Occupied	8,225	37%
Renter-Occupied	12,445	55%
2019 Estimated Per Capita Income	\$ 33,093	



retail strategies

Sitewise Online STI: PopStats Mortgage-Risk Exposure

STI: PopStats Mortgage-Risk Exposure	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Mortgages Observed by Mortgage-Risk Ratio	1,661	
Under 1.0	48	3%
1.0 to 1.2	37	2%
1.2 to 1.4	38	2%
1.4 to 1.6	49	3%
1.6 to 1.8	78	5%
1.8 to 2.0	78	5%
2.0 to 2.2	98	6%
2.2 to 2.4	113	7%
2.4 to 2.6	91	5%
2.6 to 2.8	118	7%
2.8 to 3.0	124	7%
3.0 to 3.2	101	6%
3.2 to 3.4	85	5%
3.4 to 3.6	92	6%
3.6 to 3.8	77	5%
3.8 to 4.0	71	4%
4.0 to 4.2	61	4%
4.2 to 4.4	56	3%
4.4 to 4.6	37	2%
4.6 to 4.8	51	3%
4.8 to 5.0	32	2%
5.0 and over	127	8%
Average Mortgage Risk	3.05	



Sitewise Online
Current Year Estimated Population by Age and Sex

Current Year Estimated Population by Age and Sex	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Total Population	55,527	
Age 0 to 4	3,702	7%
Age 5 to 14	5,130	9%
Age 14 to 18	1,491	3%
Age 18 to 22	13,369	24%
Age 22 to 25	2,436	4%
Age 25 to 30	2,721	5%
Age 30 to 35	5,297	10%
Age 35 to 40	4,990	9%
Age 40 to 45	3,204	6%
Age 45 to 50	2,263	4%
Age 50 to 55	2,169	4%
Age 55 to 60	2,056	4%
Age 60 to 65	1,948	4%
Age 65 to 70	1,632	3%
Age 70 to 75	1,251	2%
Age 75 to 80	842	2%
Age 80 to 85	549	1%
Age 85 and over	478	1%
Median Age	28.0	
Average Age	32.3	



Sitewise Online
Current Year Estimated Population by Age and Sex

Current Year Estimated Population by Age and Sex	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Male Population	27,000	
Age 0 to 4	1,888	7%
Less than 1	434	2%
Age 1	389	1%
Age 2	350	1%
Age 3	394	1%
Age 4	322	1%
Age 5 to 14	2,607	10%
Age 5	408	2%
Age 6	302	1%
Age 7	317	1%
Age 8	256	1%
Age 9	285	1%
Age 10	288	1%
Age 11	275	1%
Age 12	284	1%
Age 13	192	1%
Age 14 to 18	771	3%
Age 14	185	1%
Age 15	196	1%
Age 16	194	1%
Age 17	195	1%
Age 18 to 22	6,058	22%
Age 18	1,099	4%
Age 19	1,389	5%
Age 20	1,540	6%
Age 21	2,031	8%
Age 22 to 25	1,229	5%
Age 25 to 30	1,435	5%
Age 30 to 35	2,650	10%
Age 35 to 40	2,600	10%
Age 40 to 45	1,675	6%
Age 45 to 50	1,155	4%
Age 50 to 55	1,073	4%
Age 55 to 60	996	4%
Age 60 to 65	914	3%
Age 65 to 70	742	3%
Age 70 to 75	526	2%
Age 75 to 80	342	1%
Age 80 to 85	199	1%
Age 85 and over	141	1%
Male Median Age	28.3	
Male Average Age	31.7	



Sitewise Online
Current Year Estimated Population by Age and Sex

Current Year Estimated Population by Age and Sex	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Female Population	28,526	
Age 0 to 4	1,813	6%
Less than 1	417	1%
Age 1	357	1%
Age 2	371	1%
Age 3	325	1%
Age 4	343	1%
Age 5 to 14	2,523	9%
Age 5	399	1%
Age 6	295	1%
Age 7	268	1%
Age 8	261	1%
Age 9	240	1%
Age 10	321	1%
Age 11	244	1%
Age 12	258	1%
Age 13	237	1%
Age 14 to 18	720	3%
Age 14	180	1%
Age 15	190	1%
Age 16	171	1%
Age 17	179	1%
Age 18 to 22	7,311	26%
Age 18	1,393	5%
Age 19	1,713	6%
Age 20	1,920	7%
Age 21	2,286	8%
Age 22 to 25	1,207	4%
Age 25 to 30	1,286	5%
Age 30 to 35	2,648	9%
Age 35 to 40	2,390	8%
Age 40 to 45	1,530	5%
Age 45 to 50	1,108	4%
Age 50 to 55	1,096	4%
Age 55 to 60	1,060	4%
Age 60 to 65	1,034	4%
Age 65 to 70	890	3%
Age 70 to 75	725	3%
Age 75 to 80	500	2%
Age 80 to 85	349	1%
Age 85 and over	336	1%
Female Median Age	27.7	
Female Average Age	32.8	



Sitewise Online Five Year Projected Population by Age and Sex

Five Year Projected Population by Age and Sex	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Five Year Projected Total Population	57,885	
Age 0 to 4	3,526	6%
Age 5 to 14	6,399	11%
Age 14 to 18	2,124	4%
Age 18 to 22	13,641	24%
Age 22 to 25	2,376	4%
Age 25 to 30	2,150	4%
Age 30 to 35	2,440	4%
Age 35 to 40	5,117	9%
Age 40 to 45	4,932	9%
Age 45 to 50	3,182	5%
Age 50 to 55	2,257	4%
Age 55 to 60	2,145	4%
Age 60 to 65	2,009	3%
Age 65 to 70	1,799	3%
Age 70 to 75	1,508	3%
Age 75 to 80	1,106	2%
Age 80 to 85	674	1%
Age 85 and over	501	1%
Median Age	27.0	
Average Age	32.9	
Five Year Projected Male Population	28,216	
Age 0 to 4	1,800	6%
Less Than 1	440	2%
Age 1	356	1%
Age 2	328	1%
Age 3	369	1%
Age 4	307	1%
Age 5 to 14	3,261	12%
Age 5	489	2%
Age 6	408	1%
Age 7	363	1%
Age 8	411	1%
Age 9	332	1%
Age 10	394	1%
Age 11	299	1%
Age 12	312	1%
Age 13	254	1%
Age 14 to 18	1,078	4%
Age 14	258	1%
Age 15	282	1%
Age 16	265	1%
Age 17	274	1%
Age 18 to 22	6,205	22%
Age 18	1,146	4%



retail strategies

Sitewise Online Five Year Projected Population by Age and Sex

Five Year Projected Population by Age and Sex	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Age 19	1,422	5%
Age 20	1,585	6%
Age 21	2,051	7%
Age 22 to 25	1,199	4%
Age 25 to 30	1,151	4%
Age 30 to 35	1,291	5%
Age 35 to 40	2,540	9%
Age 40 to 45	2,565	9%
Age 45 to 50	1,656	6%
Age 50 to 55	1,140	4%
Age 55 to 60	1,043	4%
Age 60 to 65	962	3%
Age 65 to 70	814	3%
Age 70 to 75	670	2%
Age 75 to 80	445	2%
Age 80 to 85	248	1%
Age 85 and over	147	1%
Male Median Age	27.5	
Male Average Age	32.4	



