



# Downtown Market & Real Estate Redevelopment Study

2022

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# Project Overview

With generous support from the Virginia Department of Housing and Community Development (DHCD) and an Industrial Revitalization Fund Planning Grant, the Waynesboro Economic Development Authority (EDA), following standard Virginia Procurement Policy, contracted with Creative Economic Development Consulting to research and prepare a downtown market and real estate redevelopment study. The study will assist the EDA and downtown property owners in developing a marketing campaign to attract new business and in developing a reuse plan for five identified derelict buildings. This analysis will provide the EDA with an opportunity to apply for a DHCD IRF grant in the summer of 2022. Engineers, architects, and other companies provided additional technical information.

Using the DHCD definition of derelict or blighted buildings, five properties along a three-block section of W. Main Street were originally identified (320, 322, 540, 600, and 620). In the time period between the IRF Planning Grant application and its award, 320 W. Main Street was declared structurally unsound, and demolition was approved for early summer 2022. For this study, 320 W. Main was replaced with 411 W. Main Street.

The Department of Housing and Community Development partners with state, federal, local and nonprofit housing and community and economic development initiatives. DHCD programs strive to maintain the vibrancy of communities throughout the Commonwealth and include providing universal broadband access, investing in economic development initiatives, promulgating the statewide building and fire regulations, preserving the affordability and efficiency of Virginia's homes and buildings, addressing homelessness, reducing eviction rates across the state and fostering innovative solutions to create affordable housing.

## Waynesboro Planned Developments

The most significant new development coming to Waynesboro will be the construction of the Waynesboro campus of the popular Virginia Museum of Natural History. The approximate 27,000 SF natural science interpretation facility expects to attract 65,000 visitors, including approximately 40,000 tourists from Skyline Drive and the Blue Ridge Parkway. According to a 2013 study by Chmura Economics & Analytics, the museum is projected to boost visitor spending by \$1.8 million and local tax revenue by \$23,608 a year. The museum itself will have approximately 10 jobs and will generate another 20 jobs from visitor spending. Downtown will see significant positive economic impact from the new museum.



Adjacent to the new museum, the current redesign of Constitution Park will emerge as the South River Preserve (SRP), a signature 26-acre park along the banks of the South River. In addition to this park, the former landfill, Sunset Park, is being converted into 4.5 miles of biking and hiking trails.

Along with these public investments, there are several private investments underway in Waynesboro. The former Leggett building is slated for redevelopment starting this year. The former department store will contain retail space on the first floor and residential space on the second floor. The building is located near the museum/preserve area – a perfect location to attract visitors. New retail businesses have been opening during the pandemic, including City

Foxes set to open this summer. Several of the business owners interviewed for this study, both retail and restaurants, are planning future expansions.

With few available buildings in downtown Waynesboro, it is important for the five properties in this study and the former Leggett's site to be placed in active use to capture the opportunities resulting from these public and private planned and future developments. The museum, preserve, and new shops and restaurants will draw more people to Waynesboro, support more business start-ups and expansions, and encourage more redevelopment across the city.

## Property Assessment Summary

The consulting team reviewed five vacant properties in downtown Waynesboro. A GIS review was done to gather basic information such as size, construction information, zoning, and value. GIS was also used to initially review the location within downtown. Each property was visited with city staff to view condition, curb appeal, features, accessibility, and adjacent property condition. When available, the consultant and city staff met with the property owner.

All of the properties are Central Business zoning, in the Technology and Downtown Enterprise Zones, and outside the flood zone. For each, the land value is greater than the building value. All five properties are in some stage of disrepair. 322 and 411 W Main Street need the least repair; whereas, 544, 600, and 620 W Main Street are in need of significant repair.

Downtown Waynesboro has only a few vacant buildings in addition to these five properties. If redeveloped, these properties would appeal to existing businesses looking to expand, or new businesses desiring a downtown location. They are in a prime location for retail and restaurants.

There is a City of Waynesboro property information sheet for each property attached to this report.

### 322 West Main Street

322 West Main Street is a one-story, 9,690 SF building on the south side of West Main Street. It is adjacent to the former Leggett building, which is slated to start redevelopment this year. The Leggett building will have first floor retail and upper floor residential when renovated. 322 West Main Street is owned by David Hatmi (trustee) and has a tax value of \$147,900.

322 West Main has been previously used as a grocery store and pharmacy. Built in 1940, It has been vacant since the 1990s. Parking is on West Main Street. The layout is one open space

not impeded with features except structural columns. The owner is interested in redevelopment and has explored both retail and residential options. Developing residential would require building up by adding additional floors.



## 411 West Main Street

411 West Main Street is a two-story, 7,326 SF building on the north side of West Main Street. It is adjacent to retail and a restaurant. It is nearby to a popular restaurant in downtown, The Green Leaf Grill. The property is owned by Urbane Ventures, LLC, and has a tax value of \$236,400.

411 West Main was built in 1959 and has been used as a department store and mini-mall. The basement was most recently used by a cabinet making business. It has been vacant since approximately 2010. Parking is on West Main Street. The layout is mainly one open space with a few small rooms in the rear. The basement is also one open space.



The owner is interested in redeveloping and is currently exploring a mix of retail and entertainment uses. An immediate need is roof repair to prevent water damage.

## 544 West Main Street

544 West Main Street is a Waynesboro landmark. Built in 1940, at one time it was home to a movie theater then a local newspaper. The building has an interesting printing press room where people could view the paper being printed through a large window.

The building is two-stories and 21,568 SF. It is located on the south side of West Main Street near The Wayne Theatre and two other properties in this study, 600 and 620 West Main Street.

544 West Main Street has been vacant since approximately 2005. Parking is on West Main Street. The layout is two large spaces on the main floor. It has an area in the rear that could be used as outdoor dining or event space. The property is owned by Jamaticar LLC and has a tax value of \$364,200.



## 600 West Main Street

600 West Main Street also has an interesting history. It originally was a log house with the existing structure later built around it. The building was the home of a doctor's medical practice and living quarters for his family. Later it was turned into a travel lodge and extra bathrooms were added to accommodate the guests. At one time there was a row of cabins across the back parking lot that could also be rented. When the Shenandoah Valley Art Center took over the property, individuals and businesses contributed funds for electric and plumbing repairs, painting, cleaning, etc.



Built in 1920, the building is 4,842 SF and two stories. It is located on the south side of West Main Street near The Wayne Theatre and two other properties in this study, 544 and 620 West Main Street. It has been vacant since approximately 2007. There is parking at the rear of the building. The layout is typical for a former home turned into a travel lodge with bedrooms, living rooms, and bathrooms. Etter Funeral Home Inc. owns the property. It has a tax value of \$231,000.

