

Vinton Submarket Profile

Primary Retail Trade Area (7-Min. Drivetime)

Roanoke Regional Partnership
Roanoke, Virginia

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Prepared by C. Kelly Cofer, CCIM

TheRetailCoach®



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About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” retail trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

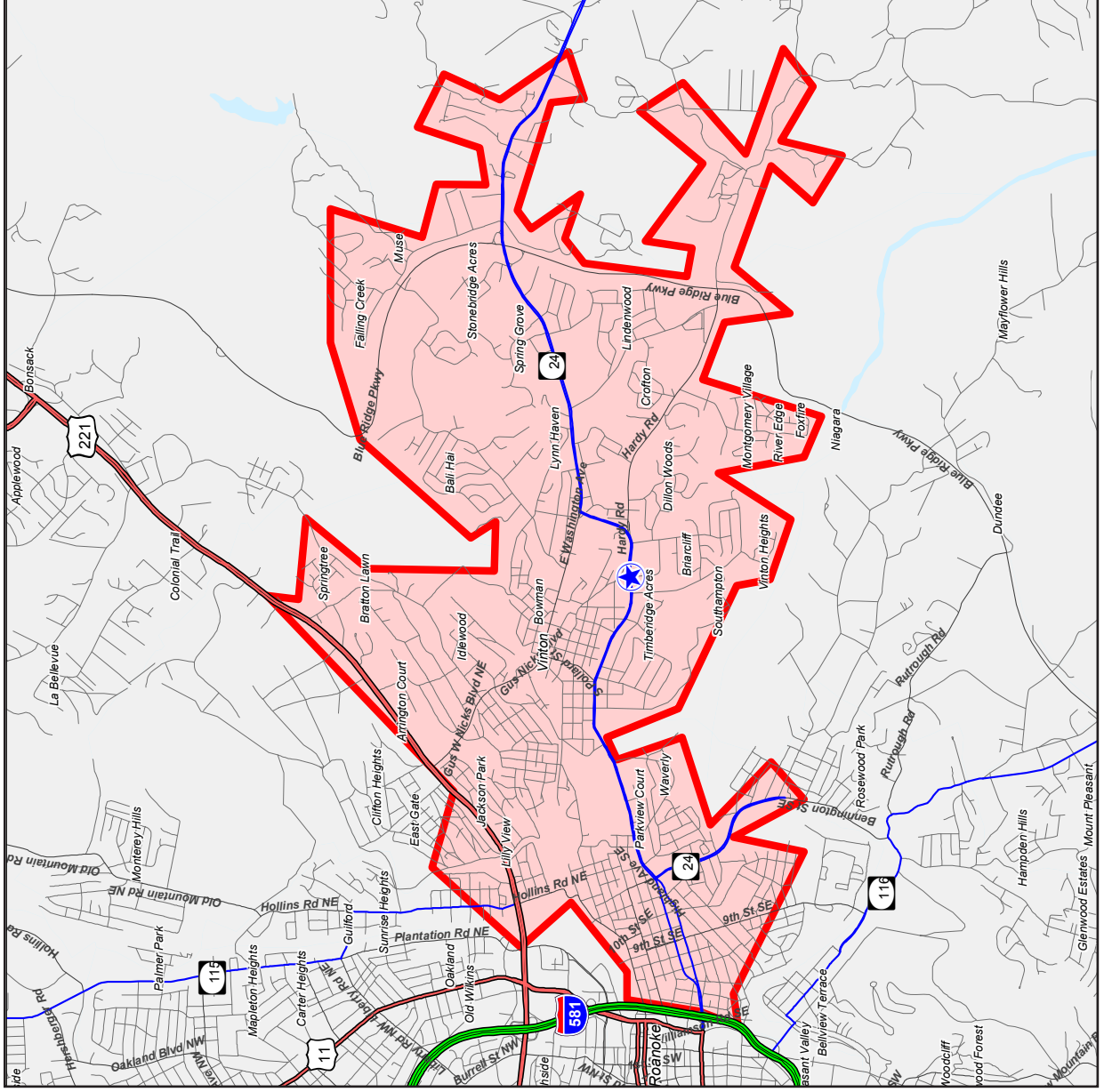
The Retail Coach — It’s not about data. It’s about your success.