Sitewise Online
Five Year Projected Population by Age and Sex

Five Year Projected Population by Age and Sex	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Five Year Projected Female Population	29,669	
Age 0 to 4	1,727	6%
Less Than 1	424	1%
Age 1	328	1%
Age 2	343	1%
Age 3	312	1%
Age 4	319	1%
Age 5 to 14	3,137	11%
Age 5	454	2%
Age 6	383	1%
Age 7	395	1%
Age 8	338	1%
Age 9	357	1%
Age 10	401	1%
Age 11	287	1%
Age 12	270	1%
Age 13	253	1%
Age 14 to 18	1,046	4%
Age 14	249	1%
Age 15	289	1%
Age 16	256	1%
Age 17	252	1%
Age 18 to 22	7,436	25%
Age 18	1,462	5%
Age 19	1,738	6%
Age 20	1,961	7%
Age 21	2,276	8%
Age 22 to 25	1,177	4%
Age 25 to 30	998	3%
Age 30 to 35	1,149	4%
Age 35 to 40	2,576	9%
Age 40 to 45	2,367	8%
Age 45 to 50	1,526	5%
Age 50 to 55	1,117	4%
Age 55 to 60	1,101	4%
Age 60 to 65	1,046	4%
Age 65 to 70	985	3%
Age 70 to 75	838	3%
Age 75 to 80	661	2%
Age 80 to 85	426	1%
Age 85 and over	355	1%
Female Median Age	26.6	
Female Average Age	33.5	



retail strategies

Sitewise Online Ten Year Projected Population by Age and Sex

Ten Year Projected Population by Age and Sex	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Ten Year Projected Total Population	60,068	
Age 0 to 4	2,929	5%
Age 5 to 14	6,575	11%
Age 14 to 18	3,037	5%
Age 18 to 22	14,247	24%
Age 22 to 25	2,634	4%
Age 25 to 30	2,357	4%
Age 30 to 35	1,904	3%
Age 35 to 40	2,366	4%
Age 40 to 45	5,075	8%
Age 45 to 50	4,952	8%
Age 50 to 55	3,203	5%
Age 55 to 60	2,263	4%
Age 60 to 65	2,118	4%
Age 65 to 70	1,895	3%
Age 70 to 75	1,697	3%
Age 75 to 80	1,346	2%
Age 80 to 85	889	1%
Age 85 and over	582	1%
Median Age	26.3	
Average Age	34.0	
Ten Year Projected Male Population	29,310	
Age 0 to 4	1,487	2%
Age 5 to 14	3,345	6%
Age 14 to 18	1,558	3%
Age 18 to 22	6,494	11%
Age 22 to 25	1,329	2%
Age 25 to 30	1,257	2%
Age 30 to 35	1,024	2%
Age 35 to 40	1,236	2%
Age 40 to 45	2,515	4%
Age 45 to 50	2,563	4%
Age 50 to 55	1,659	3%
Age 55 to 60	1,124	2%
Age 60 to 65	1,021	2%
Age 65 to 70	882	1%
Age 70 to 75	749	1%
Age 75 to 80	567	1%
Age 80 to 85	330	1%
Age 85 and over	170	0%
Male Median Age	26.8	
Male Average Age	33.4	



retail strategies

Sitewise Online Ten Year Projected Population by Age and Sex

Ten Year Projected Population by Age and Sex	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Ten Year Projected Female Population	30,758	
Age 0 to 4	1,442	2%
Age 5 to 14	3,230	5%
Age 14 to 18	1,479	2%
Age 18 to 22	7,752	13%
Age 22 to 25	1,305	2%
Age 25 to 30	1,100	2%
Age 30 to 35	880	1%
Age 35 to 40	1,130	2%
Age 40 to 45	2,559	4%
Age 45 to 50	2,389	4%
Age 50 to 55	1,545	3%
Age 55 to 60	1,139	2%
Age 60 to 65	1,097	2%
Age 65 to 70	1,013	2%
Age 70 to 75	948	2%
Age 75 to 80	779	1%
Age 80 to 85	559	1%
Age 85 and over	411	1%
Median Age	25.8	
Female Average Age	34.5	



retail strategies

Sitewise Online
Current Year Estimated Population by Educational Attainment

Current Year Estimated Population by Educational Attainment	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Population Age 25+ by Educational Attainment	29,399	
Less than 9th grade	1,161	4%
Some High School, no diploma	1,839	6%
High School Graduate (or GED)	5,457	19%
Some College, no degree	3,859	13%
Associate Degree	1,359	5%
Male	513	2%
Female	846	3%
Bachelor's Degree	7,497	26%
Male	3,727	13%
Female	3,770	13%
Master's Degree	4,589	16%
Male	2,066	7%
Female	2,523	9%
Professional School Degree	1,873	6%
Male	996	3%
Female	878	3%
Doctorate Degree	1,765	6%
Male	1,078	4%
Female	687	2%
Current Year Estimated Population by Enrollment	55,527	
Nursery school/preschool	998	2%
Kindergarten/Elementary School	4,078	7%
High School	1,150	2%
College/Graduate/Professional school	18,693	34%
Not enrolled	30,608	55%



Sitewise Online
Current Year Estimated Population by Ethnicity

Current Year Estimated Population by Ethnicity	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Population by Ethnicity	55,527	
America	4,222	8%
American	4,134	7%
Native American	69	0%
Hawaiian	19	0%
Hispanic	3,943	7%
Mexican	1,556	3%
Puerto Rican	393	1%
Cuban	272	0%
Dominican	81	0%
Central American	906	2%
South American	363	1%
Other Hispanic	371	1%
Asian	4,956	9%
Chinese	1,837	3%
Japanese	137	0%
Korean	664	1%
SC Asian	1,306	2%
SE Asian	510	1%
Other Asian	502	1%
European	17,737	32%
British	3,851	7%
Dutch	328	1%
French	622	1%
German	3,567	6%
Italian	1,446	3%
Polish	583	1%
Scandinavian	807	1%
Scotch/Irish	4,381	8%
Other European	2,153	4%
Middle Eastern	709	1%
Other Ethnicity	16,200	29%
Unclassified	7,759	14%



Sitewise Online Current Year Estimated Population by Race

Current Year Estimated Population by Race		500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
			%
Current Year Estimated Population by Race	55,527		
White	37,660		68%
Black	9,802		18%
Asian	4,983		9%
Other	3,081		6%
Current Year Estimated Population by Race (Hispanic shown separately)	55,527		
White	35,271		64%
Black	9,676		17%
Asian	4,956		9%
Hispanic	3,943		7%
Other	1,680		3%



retail strategies

Sitewise Online

Current Year Estimated Language at Home for Population 5+ Years

Current Year Estimated Language at Home for Population 5+ Years	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Language at Home for Population 5+ Years	51,825	
Speak only English	41,916	81%
Spanish or Spanish Creole	3,531	7%
French or French Creole	395	1%
German	326	1%
Russian, Polish, Other Slavic languages	363	1%
Other Indo-European Languages	1,650	3%
Chinese	1,477	3%
Korean	404	1%
Vietnamese	188	0%
Other Asian languages	594	1%
Tagalog and Other Pacific Languages	80	0%
Arabic	353	1%
Other and unspecified languages	549	1%



retail strategies

Sitewise Online Current Year Estimated Population by Labour Force

Current Year Estimated Population by Labour Force		500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
			%
Current Year Estimated Population Age 16+ by Employment Status	45,945		
Labor Force	26,154	57%	
In Armed Forces	132	0%	
Civilian, Employed	25,451	55%	
Civilian, Unemployed	571	1%	
Not in Labor Force	19,790	43%	
Unemployment Rate	2.2%		