## 620 West Main Street

620 West Main Street was built as a hotel. The main hotel faced West Main Street. An addition in the rear was later built. Along with being used as a hotel, it has a history as a residential building. It is currently owned by Fishburne-Hudgins Education Foundation, affiliated with Fishburne Military School. The property has tax value of \$374,000. The property has interest from a developer to redevelop the space for office use.



Built in 1938, the building is 34,541 SF and four stories. It is located on the south side of West Main Street

near The Wayne Theatre and two other properties in this study, 544 and 600 West Main Street. It has been vacant since approximately 1996. There is parking at the rear of the building. The layout is typical for a former hotel and residential property with individual rooms and bathrooms.

## Market Assessment Summary

The Waynesboro retail market has been growing. Downtown has little vacancy and there have been new commercial developments outside of downtown. The planned museum, preserve, private developments, and other amenities will draw even more people to shop, dine, and experience Waynesboro, thereby expanding commercial development opportunities.

## Taxable Sales

Taxable Sales have been increasing in Waynesboro. Like many small towns, Waynesboro's retail sales did well during the pandemic. People flocked to small towns during the pandemic to escape the density of cities. Thus, most small towns saw significant increases in retail sales. In 2020, Waynesboro had 4% growth in taxable sales. In 2021 the city saw 11% growth. It is unclear in the data whether the increase in sales can be attributed to large commercial retailers or downtown. Anecdotally, some small businesses in downtown reported struggling during the pandemic, while others reported significant year over year increases.



Source: Virginia Department of Taxation

## Regional Retail Leakage

We researched Waynesboro data as well as data from the three-locality region of Augusta and Nelson Counties. These counties were selected based on drive time and the ability of Waynesboro to pull in consumers from these areas. The region and Waynesboro have leakage in several categories. Noted below are the categories which most closely align with opportunities for redevelopment in downtown Waynesboro. Specialty retail and food services are categories that will appeal to visitors as well as residents of the region. The full retail leakage report is attached.

Retail Category	Leakage
General Merchandise Stores	\$74M
Food Services & Drinking Places	\$25M
Health & Personal Care Stores	\$22M
Furniture & Home Furnishings Stores	\$18M
Clothing & Clothing Accessories Stores	\$15M
Sporting Goods, Hobby, Book & Music Stores	\$4M
Specialty Food Stores	\$3M

*Source: ESRI Retail MarketPlace Profile*

## Business Owner Perspectives

A small group of business owners was interviewed for this project. Retail, restaurant, and service businesses have seen a steady increase in business over the last few years, even during or coming out of the pandemic. Some have expansion plans. All agree that the museum will draw more people to downtown. The customer profile of downtown Waynesboro is diverse. Business owners report a mix of ages, demographics, and reasons why customers come to downtown (services, shopping, dining, etc.).

We asked interviewees what types of businesses are needed in downtown. They talked about businesses associated with outdoor recreation (bike rental, camping gear), more restaurants and retail, and entertainment. There is interest in trendy, niche retail, and restaurants that will attract young people and young families.

Business owners also commented on any hurdles they faced when starting up in downtown. Two that stood out were the lack of advertising of vacant buildings and the lack of clear communication in the regulatory process including a backlog in zoning. The backlog perception may be the result of misaligned expectations as the city has been working to reduce the regulatory timeline.



# Redevelopment Opportunities

After reviewing the features of each property, market opportunities, and planned future developments in downtown, the consulting team identified a highest and best re-use for each property. There is retail expansion opportunity in the categories identified in the retail leakage analysis, and there will be new retail opportunities as the museum draws in more visitors. The recommendation for a new restaurant and bed & breakfast is based on existing demand and projected future demand, as a projected 65,000 more people visit the area. Designating one of the buildings for office space aligns with future growth of professional services and the vision of the developer of that property.

Property	Recommended Re-Use
<b>322 W Main</b>	Retail
<b>411 W Main</b>	Retail
<b>544 W Main</b>	Restaurant/Event Venue
<b>600 W Main</b>	Bed & Breakfast
<b>620 W Main</b>	Office

## 322 W Main & 411 W Main

These two properties are in the heart of the central business district and are surrounded by other commercial businesses. They are the closest to the new museum development, allowing them to capture more foot traffic. Both have layouts conducive to retail uses – large, open floor plans. Based on the retail leakage analysis, these properties would be ideal for specialty foods, sporting goods, books and music, clothing and clothing accessories, and health products. This recommendation also aligns with the interests of the owners of these properties. Target retailers are local retail entrepreneurs interested in another venture and retailers in neighboring localities who want a second location.

The owner of 322 W Main Street also has interest in upper floor residential. The city recently completed a housing study. This analysis indicates Waynesboro will have demand for 190 rental units over the next three years. After considering units under construction, there is demand for more than 115 additional units in Waynesboro. The report says, “Furthermore, the lack of contemporary, modern rental units indicates there is likely pent-up demand for rental units in Waynesboro.”

## 544 W Main

This property is near The Wayne Theatre and service businesses. It is ideal for a restaurant and event venue. The layout breaks up the floor space, creating spaces for dining and private events. There is a space in the rear that could be used for outside events. A restaurant and event venue would attract people coming to the theater and people working in nearby offices, including the planned office development in the former hotel property. Its location is close enough to the museum for people to walk to the restaurant. A target tenant for this building is a local restaurant owner or a restaurant owner in a neighboring locality ready for a second location.

## 600 W Main

This building could be a quaint bed and breakfast/inn. Its location near The Wayne Theatre would be an advantage, as theatergoers would have walkable lodging. It is also within walking distance to downtown restaurants and shops.

The building is laid out well for a small inn and has architectural features that make it attractive for such a use. It is located within the tourism development zone and could qualify for Virginia Tourism Corporation financing programs.

## 620 W Main

There is a private developer currently exploring renovating this building into office space. This area of downtown is home to more professional services, making office use a nice fit for this property. It has ample parking and easy ingress/egress. Tenants in the office building could walk to nearby restaurants for dining. Converting some of this space to cowork or a small incubator should be explored.

## Supporting Redevelopment

Public-private partnerships are often needed for downtown redevelopment, especially in small and rural communities like Waynesboro. The private sector must be motivated and have access to capital. The public sector must be willing to make public investments and support the development through the regulatory process. Below are a set of recommendations for the public and private sectors to partner in redeveloping the five properties studied.

## Planning

- The Economic Development Authority has offered to help pay for engineering assistance to the five buildings. Assessments of structural integrity and repair needs are needed in order to apply for loan and grant funds.
- Explore paying for part of the cost for individual financial studies of each property. Such studies will estimate revenue from sales or rent, operating cost, and help owners determine if a restaurant, music store, or office rents will provide a return on the investment in redevelopment. Virginia may have something similar to the UNC Development Finance Initiative, a program of UNC Chapel Hill. It is a group of developers, designers, and experts in the fields of development, finance, law, planning, and public engagement that works across the state of North Carolina to create win-win partnerships between local governments and private developers.
- Connect property owners to business planning resources, such as the Small Business Development Center, for general business planning advisory services.
- Gather a consortium of business service providers who are willing to offer a certain number of pro-bono hours of advice to property owners (e.g., one hour a month). The consortium could be bankers, lawyers, web designers, engineers, etc.
- A specific example of city planning support would be to seek funding for a cowork or incubator feasibility study for office space in 620 W Main Street.
- Another example of specific support is to ask the consultants who recently completed the housing study to advise on the potential for upper floor residential at 322 W Main Street.