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Retail Trade Area Map and Demographics

Vinton Submarket Primary Retail Trade Area (7-Minute Drivetime)



Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
Population		
2013 Projection	21,590	
2008 Estimate	21,555	
2000 Census	21,297	
1990 Census	20,947	
Growth 2008-2013	0.16%	
Growth 2000-2008	1.21%	
Growth 1990-2000	1.67%	
2008 Est. Population by Single Race Classification	21,555	
White Alone	19,550	90.70
Black or African American Alone	1,145	5.31
American Indian and Alaska Native Alone	44	0.20
Asian Alone	207	0.96
Native Hawaiian and Other Pacific Islander Alone	7	0.03
Some Other Race Alone	189	0.88
Two or More Races	413	1.92
2008 Est. Population Hispanic or Latino by Origin*	21,555	
Not Hispanic or Latino	21,107	97.92
Hispanic or Latino:	448	2.08
Mexican	218	48.66
Puerto Rican	71	15.85
Cuban	18	4.02
All Other Hispanic or Latino	140	31.25
2008 Est. Hispanic or Latino by Single Race Class.	448	
White Alone	219	48.88
Black or African American Alone	4	0.89
American Indian and Alaska Native Alone	4	0.89
Asian Alone	1	0.22
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	174	38.84
Two or More Races	46	10.27

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
2008 Est. Pop. Asian Alone Race by Category*	207	
Chinese, except Taiwanese	17	8.21
Filipino	44	21.26
Japanese	7	3.38
Asian Indian	19	9.18
Korean	21	10.14
Vietnamese	58	28.02
Cambodian	12	5.80
Hmong	0	0.00
Laotian	18	8.70
Thai	1	0.48
Other Asian	9	4.35
Two or more Asian categories	0	0.00
2008 Est. Population by Ancestry	21,555	
Pop, Arab	36	0.17
Pop, Czech	25	0.12
Pop, Danish	7	0.03
Pop, Dutch	91	0.42
Pop, English	1,804	8.37
Pop, French (except Basque)	170	0.79
Pop, French Canadian	44	0.20
Pop, German	1,567	7.27
Pop, Greek	39	0.18
Pop, Hungarian	45	0.21
Pop, Irish	1,481	6.87
Pop, Italian	325	1.51
Pop, Lithuanian	10	0.05
Pop, United States or American	3,777	17.52
Pop, Norwegian	14	0.06
Pop, Polish	145	0.67
Pop, Portuguese	3	0.01
Pop, Russian	16	0.07
Pop, Scottish	207	0.96
Pop, Scotch-Irish	390	1.81
Pop, Slovak	2	0.01
Pop, Sub-Saharan African	108	0.50
Pop, Swedish	24	0.11
Pop, Swiss	0	0.00
Pop, Ukrainian	3	0.01
Pop, Welsh	145	0.67
Pop, West Indian (exc Hisp groups)	14	0.06

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	2,551	11.83
Pop, Ancestry Unclassified	8,513	39.49
2008 Est. Pop Age 5+ by Language Spoken At Home	20,010	
Speak Only English at Home	19,244	96.17
Speak Asian/Pacific Islander Language at Home	71	0.35
Speak IndoEuropean Language at Home	295	1.47
Speak Spanish at Home	378	1.89
Speak Other Language at Home	21	0.10
2008 Est. Population by Sex	21,555	
Male	10,401	48.25
Female	11,154	51.75
Male/Female Ratio	0.93	
2008 Est. Population by Age	21,555	
Age 0 - 4	1,545	7.17
Age 5 - 9	1,476	6.85
Age 10 - 14	1,454	6.75
Age 15 - 17	809	3.75
Age 18 - 20	698	3.24
Age 21 - 24	950	4.41
Age 25 - 34	2,839	13.17
Age 35 - 44	3,202	14.86
Age 45 - 49	1,584	7.35
Age 50 - 54	1,438	6.67
Age 55 - 59	1,397	6.48
Age 60 - 64	1,089	5.05
Age 65 - 74	1,487	6.90
Age 75 - 84	1,081	5.02
Age 85 and over	507	2.35
Age 16 and over	16,808	77.98
Age 18 and over	16,271	75.49
Age 21 and over	15,573	72.25
Age 65 and over	3,074	14.26
2008 Est. Median Age	38.15	
2008 Est. Average Age	38.50	