retail strategies

Sitewise Online

Current Year Estimated Employed Population Age 16+ by Industry

Current Year Estimated Employed Population Age 16+ by Industry	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Employed Population Age 16+ by Industry	25,451	
Agriculture, forestry, fishing and hunting, mining and construction	1,395	5%
Manufacturing	748	3%
Wholesale & retail trade	2,887	11%
Transportation and warehousing, and utilities	475	2%
Information	481	2%
Finance, insurance, real estate and rental and leasing	1,057	4%
Professional, scientific, management, administrative, and waste management services	2,481	10%
Professional, scientific, and technical services	1,917	8%
Management of companies and enterprises	11	0%
Administrative and support and waste management services	553	2%
Educational, health and social services	10,297	40%
Arts, entertainment, recreation, accommodation and food services	3,422	13%
Other services (except public administration)	1,349	5%
Public Administration	860	3%



retail strategies

Sitewise Online

Current Year Estimated Employed Population Age 16+ by Occupation

Current Year Estimated Employed Population Age 16+ by Occupation	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Employed Civilian Population Age 16 and over by Occupation	25,451	
Management, Professional, and Related occupations	12,993	51%
Management, Business, and Financial Operations Occupations	3,358	13%
Professional and Related Occupations	9,634	38%
Service Occupations	4,929	19%
Healthcare support occupations	425	2%
Protective service occupations	406	2%
Food preparation and serving related occupations	2,249	9%
Building and grounds cleaning and maintenance occupations	858	3%
Personal care and service occupations	991	4%
Sales and Office Occupations	4,790	19%
Sales and related occupations	2,380	9%
Office and administrative support occupations	2,410	9%
Farming, fishing, and forestry occupations	94	0%
Construction, Extraction, and Maintenance Occupations	1,428	6%
Production, Transportation, and Material Moving Occupations	1,216	5%



Sitewise Online

Current Year Estimated Households by Household Size, Household Type and Presence of Own Children

Current Year Estimated Households by Household Size, Household Type and Presence of Own Children	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Households by Household Size	20,670	
1-person household	7,014	34%
2-person household	6,748	33%
3-person household	3,049	15%
4-person household	2,486	12%
5-person household	773	4%
6-person household	328	2%
7 or more person household	272	1%
Current Year Estimated Households by Household Type and Size and Presence of Children	20,670	
1 Person Households	7,014	34%
Family Households	9,040	44%
Married-couple family	6,532	32%
With own children under 18 years	2,871	14%
No own children under 18 years	3,661	18%
Male Householder: no wife present:	769	4%
With own children under 18 years	408	2%
No own children under 18 years	361	2%
Female Householder: no husband present:	1,739	8%
With own children under 18 years	951	5%
No own children under 18 years	788	4%
Nonfamily Households	4,616	22%



Sitewise Online
Current Year Estimated Group Quarters

Current Year Estimated Group Quarters	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
2019 Estimated Group Quarters	8,073	
Institutionalized	732	9%
Non-Institutionalized	7,340	91%
College	7,068	88%
Military	0	0%
Other	272	3%
Group Quarters		
2010 Census	8,095	
2019 Estimate	8,073	
2024 Projection	8,150	
2029 Forecast	8,150	



retail strategies

Sitewise Online

Current Year Estimated Occupied Housing Units by Vehicles Available

Current Year Estimated Occupied Housing Units by Vehicles Available	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Occupied Housing Units by Vehicles Available	20,670	
None	2,098	10%
1 vehicle	8,398	41%
2 vehicles	7,424	36%
3 vehicles	1,632	8%
4 vehicles	806	4%
5 or more vehicles	312	2%
Average Number of Vehicles Available	1.59	



retail strategies

Sitewise Online Current Year Estimated Households by Household Income

Current Year Estimated Households by Household Income	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Households by Household Income	20,670	
Less than \$10,000	2,018	10%
\$10,000 to \$14,999	994	5%
\$15,000 to \$19,999	853	4%
\$20,000 to \$24,999	807	4%
\$25,000 to \$29,999	989	5%
\$30,000 to \$34,999	977	5%
\$35,000 to \$39,999	869	4%
\$40,000 to \$44,999	767	4%
\$45,000 to \$49,999	941	5%
\$50,000 to \$54,999	738	4%
\$55,000 to \$59,999	799	4%
\$60,000 to \$64,999	622	3%
\$65,000 to \$69,999	594	3%
\$70,000 to \$74,999	545	3%
\$75,000 to \$79,999	564	3%
\$80,000 to \$84,999	519	3%
\$85,000 to \$89,999	471	2%
\$90,000 to \$94,999	437	2%
\$95,000 to \$99,999	397	2%
\$100,000 to \$124,999	1,819	9%
\$125,000 to \$149,999	1,116	5%
\$150,000 to \$174,999	778	4%
\$175,000 to \$199,999	597	3%
\$200,000 to \$249,999	819	4%
\$250,000 to \$499,999	349	2%
\$500,000 or more	289	1%
Median Household Income	\$ 57,386	
Average Household Income	\$ 84,624	



retail strategies

Sitewise Online Five Year Estimated Households by Household Income

Five Year Estimated Households by Household Income	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Five Year Projected Households by Household Income	21,672	
Less than \$10,000	1,706	8%
\$10,000 to \$14,999	992	5%
\$15,000 to \$19,999	862	4%
\$20,000 to \$24,999	765	4%
\$25,000 to \$29,999	833	4%
\$30,000 to \$34,999	893	4%
\$35,000 to \$39,999	821	4%
\$40,000 to \$44,999	814	4%
\$45,000 to \$49,999	768	4%
\$50,000 to \$54,999	792	4%
\$55,000 to \$59,999	862	4%
\$60,000 to \$64,999	683	3%
\$65,000 to \$69,999	702	3%
\$70,000 to \$74,999	622	3%
\$75,000 to \$79,999	529	2%
\$80,000 to \$84,999	561	3%
\$85,000 to \$89,999	494	2%
\$90,000 to \$94,999	482	2%
\$95,000 to \$99,999	425	2%
\$100,000 to \$124,999	1,866	9%
\$125,000 to \$149,999	1,469	7%
\$150,000 to \$174,999	956	4%
\$175,000 to \$199,999	676	3%
\$200,000 to \$249,999	1,177	5%
\$250,000 to \$499,999	505	2%
\$500,000 or more	415	2%
Median Household Income	\$ 65,312	
Average Household Income	\$ 95,668	



Sitewise Online
Current Year Estimated Households by Family Income

Current Year Estimated Households by Family Income	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Households by Family Income	9,040	
Less than \$10,000	487	5%
\$10,000 to \$14,999	255	3%
\$15,000 to \$19,999	341	4%
\$20,000 to \$24,999	272	3%
\$25,000 to \$29,999	360	4%
\$30,000 to \$34,999	350	4%
\$35,000 to \$39,999	318	4%
\$40,000 to \$44,999	311	3%
\$45,000 to \$49,999	331	4%
\$50,000 to \$54,999	263	3%
\$55,000 to \$59,999	263	3%
\$60,000 to \$64,999	239	3%
\$65,000 to \$69,999	278	3%
\$70,000 to \$74,999	259	3%
\$75,000 to \$79,999	293	3%
\$80,000 to \$84,999	276	3%
\$85,000 to \$89,999	255	3%
\$90,000 to \$94,999	239	3%
\$95,000 to \$99,999	219	2%
\$100,000 to \$124,999	922	10%
\$125,000 to \$149,999	642	7%
\$150,000 to \$174,999	497	5%
\$175,000 to \$199,999	433	5%
\$200,000 to \$249,999	377	4%
\$250,000 to \$499,999	515	6%
\$500,000 or more	47	1%
Median Family Income	\$ 78,312	
Average Family Income	\$ 95,416	