## Investment

Continued city investments in public amenities will not only support the redevelopment of these five properties, but all of Waynesboro. Expanding parks, greenways, trails, and recreation facilities; enhancements in streetscape and beautification; improvements in transportation and parking; and funding of cultural arts programs and facilities will draw more people to the city.

Committing to implementing the long-range strategy to develop a regional visitor center recommended in the Gateway Redevelopment Plan of 2019 will show developers and prospective tenants the city's commitment to market and promote the area for tourism.

- Meet one-on-one with property owners to go over, in depth, all of the loan and grant programs that may be applicable to their development: Enterprise Zone, Opportunity Zone, Tourism Development Zone, Revolving Loan Fund, Façade Grant, Sidewalk and Landscaping Grant, Historic Tax Credits, etc.
- Apply to the Industrial Revitalization Fund to help fund building repairs. The program is targeted toward vacant non-residential structures whose poor condition creates physical and economic blight in the surrounding area where the structure is located. Waynesboro intends to submit two applications, the maximum allowed, for a total of \$5 million in August. Privately owned properties are awarded loan funds. Publicly owned or optioned properties and nonprofit owned properties can be awarded grants.
- Consider increasing the loan amount, extending the term, and maintaining a low interest rate for the city's revolving loan fund for borrowers in downtown. Some cities have districts that have better loan terms to facilitate development in a specific area.
- Commit to renting a small amount of office space in the redeveloped 620 W Main Street property to help get the project off the ground. The space could be for a city office, or it could be for cowork or incubator space.
- Guarantee a small number of rooms rented at a redeveloped bed and breakfast at 600 W Main Street. The lodging could be used for vendors doing business with the city, economic development prospects visiting the city, contractors working on the museum, and state officials visiting the city for the museum or other business.
- Add a vacant building grant program to the city's tools for economic development. Danville, VA has a grant program like this that is up to 5% of qualifying expenses. Other cities offer a flat amount up to 50% of redevelopment cost, while others offer a grant equal to a percent of net new tax revenue generated by the development.
- Consider a pedestrian-oriented rent subsidy incentive program. The program would subsidize the rent of pedestrian-oriented businesses for six months to one year. The subsidy could be a set amount, such as \$500 a month, or 50% of rent. The subsidy program could apply to any of the properties that try to attract a renter. Wilson, NC used a grant program like this to jump start redevelopment in their downtown.

## Marketing Available Properties

Owners are willing to invest in building repairs and upfit for quality tenants; however, in most cases, the property owners of these five properties are interested in finding a tenant business, not directly running a business on this site. The city can play a role in marketing the business opportunities to potential tenants.

## Target Sectors & Key Messages

The recommended target sectors for the five downtown properties are retailers (specialty foods, sporting goods, books and music, clothing and clothing accessories, and health products), restaurants, lodging, and professional services. Below are a few competitive advantages that can be used in marketing messages.

### Retail

- Growing retail market, 11% growth in 2021
- 65,000 visitors expected to the new museum
- New museum will boost visitor spending by \$1.8 million
- 1.7 million visitors to nearby Shenandoah National Park
- Retail leakage/market opportunity
  - General Merchandise Stores, \$74M
  - Health and Personal Care Stores, \$22M

- Current regional spending on personal care products: \$33M
- Clothing and Clothing Accessories Stores, \$15M
  - Current regional spending on apparel and services: \$78M
- Sporting Goods, Hobby, Book and Music Stores, \$4M
  - Current regional spending on entertainment and recreation: \$127M
- Specialty Food Stores, \$3M

## Restaurant

- \$25 million total retail leakage in food and drink in the region
- \$22 million in restaurant spending leakage in the region
- 65,000 visitors expected to the new museum
- New museum will boost visitor spending by \$1.8 million
- 1.7 million visitors to nearby Shenandoah National Park
- \$140 million in regional spending on food away from home

## Lodging

- 65,000 visitors expected to the new museum
- 11 lodging establishments in Waynesboro
- Growth in lodging sales 2019 - 2021
- \$11M in accommodation spending in Waynesboro in 2021
- May 2022 occupancy rates approaching May 2019 (pre-COVID) rates

## Professional Services

- Approximately 1,000 professional service workers in 75 businesses in Waynesboro with an average annual wage \$68,000
- 12% growth in the number of professional service establishments in Waynesboro 2011-2021
- Professional, Scientific, and Technical Services projected to have second fastest growth in Virginia 2021-2026
- 3 of 5 fastest growing occupations in Virginia are in professional services - software developers, management analysts, and accountants and auditors

## Marketing Strategy

A target for marketing downtown properties are local entrepreneurs already invested in the community. An example is a restaurant owner interested in starting a second restaurant. Another key target are business owners in the immediate region that may open a second location. An example is a specialty gift retailer in a neighboring locality. Be sure to include these target audiences in marketing outreach.

## Digital Outreach

- Add a page to the website under Site Selection called Downtown Properties. List available downtown properties, links to the one-page summary developed for this project, and links to city incentive and financing programs.
- Develop a social media campaign (LinkedIn and Facebook) focused on development opportunities in downtown Waynesboro.
  - Use the key messages above.
  - Feature available downtown properties.

- Use the “this could be...” theme with available properties.
- Make short video tours of the properties to use on social media.
- Conduct regular eblasts to developers, realtors, and existing businesses.
  - Include local serial entrepreneurs and businesses in neighboring jurisdictions who may be considering a second location in the database.
  - Use key messages and one-page property summaries developed for this project.

## Direct Outreach & Events

- Conduct a familiarization tour of the buildings for local elected and business leadership so they can be ambassadors.
- Install store-front displays in 322, 411, and 544 W Main Street with the theme “this could be...”. An example is an outdoor themed display. The display materials and equipment could be used by the city as buildings become available in the future.
- Similar to the above, the city can install downtown storefront art projects in unused storefronts.
- When the properties are cleaned up and structurally sound, hold pop-up events to showcase the opportunity. An example is a “record collectors fair” at 322 W Main Street.
- Organize a familiarization tour of the five properties for real estate developers and realtors. Invite local and regional commercial realtors, developers, and business owners from neighboring jurisdictions who may open a second location. The tour should include “open house” tours at each building/site and follow up. Include a package of information on incentive and public investment planned for downtown.