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
2008 Est. Male Population by Age	10,401	
Age 0 - 4	793	7.62
Age 5 - 9	754	7.25
Age 10 - 14	761	7.32
Age 15 - 17	440	4.23
Age 18 - 20	367	3.53
Age 21 - 24	506	4.86
Age 25 - 34	1,395	13.41
Age 35 - 44	1,586	15.25
Age 45 - 49	786	7.56
Age 50 - 54	695	6.68
Age 55 - 59	677	6.51
Age 60 - 64	512	4.92
Age 65 - 74	641	6.16
Age 75 - 84	366	3.52
Age 85 and over	121	1.16
2008 Est. Median Age, Male	36.16	
2008 Est. Average Age, Male	36.36	
2008 Est. Female Population by Age	11,154	
Age 0 - 4	752	6.74
Age 5 - 9	722	6.47
Age 10 - 14	693	6.21
Age 15 - 17	369	3.31
Age 18 - 20	332	2.98
Age 21 - 24	444	3.98
Age 25 - 34	1,444	12.95
Age 35 - 44	1,616	14.49
Age 45 - 49	797	7.15
Age 50 - 54	743	6.66
Age 55 - 59	720	6.46
Age 60 - 64	577	5.17
Age 65 - 74	845	7.58
Age 75 - 84	715	6.41
Age 85 and over	386	3.46
2008 Est. Median Age, Female	40.08	
2008 Est. Average Age, Female	40.50	

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
2008 Est. Population Age 15+ by Marital Status*	17,079	
Total, Never Married	3,802	22.26
Married, Spouse present	8,440	49.42
Married, Spouse absent	947	5.54
Widowed	1,499	8.78
Divorced	2,391	14.00
Males, Never Married	2,024	11.85
Previously Married	1,340	7.85
Females, Never Married	1,778	10.41
Previously Married	2,550	14.93
2008 Est. Pop. Age 25+ by Educational Attainment*	14,623	
Less than 9th grade	1,701	11.63
Some High School, no diploma	2,817	19.26
High School Graduate (or GED)	5,065	34.64
Some College, no degree	2,655	18.16
Associate Degree	909	6.22
Bachelor's Degree	1,089	7.45
Master's Degree	256	1.75
Professional School Degree	112	0.77
Doctorate Degree	19	0.13
Households		
2013 Projection	9,398	
2008 Estimate	9,197	
2000 Census	8,804	
1990 Census	8,244	
Growth 2008-2013	2.19%	
Growth 2000-2008	4.46%	
Growth 1990-2000	6.79%	
2008 Est. Households by Household Type	9,197	
Family Households	6,057	65.86
Nonfamily Households	3,140	34.14
2008 Est. Group Quarters Population	302	
2008 Households by Ethnicity, Hispanic/Latino	130	1.41