retail strategies

Sitewise Online Current Year Estimated Households by Disposable Income

Current Year Estimated Households by Disposable Income	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Households by Disposable Income	20,670	
Less than \$10,000	2,291	11%
\$10,000 to \$14,999	889	4%
\$15,000 to \$19,999	980	5%
\$20,000 to \$24,999	1,103	5%
\$25,000 to \$29,999	1,181	6%
\$30,000 to \$34,999	1,067	5%
\$35,000 to \$39,999	931	5%
\$40,000 to \$44,999	1,092	5%
\$45,000 to \$49,999	912	4%
\$50,000 to \$54,999	817	4%
\$55,000 to \$59,999	721	3%
\$60,000 to \$64,999	649	3%
\$65,000 to \$69,999	674	3%
\$70,000 to \$74,999	594	3%
\$75,000 to \$79,999	614	3%
\$80,000 to \$84,999	488	2%
\$85,000 to \$89,999	485	2%
\$90,000 to \$94,999	543	3%
\$95,000 to \$99,999	409	2%
\$100,000 to \$124,999	1,548	7%
\$125,000 to \$149,999	889	4%
\$150,000 to \$174,999	637	3%
\$175,000 to \$199,999	333	2%
\$200,000 to \$249,999	328	2%
\$250,000 to \$499,999	453	2%
\$500,000 or more	42	0%
Median Disposable Income	\$ 49,395	
Average Disposable Income	\$ 65,750	



retail strategies

Sitewise Online

Current Year Estimated Households by Age of Householder and Income

Current Year Estimated Households by Age of Householder and Income		500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
			%
Current Year Estimated Households: Householder Age Under 25 by Household Income		3,328	
Less than \$10,000	910	27%	
\$10,000 to \$14,999	350	11%	
\$15,000 to \$19,999	193	6%	
\$20,000 to \$24,999	139	4%	
\$25,000 to \$29,999	325	10%	
\$30,000 to \$34,999	172	5%	
\$35,000 to \$39,999	147	4%	
\$40,000 to \$44,999	76	2%	
\$45,000 to \$49,999	218	7%	
\$50,000 to \$59,999	198	6%	
\$60,000 to \$74,999	159	5%	
\$75,000 to \$99,999	146	4%	
\$100,000 to \$124,999	91	3%	
\$125,000 to \$149,999	74	2%	
\$150,000 to \$199,999	89	3%	
\$200,000 or more	41	1%	
Median Household Income	\$ 26,095		
Average Household Income	\$ 41,041		
Current Year Estimated Households: Householder Age 25 to 44 by Household Income		8,904	
Less than \$10,000	634	7%	
\$10,000 to \$14,999	324	4%	
\$15,000 to \$19,999	200	2%	
\$20,000 to \$24,999	445	5%	
\$25,000 to \$29,999	334	4%	
\$30,000 to \$34,999	447	5%	
\$35,000 to \$39,999	276	3%	
\$40,000 to \$44,999	387	4%	
\$45,000 to \$49,999	402	5%	
\$50,000 to \$59,999	749	8%	
\$60,000 to \$74,999	818	9%	
\$75,000 to \$99,999	1,233	14%	
\$100,000 to \$124,999	1,034	12%	
\$125,000 to \$149,999	521	6%	
\$150,000 to \$199,999	578	6%	
\$200,000 or more	521	6%	
Median Household Income	\$ 64,651		
Average Household Income	\$ 85,256		



retail strategies

Sitewise Online

Current Year Estimated Households by Age of Householder and Income

Current Year Estimated Households by Age of Householder and Income	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Households: Householder Age 45 to 64 by Household Income	5,221	
Less than \$10,000	281	5%
\$10,000 to \$14,999	172	3%
\$15,000 to \$19,999	273	5%
\$20,000 to \$24,999	146	3%
\$25,000 to \$29,999	144	3%
\$30,000 to \$34,999	199	4%
\$35,000 to \$39,999	251	5%
\$40,000 to \$44,999	140	3%
\$45,000 to \$49,999	233	4%
\$50,000 to \$59,999	318	6%
\$60,000 to \$74,999	430	8%
\$75,000 to \$99,999	680	13%
\$100,000 to \$124,999	550	11%
\$125,000 to \$149,999	318	6%
\$150,000 to \$199,999	467	9%
\$200,000 or more	616	12%
Median Household Income	\$ 75,811	
Average Household Income	\$ 105,825	
Current Year Estimated Households: Householder Age 65 and over by Household Income	3,218	
Less than \$10,000	193	6%
\$10,000 to \$14,999	148	5%
\$15,000 to \$19,999	186	6%
\$20,000 to \$24,999	77	2%
\$25,000 to \$29,999	186	6%
\$30,000 to \$34,999	159	5%
\$35,000 to \$39,999	194	6%
\$40,000 to \$44,999	164	5%
\$45,000 to \$49,999	89	3%
\$50,000 to \$59,999	272	8%
\$60,000 to \$74,999	354	11%
\$75,000 to \$99,999	329	10%
\$100,000 to \$124,999	144	4%
\$125,000 to \$149,999	203	6%
\$150,000 to \$199,999	241	7%
\$200,000 or more	279	9%
Median Household Income	\$ 57,843	
Average Household Income	\$ 93,549	



retail strategies

Sitewise Online

Five Year Estimated Households by Age of Householder and Income

Five Year Estimated Households by Age of Householder and Income	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Five Year Estimated Households: Householder Age Under 25 by Household Income	3,251	
Less than \$10,000	757	23%
\$10,000 to \$14,999	364	11%
\$15,000 to \$19,999	198	6%
\$20,000 to \$24,999	153	5%
\$25,000 to \$29,999	222	7%
\$30,000 to \$34,999	212	7%
\$35,000 to \$39,999	149	5%
\$40,000 to \$44,999	89	3%
\$45,000 to \$49,999	203	6%
\$50,000 to \$59,999	199	6%
\$60,000 to \$74,999	169	5%
\$75,000 to \$99,999	179	6%
\$100,000 to \$124,999	87	3%
\$125,000 to \$149,999	89	3%
\$150,000 to \$199,999	107	3%
\$200,000 or more	74	2%
Median Household Income	\$ 28,470	
Average Household Income	\$ 42,600	
Five Year Estimated Households: Householder Age 25 to 44 by Household Income	9,346	
Less than \$10,000	535	6%
\$10,000 to \$14,999	335	4%
\$15,000 to \$19,999	219	2%
\$20,000 to \$24,999	397	4%
\$25,000 to \$29,999	318	3%
\$30,000 to \$34,999	392	4%
\$35,000 to \$39,999	246	3%
\$40,000 to \$44,999	400	4%
\$45,000 to \$49,999	321	3%
\$50,000 to \$59,999	775	8%
\$60,000 to \$74,999	954	10%
\$75,000 to \$99,999	1,259	13%
\$100,000 to \$124,999	1,032	11%
\$125,000 to \$149,999	682	7%
\$150,000 to \$199,999	698	7%
\$200,000 or more	783	8%
Median Household Income	\$ 71,551	
Average Household Income	\$ 83,025	