## Budget

Digital outreach can be done with in-house resources or contracted out. If done in-house, the expense will be staff time. Contracted digital marketing services could range \$2,500-\$5,000 a year. There will be cost associated with special events such as tours. We recommend budgeting \$2,500 for tours. Creating displays in vacant storefronts can be \$1,000+, depending upon the materials and equipment used. The displays can be reused in other properties. Pop-up events could be sponsored by the city in partnership with the owner or a nonprofit organization using it as a fundraiser. An example is an arts organization having a pop-up art market or dining experience in one of the buildings.

We recommend the city commit \$30,000 to the marketing campaign for these buildings to be used for tours and events, storefront displays/art, and support for city staff in digital marketing.

# Study Sponsor & Consultant



This report has been made possible by the generous support of the Commonwealth of Virginia's Department of Housing and Community Development (DHCD) and an Industrial Revitalization Fund Planning Grant. DHCD partners with state, federal, local, and nonprofit housing and community and economic development initiatives. DHCD programs strive to maintain the vibrancy of communities throughout the Commonwealth and include providing universal broadband access, investing in economic development initiatives, promulgating the statewide

building and fire regulations, preserving the affordability and efficiency of Virginia's homes and buildings, addressing homelessness, reducing eviction rates across the state, and fostering innovative solutions to create affordable housing.



Whether you are looking to start, locate, or expand your business, host your state or regional conference, or simply plan your summer vacation, the professional staff at the Waynesboro, Virginia, Office of Economic Development and Tourism is available help. The office provides information, contacts, and assistance. It works with realtors, developers, large industries, and local businesses to make projects a success through up-to-date demographic data, location

assistance, and access to state and local financing options. [waynesborobusiness.com](http://waynesborobusiness.com)



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# Market Profile

503 W Main St, Waynesboro, Virginia, 22980  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.06888  
Longitude: -78.88983

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	8,680	21,638	29,253
2010 Total Population	8,821	23,361	32,292
2021 Total Population	9,113	25,390	34,579
2021 Group Quarters	81	192	248
2026 Total Population	9,233	26,217	35,563
2021-2026 Annual Rate	0.26%	0.64%	0.56%
2021 Total Daytime Population	9,428	24,448	32,518
Workers	4,581	10,956	14,533
Residents	4,847	13,492	17,985
<b>Household Summary</b>			
2000 Households	3,739	9,179	12,161
2000 Average Household Size	2.28	2.33	2.38
2010 Households	3,782	9,879	13,550
2010 Average Household Size	2.31	2.35	2.37
2021 Households	3,922	10,785	14,602
2021 Average Household Size	2.30	2.34	2.35
2026 Households	3,979	11,150	15,041
2026 Average Household Size	2.30	2.33	2.35
2021-2026 Annual Rate	0.29%	0.67%	0.59%
2010 Families	2,225	6,303	9,011
2010 Average Family Size	2.95	2.89	2.86
2021 Families	2,257	6,742	9,527
2021 Average Family Size	2.96	2.90	2.87
2026 Families	2,273	6,926	9,755
2026 Average Family Size	2.96	2.91	2.87
2021-2026 Annual Rate	0.14%	0.54%	0.47%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,992	9,747	12,924
Owner Occupied Housing Units	52.4%	60.1%	65.5%
Renter Occupied Housing Units	41.3%	34.1%	28.6%
Vacant Housing Units	6.3%	5.8%	5.9%
2010 Housing Units	4,154	10,769	14,736
Owner Occupied Housing Units	48.6%	57.6%	63.0%
Renter Occupied Housing Units	42.4%	34.1%	28.9%
Vacant Housing Units	9.0%	8.3%	8.0%
2021 Housing Units	4,286	11,595	15,786
Owner Occupied Housing Units	50.5%	58.1%	63.0%
Renter Occupied Housing Units	41.0%	34.9%	29.5%
Vacant Housing Units	8.5%	7.0%	7.5%
2026 Housing Units	4,345	11,966	16,266
Owner Occupied Housing Units	52.2%	58.6%	63.4%
Renter Occupied Housing Units	39.4%	34.5%	29.1%
Vacant Housing Units	8.4%	6.8%	7.5%
<b>Median Household Income</b>			
2021	\$37,789	\$46,442	\$52,101
2026	\$39,813	\$50,018	\$55,050
<b>Median Home Value</b>			
2021	\$162,027	\$194,595	\$223,285
2026	\$188,440	\$240,719	\$268,050
<b>Per Capita Income</b>			
2021	\$23,559	\$27,282	\$29,054
2026	\$25,944	\$30,245	\$32,070
<b>Median Age</b>			
2010	38.1	39.7	41.9
2021	40.1	41.5	43.8
2026	41.2	42.4	44.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

503 W Main St, Waynesboro, Virginia, 22980  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.06888  
Longitude: -78.88983

	1 mile	3 miles	5 miles
<b>2021 Households by Income</b>			
Household Income Base	3,922	10,785	14,602
<\$15,000	12.8%	11.2%	9.1%
\$15,000 - \$24,999	15.2%	12.9%	11.1%
\$25,000 - \$34,999	17.9%	13.2%	11.5%
\$35,000 - \$49,999	16.6%	15.5%	16.1%
\$50,000 - \$74,999	17.1%	16.9%	17.6%
\$75,000 - \$99,999	8.6%	11.7%	13.4%
\$100,000 - \$149,999	7.2%	12.2%	13.8%
\$150,000 - \$199,999	2.5%	3.8%	4.7%
\$200,000+	2.1%	2.6%	2.7%
Average Household Income	\$54,610	\$64,239	\$69,018
<b>2026 Households by Income</b>			
Household Income Base	3,979	11,150	15,041
<\$15,000	11.7%	10.1%	8.3%
\$15,000 - \$24,999	14.4%	12.0%	10.3%
\$25,000 - \$34,999	17.3%	12.7%	11.1%
\$35,000 - \$49,999	16.7%	15.1%	15.7%
\$50,000 - \$74,999	17.5%	16.7%	17.2%
\$75,000 - \$99,999	9.2%	12.2%	13.6%
\$100,000 - \$149,999	7.8%	13.3%	14.9%
\$150,000 - \$199,999	3.0%	4.7%	5.8%
\$200,000+	2.4%	3.1%	3.2%
Average Household Income	\$60,059	\$71,131	\$76,070
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,166	6,736	9,940
<\$50,000	2.6%	1.6%	1.8%
\$50,000 - \$99,999	9.0%	6.8%	5.4%
\$100,000 - \$149,999	31.3%	21.9%	16.1%
\$150,000 - \$199,999	29.3%	22.0%	19.4%
\$200,000 - \$249,999	10.3%	14.4%	15.7%
\$250,000 - \$299,999	9.4%	13.8%	15.4%
\$300,000 - \$399,999	6.3%	11.3%	12.8%
\$400,000 - \$499,999	0.2%	4.7%	5.8%
\$500,000 - \$749,999	0.0%	2.0%	5.2%
\$750,000 - \$999,999	0.0%	0.8%	1.6%
\$1,000,000 - \$1,499,999	1.5%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$188,580	\$229,958	\$264,063
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	2,266	7,017	10,308
<\$50,000	1.4%	0.8%	0.8%
\$50,000 - \$99,999	5.4%	4.1%	3.0%
\$100,000 - \$149,999	22.5%	15.4%	11.1%
\$150,000 - \$199,999	27.0%	18.1%	15.1%
\$200,000 - \$249,999	13.9%	14.3%	14.0%
\$250,000 - \$299,999	14.7%	16.5%	16.7%
\$300,000 - \$399,999	11.2%	16.1%	16.3%
\$400,000 - \$499,999	0.6%	7.8%	8.8%
\$500,000 - \$749,999	0.0%	3.5%	8.8%
\$750,000 - \$999,999	0.1%	2.0%	3.5%
\$1,000,000 - \$1,499,999	3.2%	1.5%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$234,914	\$280,897	\$326,787