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
2008 Est. Households by Household Income	9,197	
Income Less than \$15,000	1,493	16.23
Income \$15,000 - \$24,999	1,266	13.77
Income \$25,000 - \$34,999	1,354	14.72
Income \$35,000 - \$49,999	1,833	19.93
Income \$50,000 - \$74,999	1,778	19.33
Income \$75,000 - \$99,999	811	8.82
Income \$100,000 - \$149,999	553	6.01
Income \$150,000 - \$249,999	82	0.89
Income \$250,000 - \$499,999	24	0.26
Income \$500,000 and more	3	0.03
2008 Est. Average Household Income	\$46,361	
2008 Est. Median Household Income	\$38,975	
2008 Est. Per Capita Income	\$19,927	
2008 Est. Household Type, Presence Own Children*	9,197	
Single Male Householder	1,067	11.60
Single Female Householder	1,752	19.05
Married-Couple Family, own children	1,759	19.13
Married-Couple Family, no own children	2,515	27.35
Male Householder, own children	213	2.32
Male Householder, no own children	199	2.16
Female Householder, own children	825	8.97
Female Householder, no own children	547	5.95
Nonfamily, Male Householder	186	2.02
Nonfamily, Female Householder	135	1.47
2008 Est. Households by Household Size*	9,197	
1-person household	2,819	30.65
2-person household	3,111	33.83
3-person household	1,651	17.95
4-person household	1,065	11.58
5-person household	388	4.22
6-person household	112	1.22
7 or more person household	53	0.58
2008 Est. Average Household Size	2.31	

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
2008 Est. Households by Presence of People*	9,197	
Households with 1 or more People under Age 18:		
Married-Couple Family	1,870	20.33
Other Family, Male Householder	250	2.72
Other Family, Female Householder	948	10.31
Nonfamily, Male Householder	32	0.35
Nonfamily, Female Householder	6	0.07
Households no People under Age 18:		
Married-Couple Family	2,404	26.14
Other Family, Male Householder	162	1.76
Other Family, Female Householder	423	4.60
Nonfamily, Male Householder	1,222	13.29
Nonfamily, Female Householder	1,881	20.45
2008 Est. Households by Number of Vehicles*	9,197	
No Vehicles	1,042	11.33
1 Vehicle	3,252	35.36
2 Vehicles	3,205	34.85
3 Vehicles	1,294	14.07
4 Vehicles	296	3.22
5 or more Vehicles	108	1.17
2008 Est. Average Number of Vehicles*	1.67	
Family Households		
2013 Projection	6,176	
2008 Estimate	6,057	
2000 Census	5,826	
1990 Census	5,785	
Growth 2008-2013	1.96%	
Growth 2000-2008	3.96%	
Growth 1990-2000	0.71%	

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
2008 Est. Family Households by Household Income	6,057	
Income Less than \$15,000	480	7.92
Income \$15,000 - \$24,999	521	8.60
Income \$25,000 - \$34,999	804	13.27
Income \$35,000 - \$49,999	1,351	22.30
Income \$50,000 - \$74,999	1,530	25.26
Income \$75,000 - \$99,999	765	12.63
Income \$100,000 - \$149,999	529	8.73
Income \$150,000 - \$249,999	54	0.89
Income \$250,000 - \$499,999	22	0.36
Income \$500,000 and more	3	0.05
2008 Est. Average Family Household Income	\$55,905	
2008 Est. Median Family Household Income	\$48,591	
2008 Est. Families by Poverty Status*	6,057	
Income At or Above Poverty Level:		
Married-Couple Family, own children	1,799	29.70
Married-Couple Family, no own children	2,334	38.53
Male Householder, own children	207	3.42
Male Householder, no own children	162	2.67
Female Householder, own children	602	9.94
Female Householder, no own children	301	4.97
Income Below Poverty Level:		
Married-Couple Family, own children	72	1.19
Married-Couple Family, no own children	68	1.12
Male Householder, own children	41	0.68
Male Householder, no own children	2	0.03
Female Householder, own children	442	7.30
Female Householder, no own children	27	0.45
2008 Est. Pop Age 16+ by Employment Status*	16,808	
In Armed Forces	10	0.06
Civilian - Employed	10,480	62.35
Civilian - Unemployed	414	2.46
Not in Labor Force	5,904	35.13