retail strategies

Sitewise Online

Five Year Estimated Households by Age of Householder and Income

Five Year Estimated Households by Age of Householder and Income	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Five Year Estimated Households: Householder Age 45 to 64 by Household Income	5,769	
Less than \$10,000	237	4%
\$10,000 to \$14,999	156	3%
\$15,000 to \$19,999	275	5%
\$20,000 to \$24,999	140	2%
\$25,000 to \$29,999	116	2%
\$30,000 to \$34,999	137	2%
\$35,000 to \$39,999	272	5%
\$40,000 to \$44,999	169	3%
\$45,000 to \$49,999	170	3%
\$50,000 to \$59,999	379	7%
\$60,000 to \$74,999	488	8%
\$75,000 to \$99,999	741	13%
\$100,000 to \$124,999	579	10%
\$125,000 to \$149,999	449	8%
\$150,000 to \$199,999	576	10%
\$200,000 or more	883	15%
Median Household Income	\$ 86,624	
Average Household Income	\$ 96,927	
Five Year Estimated Households: Householder Age 65 and over by Household Income	3,230	
Less than \$10,000	173	5%
\$10,000 to \$14,999	134	4%
\$15,000 to \$19,999	168	5%
\$20,000 to \$24,999	74	2%
\$25,000 to \$29,999	174	5%
\$30,000 to \$34,999	149	5%
\$35,000 to \$39,999	152	5%
\$40,000 to \$44,999	153	5%
\$45,000 to \$49,999	72	2%
\$50,000 to \$59,999	294	9%
\$60,000 to \$74,999	390	12%
\$75,000 to \$99,999	299	9%
\$100,000 to \$124,999	157	5%
\$125,000 to \$149,999	241	7%
\$150,000 to \$199,999	248	8%
\$200,000 or more	352	11%
Median Household Income	\$ 62,798	
Average Household Income	\$ 81,080	



retail strategies

Sitewise Online

Current Year Estimated Households by Race and Household Income

Current Year Estimated Households by Race and Household Income		500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
			%
Current Year Estimated Households: White Householder by Household Income		14,352	
Less than \$10,000	1,132		8%
\$10,000 to \$14,999	607		4%
\$15,000 to \$19,999	483		3%
\$20,000 to \$24,999	380		3%
\$25,000 to \$29,999	563		4%
\$30,000 to \$34,999	635		4%
\$35,000 to \$39,999	568		4%
\$40,000 to \$44,999	436		3%
\$45,000 to \$49,999	528		4%
\$50,000 to \$59,999	1,082		8%
\$60,000 to \$74,999	1,317		9%
\$75,000 to \$99,999	1,904		13%
\$100,000 to \$124,999	1,426		10%
\$125,000 to \$149,999	870		6%
\$150,000 to \$199,999	1,187		8%
\$200,000 or more	1,235		9%
Median Household Income	\$ 68,688		
Average Household Income	\$ 80,969		
Current Year Estimated Households: Black Householder by Household Income		3,220	
Less than \$10,000	496		15%
\$10,000 to \$14,999	239		7%
\$15,000 to \$19,999	261		8%
\$20,000 to \$24,999	245		8%
\$25,000 to \$29,999	223		7%
\$30,000 to \$34,999	230		7%
\$35,000 to \$39,999	194		6%
\$40,000 to \$44,999	196		6%
\$45,000 to \$49,999	179		6%
\$50,000 to \$59,999	162		5%
\$60,000 to \$74,999	191		6%
\$75,000 to \$99,999	210		7%
\$100,000 to \$124,999	175		5%
\$125,000 to \$149,999	102		3%
\$150,000 to \$199,999	56		2%
\$200,000 or more	62		2%
Median Household Income	\$ 33,168		
Average Household Income	\$ 45,614		



retail strategies

Sitewise Online

Current Year Estimated Households by Race and Household Income

Current Year Estimated Households by Race and Household Income	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Households: Asian Householder by Household Income	1,517	
Less than \$10,000	257	17%
\$10,000 to \$14,999	96	6%
\$15,000 to \$19,999	75	5%
\$20,000 to \$24,999	95	6%
\$25,000 to \$29,999	91	6%
\$30,000 to \$34,999	59	4%
\$35,000 to \$39,999	39	3%
\$40,000 to \$44,999	32	2%
\$45,000 to \$49,999	67	4%
\$50,000 to \$59,999	93	6%
\$60,000 to \$74,999	96	6%
\$75,000 to \$99,999	164	11%
\$100,000 to \$124,999	124	8%
\$125,000 to \$149,999	74	5%
\$150,000 to \$199,999	74	5%
\$200,000 or more	81	5%
Median Household Income	\$ 46,109	
Average Household Income	\$ 62,022	
Current Year Estimated Households: Other Householder by Household Income	565	
Less than \$10,000	40	7%
\$10,000 to \$14,999	14	3%
\$15,000 to \$19,999	9	2%
\$20,000 to \$24,999	33	6%
\$25,000 to \$29,999	40	7%
\$30,000 to \$34,999	28	5%
\$35,000 to \$39,999	33	6%
\$40,000 to \$44,999	39	7%
\$45,000 to \$49,999	66	12%
\$50,000 to \$59,999	79	14%
\$60,000 to \$74,999	67	12%
\$75,000 to \$99,999	41	7%
\$100,000 to \$124,999	32	6%
\$125,000 to \$149,999	22	4%
\$150,000 to \$199,999	7	1%
\$200,000 or more	15	3%
Median Household Income	\$ 48,499	
Average Household Income	\$ 56,904	



retail strategies

Sitewise Online

Current Year Estimated Households by Race and Household Income

Current Year Estimated Households by Race and Household Income	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Households: Hispanic (Ethnic) Householder by Household Income	1,016	
Less than \$10,000	93	9%
\$10,000 to \$14,999	38	4%
\$15,000 to \$19,999	25	3%
\$20,000 to \$24,999	53	5%
\$25,000 to \$29,999	72	7%
\$30,000 to \$34,999	26	3%
\$35,000 to \$39,999	35	3%
\$40,000 to \$44,999	64	6%
\$45,000 to \$49,999	101	10%
\$50,000 to \$59,999	122	12%
\$60,000 to \$74,999	91	9%
\$75,000 to \$99,999	69	7%
\$100,000 to \$124,999	62	6%
\$125,000 to \$149,999	48	5%
\$150,000 to \$199,999	52	5%
\$200,000 or more	64	6%
Median Household Income	\$ 49,987	
Average Household Income	\$ 66,504	



retail strategies

Sitewise Online

Current Year Estimated Owner-Occupied Housing Units by Value

Current Year Estimated Owner-Occupied Housing Units by Value	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Owner-Occupied Housing Units by Value	8,225	
Less than \$10,000	141	2%
\$10,000 to \$14,999	90	1%
\$15,000 to \$19,999	4	0%
\$20,000 to \$24,999	88	1%
\$25,000 to \$29,999	41	0%
\$30,000 to \$34,999	10	0%
\$35,000 to \$39,999	12	0%
\$40,000 to \$49,999	33	0%
\$50,000 to \$59,999	10	0%
\$60,000 to \$69,999	41	0%
\$70,000 to \$79,999	43	1%
\$80,000 to \$89,999	29	0%
\$90,000 to \$99,999	27	0%
\$100,000 to \$124,999	110	1%
\$125,000 to \$149,999	321	4%
\$150,000 to \$174,999	225	3%
\$175,000 to \$199,999	260	3%
\$200,000 to \$249,999	934	11%
\$250,000 to \$299,999	1,081	13%
\$300,000 to \$399,999	1,844	22%
\$400,000 to \$499,999	1,131	14%
\$500,000 to \$749,999	897	11%
\$750,000 to \$1,000,000	418	5%
\$1,000,000 or more	436	5%
Median Housing Unit Value	\$ 333,299	
Average Housing Unit Value	\$ 401,832	



retail strategies

Sitewise Online Current Year Estimated Households by Wealth & Poverty

Current Year Estimated Households by Wealth & Poverty	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Estimated Households by Wealth	20,670	
\$0 and under*	4,120	20%
\$1 to \$4,999	2,113	10%
\$5,000 to \$9,999	1,094	5%
\$10,000 to \$24,999	1,431	7%
\$25,000 to \$49,999	1,401	7%
\$50,000 to \$99,999	1,996	10%
\$100,000 to \$249,999	3,378	16%
\$250,000 to \$499,999	2,406	12%
\$500,000+	2,730	13%
Average Household Wealth	\$ 216,000	
Median Household Wealth	\$ 54,404	
Estimated Households by Poverty	20,670	
In Poverty	4,789	23%
Married	394	2%
Male Householder	291	1%
Female Householder	526	3%
Non-family	1,720	8%
Non-family Student	1,859	9%
Above Poverty	15,880	77%
*The data range reaches from negative wealth (household debts outstrip assets) to zero (assets equal liabilities)		