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.





# Market Profile

503 W Main St, Waynesboro, Virginia, 22980  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.06888  
Longitude: -78.88983

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	8,820	23,364	32,292
0 - 4	7.2%	7.0%	6.4%
5 - 9	6.8%	6.6%	6.3%
10 - 14	5.5%	5.8%	5.8%
15 - 24	12.2%	11.7%	11.2%
25 - 34	14.6%	13.5%	12.1%
35 - 44	11.8%	11.8%	12.1%
45 - 54	14.5%	14.3%	14.9%
55 - 64	11.5%	12.0%	13.1%
65 - 74	7.8%	9.0%	9.7%
75 - 84	5.4%	5.9%	6.0%
85 +	2.7%	2.5%	2.5%
18 +	77.1%	77.1%	77.9%
<b>2021 Population by Age</b>			
Total	9,114	25,392	34,580
0 - 4	6.3%	6.1%	5.5%
5 - 9	6.0%	6.1%	5.7%
10 - 14	6.2%	6.3%	6.1%
15 - 24	11.3%	10.8%	10.3%
25 - 34	13.2%	12.2%	11.3%
35 - 44	13.4%	12.8%	12.5%
45 - 54	11.3%	11.4%	11.9%
55 - 64	13.2%	13.3%	14.3%
65 - 74	10.5%	11.4%	12.4%
75 - 84	5.8%	6.8%	7.0%
85 +	2.8%	2.9%	2.8%
18 +	78.0%	78.1%	79.2%
<b>2026 Population by Age</b>			
Total	9,234	26,217	35,563
0 - 4	6.1%	6.0%	5.4%
5 - 9	6.0%	6.0%	5.7%
10 - 14	6.0%	6.2%	6.0%
15 - 24	12.4%	11.5%	10.8%
25 - 34	11.8%	11.1%	10.2%
35 - 44	12.8%	12.7%	12.5%
45 - 54	12.0%	11.7%	11.9%
55 - 64	12.1%	12.2%	13.3%
65 - 74	11.1%	11.8%	13.0%
75 - 84	7.0%	7.9%	8.2%
85 +	2.7%	2.9%	2.9%
18 +	78.4%	78.2%	79.3%
<b>2010 Population by Sex</b>			
Males	4,203	11,166	15,558
Females	4,618	12,195	16,734
<b>2021 Population by Sex</b>			
Males	4,413	12,272	16,808
Females	4,700	13,118	17,772
<b>2026 Population by Sex</b>			
Males	4,500	12,743	17,369
Females	4,732	13,474	18,194

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 14, 2022



# Market Profile

503 W Main St, Waynesboro, Virginia, 22980  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.06888  
Longitude: -78.88983

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	8,821	23,361	32,291
White Alone	80.9%	83.5%	86.3%
Black Alone	11.7%	9.8%	8.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.3%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.5%	2.6%	2.1%
Two or More Races	3.3%	3.0%	2.5%
Hispanic Origin	7.8%	5.9%	4.8%
Diversity Index	42.8	37.2	31.8
<b>2021 Population by Race/Ethnicity</b>			
Total	9,115	25,390	34,580
White Alone	74.5%	77.4%	81.1%
Black Alone	14.5%	12.2%	10.1%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	0.8%	1.8%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.2%	4.0%	3.3%
Two or More Races	4.3%	4.1%	3.5%
Hispanic Origin	11.7%	9.1%	7.5%
Diversity Index	54.3	48.6	42.4
<b>2026 Population by Race/Ethnicity</b>			
Total	9,234	26,216	35,564
White Alone	71.6%	74.7%	78.8%
Black Alone	15.5%	13.2%	10.9%
American Indian Alone	0.7%	0.5%	0.4%
Asian Alone	0.9%	2.2%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.2%	4.7%	3.9%
Two or More Races	5.0%	4.8%	4.1%
Hispanic Origin	13.8%	10.7%	8.9%
Diversity Index	59.1	53.5	47.0
<b>2010 Population by Relationship and Household Type</b>			
Total	8,821	23,361	32,292
In Households	99.1%	99.2%	99.2%
In Family Households	77.4%	80.5%	82.2%
Householder	25.3%	27.0%	27.8%
Spouse	16.0%	18.7%	20.5%
Child	29.6%	29.2%	28.6%
Other relative	3.5%	3.2%	3.0%
Nonrelative	3.0%	2.5%	2.3%
In Nonfamily Households	21.7%	18.6%	17.0%
In Group Quarters	0.9%	0.8%	0.8%
Institutionalized Population	0.4%	0.6%	0.5%
Noninstitutionalized Population	0.5%	0.3%	0.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

503 W Main St, Waynesboro, Virginia, 22980  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.06888  
Longitude: -78.88983