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	10,480	
For-Profit Private Workers	8,292	79.12
Non-Profit Private Workers	591	5.64
Local Government Workers	658	6.28
State Government Workers	156	1.49
Federal Government Workers	283	2.70
Self-Emp Workers	497	4.74
Unpaid Family Workers	3	0.03
2008 Est. Civ Employed Pop 16+ by Occupation*	10,480	
Management, Business, and Financial Operations	993	9.48
Professional and Related Occupations	1,289	12.30
Service	1,398	13.34
Sales and Office	3,433	32.76
Farming, Fishing, and Forestry	5	0.05
Construction, Extraction and Maintenance	1,327	12.66
Production, Transportation and Material Moving	2,035	19.42
2008 Est. Pop 16+ by Occupation Classification*	10,480	
Blue Collar	3,362	32.08
White Collar	5,710	54.48
Service and Farm	1,408	13.44
2008 Est. Workers Age 16+, Transportation To Work*	10,313	
Drove Alone	8,464	82.07
Car Pooled	1,301	12.62
Public Transportation	116	1.12
Walked	140	1.36
Motorcycle	18	0.17
Bicycle	0	0.00
Other Means	82	0.80
Worked at Home	192	1.86
2008 Est. Workers Age 16+ by Travel Time to Work*	10,121	
Less than 15 Minutes	2,774	27.41
15 - 29 Minutes	5,317	52.53
30 - 44 Minutes	1,426	14.09
45 - 59 Minutes	251	2.48
60 or more Minutes	353	3.49
2008 Est. Average Travel Time to Work in Minutes*	22.53	

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

DESCRIPTION	DATA	%
2008 Est. Tenure of Occupied Housing Units	9,197	
Owner Occupied	5,689	61.86
Renter Occupied	3,508	38.14
2008 Occ Housing Units, Avg Length of Residence	10.37	
2008 Est. All Owner-Occupied Housing Values	5,689	
Value Less than \$20,000	60	1.05
Value \$20,000 - \$39,999	215	3.78
Value \$40,000 - \$59,999	435	7.65
Value \$60,000 - \$79,999	552	9.70
Value \$80,000 - \$99,999	801	14.08
Value \$100,000 - \$149,999	2,144	37.69
Value \$150,000 - \$199,999	902	15.86
Value \$200,000 - \$299,999	466	8.19
Value \$300,000 - \$399,999	75	1.32
Value \$400,000 - \$499,999	28	0.49
Value \$500,000 - \$749,999	5	0.09
Value \$750,000 - \$999,999	1	0.02
Value \$1,000,000 or more	6	0.11
2008 Est. Median All Owner-Occupied Housing Value	\$118,240	
2008 Est. Housing Units by Units in Structure*	9,899	
1 Unit Attached	245	2.47
1 Unit Detached	6,714	67.83
2 Units	1,181	11.93
3 to 19 Units	1,355	13.69
20 to 49 Units	72	0.73
50 or More Units	246	2.49
Mobile Home or Trailer	86	0.87
Boat, RV, Van, etc.	0	0.00

Vinton Submarket Demos

Primary Retail Trade Area (7-Minute Drivetime)