Current Year Estimated Employees (16+) Traveling To Work by Direction and Distance

Current Year Estimated Employees (16+) Traveling To Work by Direction and Distance	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Employed Civilian Population Age 16 and over Traveling to Work by Direction and Distance	25,451	
Commuters within the same BG	39	0%
North Direction		
Commuter under 2 Miles	2,177	9%
Commuter 2 to 5 Miles	5,263	21%
Commuter 5 to 8 Miles	1,212	5%
Commuter 8 to 11 Miles	275	1%
Commuter 12 Miles and Over	2,684	11%
Northeast Direction		
Commuter under 2 Miles	1,467	6%
Commuter 2 to 5 Miles	1,062	4%
Commuter 5 to 8 Miles	226	1%
Commuter 8 to 11 Miles	41	0%
Commuter 12 Miles and Over	1,543	6%
East Direction		
Commuter under 2 Miles	625	2%
Commuter 2 to 5 Miles	131	1%
Commuter 5 to 8 Miles	58	0%
Commuter 8 to 11 Miles	15	0%
Commuter 12 Miles and Over	1,118	4%
Southeast Direction		
Commuter under 2 Miles	350	1%
Commuter 2 to 5 Miles	93	0%
Commuter 5 to 8 Miles	55	0%
Commuter 8 to 11 Miles	13	0%
Commuter 12 Miles and Over	241	1%
South Direction		
Commuter under 2 Miles (S)	398	2%
Commuter 2 to 5 Miles (S)	116	0%
Commuter 5 to 8 Miles (S)	13	0%
Commuter 8 to 11 Miles (S)	29	0%
Commuter 12 Miles and Over (S)	563	2%
Southwest Direction		
Commuter under 2 Miles	522	2%
Commuter 2 to 5 Miles	209	1%
Commuter 5 to 8 Miles	50	0%

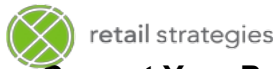


retail strategies

Sitewise Online

Current Year Estimated Employees (16+) Traveling To Work by Direction and Distance

Current Year Estimated Employees (16+) Traveling To Work by Direction and Distance	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Commuter 8 to 11 Miles	102	0%
Commuter 12 Miles and Over	891	4%
West Direction		
Commuter under 2 Miles	926	4%
Commuter 2 to 5 Miles	513	2%
Commuter 5 to 8 Miles	46	0%
Commuter 8 to 11 Miles	25	0%
Commuter 12 Miles and Over	638	3%
Northwest Direction		
Commuter under 2 Miles	555	2%
Commuter 2 to 5 Miles	997	4%
Commuter 5 to 8 Miles	97	0%
Commuter 8 to 11 Miles	11	0%
Commuter 12 Miles and Over	63	0%



Sitewise Online

Current Year Population by STI: Landscape Category, WorkPlace, Per Capita Expenditures

Current Year Population by STI: Landscape Category, WorkPlace, Per Capita Expenditures	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Population in Households by STI: Landscape Category	47,456	
A-Creme de la Creme	1,614	3%
B-Urban Cliff Climbers	1,762	4%
C-Urban Cliff Dwellers	566	1%
D-Seasoned Urban Dwellers	0	0%
E-Thriving Alone	8,277	17%
F-Going it Alone	4,734	10%
G-Struggling Alone	0	0%
H-Single in the Suburbs	4,821	10%
I-Married in the Suburbs	3,259	7%
J-Retired in the Suburbs	0	0%
K-Living with Nature	2,110	4%
L-Working with Nature	85	0%
M-Harlem Gateway	4,527	10%
N-Espaniola	0	0%
O-Specialties	15,701	33%
Workplace		
Workplace Establishments	1,828	
Workplace Employees (FTE)	37,165	
Weekly Per Capita Consumer Expenditures		
Market Basket	\$ 44.85	
Apparel and services	\$ 11.01	
Transportation	\$ 64.84	
Health Care	\$ 29.08	
Entertainment	\$ 15.58	



retail strategies

Sitewise Online Current Year Estimates Quarterly Historicals and Statistics

Current Year Estimates Quarterly Historicals and Statistics	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Current Year Estimated Population - Quarterly Historicals		
19Q3	55,527	
19Q2	55,490	
19Q1	55,394	
18Q4	54,800	
18Q3	54,666	
18Q2	54,358	
18Q1	54,236	
17Q4	54,105	
17Q1	53,912	
Current Year Estimated Households - Quarterly Historicals		
19Q3	20,670	
19Q2	20,659	
19Q1	20,614	
18Q4	20,400	
18Q3	20,316	
18Q2	20,107	
18Q1	20,048	
17Q4	19,987	
17Q1	19,919	
Current Year Transient Estimates		
19Q3	1,172	
19Q2	1,218	
19Q1	1,298	
18Q4	1,409	
18Q3	1,362	
18Q2	1,237	
18Q1	1,352	
17Q4	1,394	
17Q1	1,395	
Current Year Unemployment Rate**		
19Q3	2.2%	
19Q2	Non-Additive	
19Q1	Non-Additive	
18Q4	Non-Additive	
18Q3	Non-Additive	
18Q2	Non-Additive	
18Q1	Non-Additive	
17Q4	Non-Additive	
17Q1	Non-Additive	



retail strategies

Sitewise Online Current Year Estimates Quarterly Historicals and Statistics

Current Year Estimates Quarterly Historicals and Statistics		500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi
		%
Components of Change (past 12 months without Group Quarters)		
Births	851	
Deaths	261	
Migration	272	
Indicators and Scores*		
Growth Stability Indicator	n/a	
Expected Value Indicator		
Diversity Indicator		
Land Area		
Area in square miles	26	
Estimated Population per square mile	2,141.9	
Estimated Households per square mile	797.3	
Economic Viability**		
19Q3		
19Q2		
19Q1		
18Q4		
18Q3		
18Q2		
18Q1		
17Q4		
17Q1		
Economic Viability Indexed**		
19Q3		
19Q2		
19Q1		
18Q4		
18Q3		
18Q2		
18Q1		
17Q4		
17Q1		



retail strategies

Sitewise Online Current Year Estimates Quarterly Historicals and Statistics

Current Year Estimates Quarterly Historicals and Statistics	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Gross Domestic Product (GDP - in 1,000's)		
19Q3	\$ 3,585,233	
19Q2	\$ 3,526,133	
19Q1	\$ 3,527,323	
18Q4	\$ 3,465,648	
18Q3	\$ 3,355,177	
18Q2	\$ 3,292,043	
18Q1	\$ 3,248,430	
17Q4	\$ 3,202,828	
17Q1	\$ 3,065,356	
*Indicators and Scores are only applicable at the Block group level		
**Not available at the National and CBSA level		



retail strategies

Sitewise Online 2000 Census Population by Sex, Age

2000 Census Population by Sex, Age	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Total Population	44,011	
Population/square mile	1,697.7	
100% Population	43,844	
Males	20,695	47%
Females	23,009	52%
Urban Population	42,430	96%
Rural Population	1,275	3%
Population by Age		
	44,011	
Age 5 and under	2,054	5%
Age 5 to 14	2,993	7%
Age 14 to 18	1,478	3%
Age 18 to 22	11,259	26%
Age 22 to 25	4,192	10%
Age 25 to 30	3,794	9%
Age 30 to 35	3,116	7%
Age 35 to 40	2,688	6%
Age 40 to 45	2,223	5%
Age 45 to 50	2,113	5%
Age 50 to 55	1,770	4%
Age 55 to 60	1,192	3%
Age 60 to 65	1,104	3%
Age 65 to 75	1,916	4%
Age 75 and over	1,813	4%
Median Age	24.9	
Average Age	31.5	