	1 mile	3 miles	5 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	6,404	17,980	25,008
Less than 9th Grade	3.2%	4.0%	3.7%
9th - 12th Grade, No Diploma	9.2%	8.9%	8.3%
High School Graduate	27.8%	27.7%	28.0%
GED/Alternative Credential	7.5%	5.9%	5.5%
Some College, No Degree	21.5%	19.3%	19.5%
Associate Degree	7.4%	6.4%	6.9%
Bachelor's Degree	16.0%	16.0%	16.7%
Graduate/Professional Degree	7.4%	11.7%	11.4%
<b>2021 Population 15+ by Marital Status</b>			
Total	7,430	20,723	28,575
Never Married	35.8%	33.1%	29.6%
Married	39.2%	46.3%	51.1%
Widowed	9.2%	8.1%	7.9%
Divorced	15.8%	12.5%	11.4%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,482	12,482	17,374
Population 16+ Employed	95.7%	95.9%	96.0%
Population 16+ Unemployment rate	4.3%	4.1%	4.0%
Population 16-24 Employed	14.1%	11.5%	10.7%
Population 16-24 Unemployment rate	1.8%	7.2%	8.1%
Population 25-54 Employed	60.2%	59.7%	58.4%
Population 25-54 Unemployment rate	4.7%	4.3%	3.9%
Population 55-64 Employed	19.0%	20.1%	21.4%
Population 55-64 Unemployment rate	5.2%	3.0%	3.4%
Population 65+ Employed	6.8%	8.8%	9.5%
Population 65+ Unemployment rate	2.4%	1.6%	1.1%
<b>2021 Employed Population 16+ by Industry</b>			
Total	4,291	11,965	16,674
Agriculture/Mining	0.3%	0.3%	0.5%
Construction	10.9%	7.1%	7.5%
Manufacturing	11.9%	12.3%	12.9%
Wholesale Trade	1.3%	1.2%	1.4%
Retail Trade	17.0%	17.0%	16.0%
Transportation/Utilities	5.1%	5.0%	6.1%
Information	2.4%	2.6%	2.3%
Finance/Insurance/Real Estate	4.9%	4.4%	4.3%
Services	43.3%	45.2%	43.9%
Public Administration	3.0%	4.9%	5.0%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	4,293	11,963	16,671
White Collar	50.7%	54.0%	55.7%
Management/Business/Financial	8.9%	10.8%	11.9%
Professional	17.5%	20.3%	21.4%
Sales	10.6%	9.8%	9.6%
Administrative Support	13.8%	13.1%	12.8%
Services	17.0%	18.4%	16.6%
Blue Collar	32.3%	27.6%	27.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.0%	3.9%	4.2%
Installation/Maintenance/Repair	3.9%	4.1%	4.0%
Production	9.1%	8.1%	8.2%
Transportation/Material Moving	13.4%	11.5%	11.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 14, 2022



# Market Profile

503 W Main St, Waynesboro, Virginia, 22980  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.06888  
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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3,782	9,879	13,550
Households with 1 Person	34.2%	30.0%	27.8%
Households with 2+ People	65.8%	70.0%	72.2%
Family Households	58.8%	63.8%	66.5%
Husband-wife Families	37.3%	44.2%	49.2%
With Related Children	15.2%	16.8%	18.2%
Other Family (No Spouse Present)	21.5%	19.6%	17.4%
Other Family with Male Householder	5.2%	5.0%	4.6%
With Related Children	3.1%	3.3%	2.8%
Other Family with Female Householder	16.4%	14.6%	12.8%
With Related Children	11.0%	9.7%	8.3%
Nonfamily Households	7.0%	6.2%	5.7%
All Households with Children	29.9%	30.3%	29.9%
Multigenerational Households	3.9%	3.5%	3.4%
Unmarried Partner Households	8.1%	7.6%	6.8%
Male-female	7.4%	6.9%	6.2%
Same-sex	0.7%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	3,782	9,878	13,550
1 Person Household	34.2%	30.0%	27.8%
2 Person Household	31.6%	35.3%	37.0%
3 Person Household	16.3%	16.6%	16.7%
4 Person Household	10.3%	10.8%	11.2%
5 Person Household	4.6%	4.7%	4.6%
6 Person Household	2.2%	1.8%	1.8%
7 + Person Household	0.9%	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,782	9,879	13,550
Owner Occupied	53.4%	62.8%	68.6%
Owned with a Mortgage/Loan	36.6%	42.9%	46.4%
Owned Free and Clear	16.8%	19.9%	22.2%
Renter Occupied	46.6%	37.2%	31.4%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	132	136	134
Percent of Income for Mortgage	18.0%	17.6%	18.0%
Wealth Index	43	59	66
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,154	10,769	14,736
Housing Units Inside Urbanized Area	98.2%	91.9%	75.0%
Housing Units Inside Urbanized Cluster	0.0%	0.2%	0.4%
Rural Housing Units	1.8%	8.0%	24.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,821	23,361	32,292
Population Inside Urbanized Area	98.1%	91.5%	74.7%
Population Inside Urbanized Cluster	0.0%	0.2%	0.5%
Rural Population	1.9%	8.3%	24.7%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

503 W Main St, Waynesboro, Virginia, 22980  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.06888  
Longitude: -78.88983

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Small Town Simplicity (12C)	Comfortable Empty Nesters (5A)	Comfortable Empty Nesters (5A)
2.	Old and Newcomers (8F)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
3.	Parks and Rec (5C)	Old and Newcomers (8F)	Old and Newcomers (8F)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,002,983	\$16,084,457	\$23,137,590
Average Spent	\$1,275.62	\$1,491.37	\$1,584.55
Spending Potential Index	60	70	75
Education: Total \$	\$3,687,559	\$12,022,476	\$17,536,564
Average Spent	\$940.22	\$1,114.74	\$1,200.97
Spending Potential Index	54	65	70
Entertainment/Recreation: Total \$	\$7,937,462	\$25,172,087	\$36,452,459
Average Spent	\$2,023.83	\$2,333.99	\$2,496.40
Spending Potential Index	63	72	77
Food at Home: Total \$	\$13,424,127	\$42,397,693	\$60,856,766
Average Spent	\$3,422.78	\$3,931.17	\$4,167.70
Spending Potential Index	63	72	76
Food Away from Home: Total \$	\$8,866,887	\$28,468,073	\$40,992,209
Average Spent	\$2,260.81	\$2,639.60	\$2,807.30
Spending Potential Index	60	70	74
Health Care: Total \$	\$15,804,566	\$50,414,995	\$73,156,288
Average Spent	\$4,029.72	\$4,674.55	\$5,010.02
Spending Potential Index	65	75	80
HH Furnishings & Equipment: Total \$	\$5,281,725	\$17,166,913	\$25,003,611
Average Spent	\$1,346.69	\$1,591.74	\$1,712.34
Spending Potential Index	60	71	76
Personal Care Products & Services: Total \$	\$2,123,099	\$6,856,724	\$9,918,548
Average Spent	\$541.33	\$635.76	\$679.26
Spending Potential Index	60	71	76
Shelter: Total \$	\$45,765,163	\$147,312,987	\$213,107,828
Average Spent	\$11,668.83	\$13,659.06	\$14,594.43
Spending Potential Index	58	68	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,647,559	\$18,221,098	\$26,731,819
Average Spent	\$1,439.97	\$1,689.49	\$1,830.70
Spending Potential Index	60	71	77
Travel: Total \$	\$5,560,697	\$18,424,494	\$27,176,342
Average Spent	\$1,417.82	\$1,708.34	\$1,861.14
Spending Potential Index	56	68	74
Vehicle Maintenance & Repairs: Total \$	\$2,791,121	\$8,804,000	\$12,659,241
Average Spent	\$711.66	\$816.32	\$866.95
Spending Potential Index	64	74	78

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

3 Counties 11  
 Augusta County, VA (51015) et al.  
 Geography: County

Prepared by Esri

VA(51015),VA(...