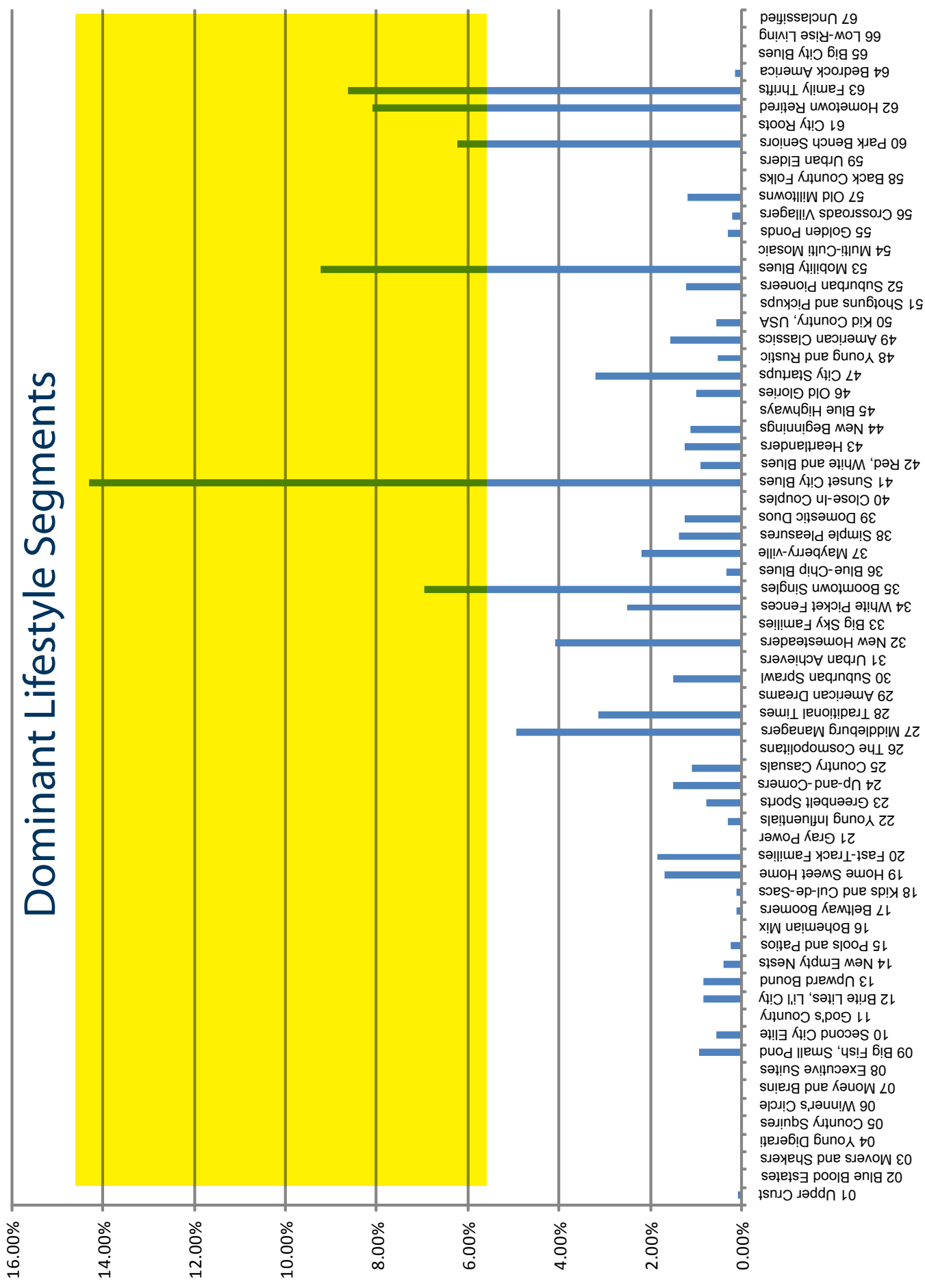
DESCRIPTION	DATA	%
2008 Est. Housing Units by Year Structure Built	9,899	
Housing Units Built 1999 to 2008	934	9.44
Housing Unit Built 1995 to 1998	431	4.35
Housing Unit Built 1990 to 1994	339	3.42
Housing Unit Built 1980 to 1989	760	7.68
Housing Unit Built 1970 to 1979	2,030	20.51
Housing Unit Built 1960 to 1969	1,421	14.35
Housing Unit Built 1950 to 1959	999	10.09
Housing Unit Built 1940 to 1949	914	9.23
Housing Unit Built 1939 or Earlier	2,070	20.91
2008 Est. Median Year Structure Built **	1967	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Retail Trade Area Psychographic Profile

Dominant Lifestyle Segments



35 Boomtown Singles

Lower-Mid, Younger w/o Kids

Affordable housing, abundant entry-level jobs, and a thriving singles scene--all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Younger, single, and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores, and laundromats.

41 Sunset City Blues

Lower-Mid, Older Mostly w/o Kids

Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to it. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.

53 Mobility Blues

Low Income, Younger w/o Kids

Mobility Blues is a segment of young singles in working-class neighborhoods in America's satellite cities. Ethnically diverse and young, these transient Americans tend to have modest lifestyles due to their lower-income jobs. Surveys show they excel in going to movies, playing basketball, and shooting pool.