retail strategies

Sitewise Online
2000 Census Population by Educational Attainment

2000 Census Population by Educational Attainment	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Population 25 years or older by Educational Attainment	21,732	
Less than 9th grade	1,479	7%
Some High School, no diploma	2,655	12%
High School Graduate (or GED)	4,141	19%
Some College, no degree	3,042	14%
College	10,414	48%
Associate Degree	845	4%
Bachelor's Degree	4,574	21%
Advanced (Master/PHD/etc)	4,995	23%
Population by Enrollment	21,202	
Nursery school/preschool	945	4%
Kindergarten/Elementary School	2,841	13%
High School	1,337	6%
College/Graduate/Professional school	16,079	76%



retail strategies

Sitewise Online 2000 Census Population by Ethnicity

2000 Census Population by Ethnicity	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Population by Ethnicity	44,011	
White	29,684	67%
Black	9,909	23%
Asian	2,650	6%
Other	1,461	3%
Hawaiian	15	0%
Amer Indian	111	0%
Some Other	530	1%
Multi-Race	806	2%
Population by Ethnicity (Hispanic shown separately)	44,011	
White	29,031	66%
Black	9,880	22%
Asian	2,639	6%
Other	872	2%
Hispanic	1,282	3%
Hawaiian	15	0%
Amer Indian	36	0%
Some Other	55	0%
Multi-Race	767	2%



retail strategies

Sitewise Online 2000 Census Language at Home

2000 Census Language at Home	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Total Households by Language at Home	16,183	
English	13,802	85%
Spanish	704	4%
European	809	5%
Asian	761	5%
Other	107	1%



retail strategies

Sitewise Online
2000 Census Employed Population Age 16+ by Industry

2000 Census Employed Population Age 16+ by Industry	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
2000 Census Population Age 16+ by Industry	20,227	
Agriculture, forestry, fishing and hunting, mining and construction	969	5%
Manufacturing	890	4%
Wholesale & retail trade	2,202	11%
Transportation and warehousing, and utilities	467	2%
Information	788	4%
Finance, insurance, real estate and rental and leasing	1,139	6%
Professional, scientific, management, administrative, and waste management services	1,624	8%
Professional, scientific, and technical services	1,166	6%
Management of companies and enterprises	0	0%
Administrative and support and waste management services	458	2%
Educational, health and social services	8,166	40%
Arts, entertainment, recreation, accommodation and food services	2,508	12%
Other services (except public administration)	798	4%
Public Administration	675	3%



retail strategies

Sitewise Online

2000 Census Employed Population Age 16+ by Occupation

2000 Census Employed Population Age 16+ by Occupation	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
2000 Employed Civilian Population Age 16 and over by Occupation	20,227	
Management, Professional, and Related occupations	9,334	46%
Management, Business, and Financial Operations Occupations	2,168	11%
Professional and Related Occupations	7,167	35%
Service Occupations	3,742	19%
Healthcare support occupations	471	2%
Protective service occupations	256	1%
Food preparation and serving related occupations	1,450	7%
Building and grounds cleaning and maintenance occupations	688	3%
Personal care and service occupations	877	4%
Sales and Office Occupations	4,597	23%
Sales and related occupations	1,791	9%
Office and administrative support occupations	2,806	14%
Farming, fishing, and forestry occupations	35	0%
Construction, Extraction, and Maintenance Occupations	1,136	6%
Production, Transportation, and Material Moving Occupations	1,380	7%



retail strategies

Sitewise Online
2000 Census Labor, Transportation, Travel Time

2000 Census Labor, Transportation, Travel Time	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Population 16 yrs and over By Employment Status	37,815	
In Labor Force	21,236	56%
In Armed Forces	24	0%
Civilian, Employed	20,227	53%
Civilian, Unemployed	985	3%
Not In Labor Force	16,580	44%
Employed 16 plus 2000	20,226	53%
Workers 16 years or older by Transportation to Work	19,699	
Car, truck, or van	13,872	70%
Drove alone	11,677	59%
Carpooled	2,195	11%
Public transportation	1,231	6%
Motorcycle	77	0%
Bicycle	366	2%
Walked	3,137	16%
Other means	78	0%
Work at home	938	5%
Workers 16 years or older by Travel Time To Work	19,699	
Less than 5 minutes	766	4%
5 to 10 minutes	3,594	18%
10 to 15 minutes	5,333	27%
15 to 20 minutes	4,088	21%
20 to 30 minutes	2,591	13%
30 to 45 minutes	1,429	7%
45 to 60 minutes	298	2%
60 or more minutes	662	3%
Work at home	938	5%
Average travel time to work	16.4	



retail strategies

Sitewise Online 2000 Census Group Quarters

2000 Census Group Quarters	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Population in Group Quarters	7,056	
100% Group Quarters	7,031	100%
Institutionalized	562	8%
Non-instituionalized	6,494	92%
Correctional	390	6%
College	6,236	88%
Nursing Home	172	2%
Military	0	0%
Other Institutionalized	0	0%
Other Non-institutionalized	258	4%



Sitewise Online 2000 Census Housing

2000 Census Housing	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Total Housing Units	17,007	
Occupied	16,206	95%
Owner occupied	6,071	36%
Renter occupied	10,135	60%
Vacant	801	5%
For rent	395	2%
For sale only	77	0%
Rented or sold, not occupied	86	1%
For seasonal, recreational, or occasional use	71	0%
For migrant workers	0	0%
Other vacant	172	1%
Owner occupied Housing Units by Housing Value	6,071	
Less than \$70,000	1,106	18%
\$70,000 to \$79,999	545	9%
\$80,000 to \$89,999	465	8%
\$90,000 to \$99,999	450	7%
\$100,000 to \$124,999	822	14%
\$125,000 to \$149,999	823	14%
\$150,000 to \$174,999	467	8%
\$175,000 to \$199,999	318	5%
\$200,000 to \$299,999	527	9%
\$300,000 to \$399,999	236	4%
\$400,000 to \$499,999	90	1%
\$500,000 or more	222	4%
Median Housing Value	\$ 114,272	
Average Housing Value	\$ 152,575	
Housing Units by Monthly Rent	9,889	
Less than \$200	386	4%
\$200 to \$300	460	5%
\$300 to \$400	685	7%
\$400 to \$500	1,235	12%
\$500 to \$600	1,881	19%
\$600 to \$700	1,656	17%
\$700 to \$800	1,285	13%
\$800 to \$900	989	10%
\$900 to \$1,000	426	4%
\$1,000 or more	885	9%
Median Rent	\$ 618	



retail strategies

Sitewise Online 2000 Census Housing

2000 Census Housing	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Average monthly gross rent	\$ 655	
Housing units by Units per Structure	17,007	
Single Units (attached and detached including row)	8,129	48%
2 to 9 units	4,518	27%
10 units or more	3,870	23%
Mobile home, trailer	491	3%
Other (Boat, RV, van, etc.)	0	0%