Population Summary	
2000 Total Population	99,505
2010 Total Population	109,776
2021 Total Population	116,447
2021 Group Quarters	3,216
2026 Total Population	119,263
2021-2026 Annual Rate	0.48%
2021 Total Daytime Population	108,408
Workers	50,887
Residents	57,521
Household Summary	
2000 Households	39,006
2000 Average Household Size	2.49
2010 Households	43,815
2010 Average Household Size	2.44
2021 Households	46,858
2021 Average Household Size	2.42
2026 Households	48,133
2026 Average Household Size	2.41
2021-2026 Annual Rate	0.54%
2010 Families	30,690
2010 Average Family Size	2.89
2021 Families	32,291
2021 Average Family Size	2.88
2026 Families	33,006
2026 Average Family Size	2.88
2021-2026 Annual Rate	0.44%
Housing Unit Summary	
2000 Housing Units	44,123
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	11.6%
2010 Housing Units	50,842
Owner Occupied Housing Units	65.8%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	13.8%
2021 Housing Units	54,853
Owner Occupied Housing Units	64.8%
Renter Occupied Housing Units	20.6%
Vacant Housing Units	14.6%
2026 Housing Units	56,660
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	15.0%
Median Household Income	
2021	\$57,898
2026	\$61,755
Median Home Value	
2021	\$240,540
2026	\$293,488
Per Capita Income	
2021	\$29,817
2026	\$32,840
Median Age	
2010	42.9
2021	45.3
2026	46.0

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 14, 2022



# Market Profile

3 Counties 11  
Augusta County, VA (51015) et al.  
Geography: County

Prepared by Esri

VA(51015),VA(...

2021 Households by Income	
Household Income Base	46,858
<\$15,000	8.2%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	5.1%
\$200,000+	2.8%
Average Household Income	\$73,925

2026 Households by Income	
Household Income Base	48,133
<\$15,000	7.3%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	6.2%
\$200,000+	3.3%
Average Household Income	\$81,202

2021 Owner Occupied Housing Units by Value	
Total	35,545
<\$50,000	4.1%
\$50,000 - \$99,999	5.2%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	17.7%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	14.4%
\$300,000 - \$399,999	14.8%
\$400,000 - \$499,999	6.2%
\$500,000 - \$749,999	6.8%
\$750,000 - \$999,999	2.2%
\$1,000,000 - \$1,499,999	1.7%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.6%
Average Home Value	\$308,156

2026 Owner Occupied Housing Units by Value	
Total	36,852
<\$50,000	1.9%
\$50,000 - \$99,999	2.6%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	12.7%
\$200,000 - \$249,999	13.4%
\$250,000 - \$299,999	14.8%
\$300,000 - \$399,999	17.9%
\$400,000 - \$499,999	9.0%
\$500,000 - \$749,999	11.4%
\$750,000 - \$999,999	4.2%
\$1,000,000 - \$1,499,999	3.4%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	1.0%
Average Home Value	\$399,708

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 14, 2022



# Market Profile

3 Counties 11  
Augusta County, VA (51015) et al.  
Geography: County

Prepared by Esri

VA(51015),VA(...

2010 Population by Age	
Total	109,776
0 - 4	5.6%
5 - 9	6.0%
10 - 14	6.1%
15 - 24	11.2%
25 - 34	11.2%
35 - 44	12.8%
45 - 54	16.0%
55 - 64	14.4%
65 - 74	9.6%
75 - 84	5.3%
85 +	1.9%
18 +	78.6%
2021 Population by Age	
Total	116,447
0 - 4	4.8%
5 - 9	5.3%
10 - 14	5.7%
15 - 24	10.2%
25 - 34	11.5%
35 - 44	12.1%
45 - 54	12.6%
55 - 64	15.5%
65 - 74	13.3%
75 - 84	6.6%
85 +	2.3%
18 +	81.0%
2026 Population by Age	
Total	119,263
0 - 4	4.8%
5 - 9	5.2%
10 - 14	5.7%
15 - 24	10.2%
25 - 34	10.6%
35 - 44	12.4%
45 - 54	12.1%
55 - 64	14.2%
65 - 74	14.0%
75 - 84	8.3%
85 +	2.5%
18 +	81.1%
2010 Population by Sex	
Males	54,720
Females	55,056
2021 Population by Sex	
Males	58,280
Females	58,167
2026 Population by Sex	
Males	59,832
Females	59,431

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.





# Market Profile

3 Counties 11  
 Augusta County, VA (51015) et al.  
 Geography: County

Prepared by Esri

VA(51015),VA(...

2010 Population by Race/Ethnicity	
Total	109,776
White Alone	89.8%
Black Alone	6.5%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.7%
Hispanic Origin	3.0%
Diversity Index	23.6
2021 Population by Race/Ethnicity	
Total	116,447
White Alone	87.1%
Black Alone	7.3%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	2.5%
Hispanic Origin	4.9%
Diversity Index	30.7
2026 Population by Race/Ethnicity	
Total	119,263
White Alone	85.8%
Black Alone	7.7%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	2.9%
Hispanic Origin	5.8%
Diversity Index	33.8
2010 Population by Relationship and Household Type	
Total	109,776
In Households	97.3%
In Family Households	82.8%
Householder	28.0%
Spouse	21.8%
Child	28.2%
Other relative	2.7%
Nonrelative	2.1%
In Nonfamily Households	14.5%
In Group Quarters	2.7%
Institutionalized Population	2.6%
Noninstitutionalized Population	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 14, 2022



# Market Profile

3 Counties 11  
 Augusta County, VA (51015) et al.  
 Geography: County

Prepared by Esri

VA(51015),VA(...