60 Park Bench Seniors

Low Income, Older Mostly w/o Kids

Park Bench Seniors are typically retired singles living in the racially diverse neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.

62 Hometown Retired

Low Income, Mature Mostly w/o Kids

With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially diverse seniors tend to live in aging homes--half were built before 1958--and typically get by on social security and pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

63 Family Thrifts

Lower-Mid, Younger w/ Kids

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.

Retail Trade Area Purchasing Power

Purchasing Power Notes

The Retail Coach™ utilizes a proprietary model that estimates retail spending potential for a retail trade area based upon population, income, and consumer spending patterns. Using the algorithms within this model, we are then able to determine the extent to which a community is or is not capturing its sales potential based upon retail sales data published by Claritas, a private demographic and data vendor.

In order to determine the anticipated pattern of retail spending for a trade area, our model uses a benchmarked control area. For the purposes of this study, the control area has been defined as the State. The purpose of the control area is to account for characteristics unique to individual markets that might artificially inflate or deflate the calculated spending pattern of area residents.

RTA Retail Purchasing Power

SIC	Retail Sector	Potential Sales
521	Lumber and Other Building Materials	\$11,025,890
523	Paint, Glass and Wallpaper	\$1,672,141
525	Hardware Stores	\$2,956,587
526	Retail Nurseries and Garden	\$2,510,286
527	Mobile Home Dealers	\$410,777
53	General Merchandise Stores	\$19,251,890
541	Grocery Stores	\$28,979,450
542	Meat and Fish Markets	\$1,022,255
543	Fruit and Vegetable Markets	\$397,974
544	Candy, Nut and Confection Stores	\$61,490
545	Dairy Products Stores	\$72,670
546	Retail Bakeries	\$271,748
549	Miscellaneous Food Stores	\$1,641,666
551	New and Used Car Dealers	\$40,031,490
552	Used Car Dealers	\$5,259,139
553	Auto and Home Supply Stores	\$5,346,957
554	Gasoline Service Stations	\$5,866,109
555	Boat Dealers	\$1,116,023
556	Recreational Vehicle Dealers	\$389,860
557	Motorcycle Dealers	\$771,064
559	Automotive Dealers, NEC	\$562,790
561	Men's and Boys' Clothing Stores	\$545,479
562	Women's Clothing Stores	\$859,062
563	Women's Accessory and Specialty Stores	\$141,013
564	Children's and Infants' Wear	\$180,143
565	Family Clothing Stores	\$942,552
566	Shoe Stores	\$1,133,695
569	Miscellaneous Apparel and Accessory Stores	\$691,361
571	Home Furniture and Furnishing	\$8,091,483
572	Household Appliance Stores	\$599,035
573	Radio, TV, and Computer Stores	\$16,117,150
5812	Eating Places	\$24,513,560
5813	Drinking Places	\$157,783
591	Drug Stores and Proprietary	\$3,631,718
592	Liquor Stores	\$423,941
593	Used Merchandise Stores	\$899,454
5941	Sporting Goods, Bicycle and Gun Stores	\$761,507
5942	Book Stores	\$549,807
5943	Stationery Stores	\$1,078,696
5944	Jewelry Stores	\$465,235
5945	Hobby, Toy and Game Shops	\$811,997
5946	Camera and Photography Supply Stores	\$166,439
5947	Gift, Novelty and Souvenir Shops	\$1,081,221
5948	Luggage and Leather Goods Stores	\$37,507
5949	Sewing, Needlework and Craft Stores	\$160,849
596	Non-store Retailers	\$1,897,185
598	Fuel and Ice Dealers	\$388,958
5992	Florists	\$487,595
5993	Tobacco Stores and Stands	\$75,375
5994	News Dealers and Newsstands	\$38,409
5995	Optical Goods Stores	\$305,468
5999	Miscellaneous Retail Stores, NEC	\$6,272,197
	TOTALS	\$203,124,100

Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas 2007/2008, ESRI 2007/2008, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.