**Sitewise Online
2000 Census Housing**

2000 Census Housing	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Housing units by Number of Rooms	17,007	
1 Room	669	4%
2 Rooms	1,201	7%
3 Rooms	2,233	13%
4 Rooms	3,192	19%
5 Rooms	3,306	19%
6 Rooms	2,837	17%
7 Rooms	1,300	8%
8 Rooms	1,153	7%
9 or more rooms	1,115	7%
Rooms per unit	5.0	
Median Rooms	5.4	
Housing Units by Year Structure Built	17,007	
Built 1990 to 2000	2,290	13%
Built 1980 to 1990	2,219	13%
Built 1970 to 1980	3,530	21%
Built 1960 to 1970	2,849	17%
Built 1950 to 1960	2,316	14%
Built 1940 to 1950	1,223	7%
Built 1939 or earlier	2,580	15%
Owner Occupied Units by Length of Residency	6,071	36%
1999 to 2000	859	5%
1995 to 1998	1,764	10%
1990 to 1994	978	6%
1980 to 1989	967	6%
1970 to 1979	539	3%
1969 or earlier	965	6%
Renter Occupied Units by Length of Residency	10,135	60%
1999 to 2000	5,113	30%
1995 to 1998	3,561	21%
1990 to 1994	754	4%
1980 to 1989	438	3%
1970 to 1979	173	1%
1969 or earlier	97	1%
Occupied Units by Vehicles Available	16,206	



retail strategies

Sitewise Online 2000 Census Housing

2000 Census Housing	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
None	2,165	13%
1	6,947	43%
2	4,765	29%
3 or more	2,269	14%
Vehicles per unit	1.5	



retail strategies

Sitewise Online

2000 Census Households by Household Size, Household Type

2000 Census Households by Household Size, Household Type	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Total Households	16,183	
Family households	7,313	45%
Married-couple households	4,994	31%
Male householder, no wife	345	2%
Female householder, no husband	1,974	12%
Non family households	8,871	55%
One person households	5,635	35%
Total Households by Household Size	16,183	
1-person household	5,636	35%
2-person household	5,211	32%
3-person household	2,444	15%
4-person household	1,792	11%
5-person household	629	4%
6-person household	343	2%
7 or more person household	128	1%
Persons in Households	2.3	
100% Households	16,233	100%



retail strategies

Sitewise Online 2000 Census Household Income, Sources

2000 Census Household Income, Sources	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Households by 1999 Income Level	16,183	
Less than \$20,000	5,476	34%
\$20,000 to \$29,999	2,310	14%
\$30,000 to \$39,999	2,166	13%
\$40,000 to \$49,999	1,381	9%
\$50,000 to \$74,999	2,380	15%
\$75,000 to \$99,999	1,153	7%
\$100,000 to \$124,999	505	3%
\$125,000 to \$149,999	294	2%
\$150,000 to \$199,999	204	1%
\$200,000 or more	257	2%
Median Household Income	\$ 31,281	
Average Household Income	\$ 44,556	
Households by Types of Income	16,183	
Earnings	13,695	85%
Wages and Salaries	13,314	82%
Self-Employment Income 1999	1,699	10%
Interest, Dividends and Rents	6,569	41%
Social Security Income	3,033	19%
Supplemental SS Income	485	3%
Public Assistance Income	362	2%
Retirement Income	2,106	13%
Other Income	1,642	10%
Average Income by Types of Income		
Earnings	\$ 40,341	
Wages and Salaries	\$ 38,619	
Self-Employment Income	\$ 22,542	
Interest, Dividends and Rents	\$ 12,389	
Social Security Income	\$ 10,864	
Supplemental SS Income	\$ 5,777	
Public Assistance Income	\$ 2,472	
Retirement Income	\$ 16,960	
Other Income	\$ 9,054	
Average Family Income	\$ 60,749	
Average Non-Family Income	\$ 29,643	
Per capita Income	\$ 17,091	



Sitewise Online
Current Year Estimated Rent Paid By Unit Type

Current Year Estimated Rent Paid By Unit Type	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Total Cash Rents	12,205	
Under \$300	182	1%
\$300 to \$500	303	2%
\$500 to \$750	923	8%
\$750 to \$1,000	2,055	17%
\$1,000 to \$1,500	4,872	40%
\$1,500 to \$2,000	2,496	20%
\$2,000 to \$2,500	843	7%
\$2,500 to \$3,000	298	2%
\$3,000 to \$3,500	156	1%
\$3,500 plus	77	1%
Median Cash Rent	\$ 1,271	
Average Cash Rent	\$ 1,351	
Non-Cash Rent	240	2%
Studio Only (0 Bedrooms)	421	
Total Cash Rents	410	97%
Under \$300	32	8%
\$300 to \$500	14	3%
\$500 to \$750	63	15%
\$750 to \$1,000	124	30%
\$1,000 to \$1,500	145	34%
\$1,500 to \$2,000	30	7%
\$2,000 to \$2,500	1	0%
\$2,500 to \$3,000	0	0%
\$3,000 to \$3,500	0	0%
\$3,500 plus	1	0%
Median Cash Rent	\$ 943	
Average Cash Rent	\$ 945	
Non-Cash Rent	11	3%
One Bedroom Only	2,997	
Total Cash Rents	2,974	99%
Under \$300	113	4%
\$300 to \$500	109	4%
\$500 to \$750	376	13%
\$750 to \$1,000	824	28%
\$1,000 to \$1,500	1,290	43%
\$1,500 to \$2,000	230	8%
\$2,000 to \$2,500	18	1%
\$2,500 to \$3,000	7	0%



Sitewise Online
Current Year Estimated Rent Paid By Unit Type

Current Year Estimated Rent Paid By Unit Type	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
\$3,000 to \$3,500	5	0%
\$3,500 plus	3	0%
Median Cash Rent	\$ 1,025	
Average Cash Rent	\$ 1,040	
Non-Cash Rent	22	1%
Two Bedrooms Only	4,743	
Total Cash Rents	4,706	99%
Under \$300	37	1%
\$300 to \$500	134	3%
\$500 to \$750	311	7%
\$750 to \$1,000	752	16%
\$1,000 to \$1,500	2,215	47%
\$1,500 to \$2,000	908	19%
\$2,000 to \$2,500	236	5%
\$2,500 to \$3,000	64	1%
\$3,000 to \$3,500	29	1%
\$3,500 plus	19	0%
Median Cash Rent	\$ 1,253	
Average Cash Rent	\$ 1,296	
Non-Cash Rent	37	1%
Three Bedrooms Only	4,284	
Total Cash Rents	4,114	96%
Under \$300	1	0%
\$300 to \$500	46	1%
\$500 to \$750	173	4%
\$750 to \$1,000	354	8%
\$1,000 to \$1,500	1,221	29%
\$1,500 to \$2,000	1,328	31%
\$2,000 to \$2,500	588	14%
\$2,500 to \$3,000	226	5%
\$3,000 to \$3,500	122	3%
\$3,500 plus	55	1%
Median Cash Rent	\$ 1,598	
Average Cash Rent	\$ 1,595	
Non-Cash Rent	170	4%



retail strategies

Sitewise Online Current Year Population By Religious Affiliation

Current Year Population By Religious Affiliation	500 Old Lynchburg Rd, Charlottesville, VA 22903 0 - 3 mi	
		%
Total Religious Affiliation	47,512	
Christian	9,643	20%
Catholic	1,973	4%
Orthodox	137	0%
Evangelical	2,810	6%
Baptist	1,598	3%
Methodist	0	0%
Lutheran	39	0%
Presbyterian	396	1%
Pentecostal	396	1%
Restorationist	252	1%
Holiness	91	0%
Adventist	38	0%
Mainline	4,352	9%
Baptist	7	0%
Methodist	1,890	4%
Lutheran	183	0%
Presbyterian	481	1%
Episcopalian	1,775	4%
Restorationist	15	0%
Black Protestant	24	0%
Mormon	347	1%
Jewish	78	0%
Muslim	903	2%
Unknown Affiliation	36,889	78%