<b>2021 Population 25+ by Educational Attainment</b>	
Total	86,184
Less than 9th Grade	3.8%
9th - 12th Grade, No Diploma	8.8%
High School Graduate	30.1%
GED/Alternative Credential	6.3%
Some College, No Degree	18.1%
Associate Degree	7.0%
Bachelor's Degree	16.0%
Graduate/Professional Degree	10.0%
<b>2021 Population 15+ by Marital Status</b>	
Total	98,080
Never Married	26.4%
Married	55.4%
Widowed	7.5%
Divorced	10.7%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	59,739
Population 16+ Employed	96.1%
Population 16+ Unemployment rate	3.9%
Population 16-24 Employed	10.8%
Population 16-24 Unemployment rate	8.2%
Population 25-54 Employed	56.4%
Population 25-54 Unemployment rate	3.9%
Population 55-64 Employed	21.7%
Population 55-64 Unemployment rate	3.4%
Population 65+ Employed	11.1%
Population 65+ Unemployment rate	0.3%
<b>2021 Employed Population 16+ by Industry</b>	
Total	57,422
Agriculture/Mining	1.9%
Construction	8.1%
Manufacturing	12.2%
Wholesale Trade	2.2%
Retail Trade	12.9%
Transportation/Utilities	7.0%
Information	1.4%
Finance/Insurance/Real Estate	4.0%
Services	45.7%
Public Administration	4.5%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	57,422
White Collar	56.3%
Management/Business/Financial	13.1%
Professional	22.9%
Sales	8.6%
Administrative Support	11.7%
Services	16.0%
Blue Collar	27.6%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	3.3%
Production	7.8%
Transportation/Material Moving	10.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 14, 2022



# Market Profile

3 Counties 11  
Augusta County, VA (51015) et al.  
Geography: County

Prepared by Esri

	VA(51015),VA(...)
<b>2010 Households by Type</b>	
Total	43,815
Households with 1 Person	24.9%
Households with 2+ People	75.1%
Family Households	70.0%
Husband-wife Families	54.6%
With Related Children	20.3%
Other Family (No Spouse Present)	15.4%
Other Family with Male Householder	4.7%
With Related Children	2.7%
Other Family with Female Householder	10.7%
With Related Children	6.6%
Nonfamily Households	5.1%
All Households with Children	30.2%
Multigenerational Households	3.5%
Unmarried Partner Households	6.4%
Male-female	5.7%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	43,815
1 Person Household	24.9%
2 Person Household	38.4%
3 Person Household	16.8%
4 Person Household	12.2%
5 Person Household	5.0%
6 Person Household	1.8%
7 + Person Household	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	43,815
Owner Occupied	76.4%
Owned with a Mortgage/Loan	49.6%
Owned Free and Clear	26.8%
Renter Occupied	23.6%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	140
Percent of Income for Mortgage	17.4%
Wealth Index	74
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	50,842
Housing Units Inside Urbanized Area	29.3%
Housing Units Inside Urbanized Cluster	9.0%
Rural Housing Units	61.6%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	109,776
Population Inside Urbanized Area	30.7%
Population Inside Urbanized Cluster	10.5%
Rural Population	58.8%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 14, 2022



# Market Profile

3 Counties 11  
 Augusta County, VA (51015) et al.  
 Geography: County

Prepared by Esri

VA(51015),VA(...

## Top 3 Tapestry Segments

1. Comfortable Empty Nesters (5A)
2. Salt of the Earth (6B)
3. The Great Outdoors (6C)

## 2021 Consumer Spending

Apparel & Services: Total \$	\$78,152,667
Average Spent	\$1,667.86
Spending Potential Index	79
Education: Total \$	\$58,196,964
Average Spent	\$1,241.99
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$127,213,960
Average Spent	\$2,714.88
Spending Potential Index	84
Food at Home: Total \$	\$210,956,189
Average Spent	\$4,502.03
Spending Potential Index	83
Food Away from Home: Total \$	\$140,150,812
Average Spent	\$2,990.97
Spending Potential Index	79
Health Care: Total \$	\$257,549,585
Average Spent	\$5,496.38
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$86,289,692
Average Spent	\$1,841.51
Spending Potential Index	82
Personal Care Products & Services: Total \$	\$33,665,885
Average Spent	\$718.47
Spending Potential Index	80
Shelter: Total \$	\$716,437,707
Average Spent	\$15,289.55
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$95,094,923
Average Spent	\$2,029.43
Spending Potential Index	85
Travel: Total \$	\$93,447,931
Average Spent	\$1,994.28
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$44,258,275
Average Spent	\$944.52
Spending Potential Index	85

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 14, 2022



# Retail MarketPlace Profile

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

## Summary Demographics

2021 Population	9,113
2021 Households	3,922
2021 Median Disposable Income	\$31,291
2021 Per Capita Income	\$23,559

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$92,357,772	\$170,583,908	-\$78,226,136	-29.8	117
Total Retail Trade	44-45	\$83,893,073	\$155,482,350	-\$71,589,277	-29.9	85
Total Food & Drink	722	\$8,464,699	\$15,101,558	-\$6,636,859	-28.2	32
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,352,534	\$8,461,263	\$9,891,271	36.9	12
Automobile Dealers	4411	\$15,079,850	\$4,232,191	\$10,847,659	56.2	7
Other Motor Vehicle Dealers	4412	\$1,857,631	\$1,007,932	\$849,699	29.7	1
Auto Parts, Accessories & Tire Stores	4413	\$1,415,052	\$3,221,141	-\$1,806,089	-39.0	4
Furniture & Home Furnishings Stores	442	\$2,960,712	\$8,346,362	-\$5,385,650	-47.6	10
Furniture Stores	4421	\$1,690,386	\$5,409,915	-\$3,719,529	-52.4	5
Home Furnishings Stores	4422	\$1,270,325	\$2,936,448	-\$1,666,123	-39.6	4
Electronics & Appliance Stores	443	\$2,571,179	\$1,028,901	\$1,542,278	42.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,368,293	\$8,167,902	-\$2,799,609	-20.7	7
Bldg Material & Supplies Dealers	4441	\$4,957,756	\$8,167,902	-\$3,210,146	-24.5	7
Lawn & Garden Equip & Supply Stores	4442	\$410,536	\$0	\$410,536	100.0	0
Food & Beverage Stores	445	\$15,082,350	\$50,892,612	-\$35,810,262	-54.3	7
Grocery Stores	4451	\$14,034,992	\$50,892,612	-\$36,857,620	-56.8	7
Specialty Food Stores	4452	\$443,011	\$0	\$443,011	100.0	0
Beer, Wine & Liquor Stores	4453	\$604,347	\$0	\$604,347	100.0	0
Health & Personal Care Stores	446,4461	\$5,169,701	\$14,656,453	-\$9,486,752	-47.8	7
Gasoline Stations	447,4471	\$8,746,134	\$19,887,114	-\$11,140,980	-38.9	4
Clothing & Clothing Accessories Stores	448	\$3,872,483	\$850,104	\$3,022,379	64.0	3
Clothing Stores	4481	\$2,648,878	\$602,851	\$2,046,027	62.9	2
Shoe Stores	4482	\$558,957	\$0	\$558,957	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$664,648	\$0	\$664,648	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,167,049	\$7,931,458	-\$5,764,409	-57.1	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,829,402	\$7,451,353	-\$5,621,951	-60.6	7
Book, Periodical & Music Stores	4512	\$337,647	\$0	\$337,647	100.0	0
General Merchandise Stores	452	\$14,786,757	\$23,790,280	-\$9,003,523	-23.3	6
Department Stores Excluding Leased Depts.	4521	\$10,067,009	\$18,103,319	-\$8,036,310	-28.5	3
Other General Merchandise Stores	4529	\$4,719,748	\$5,686,960	-\$967,212	-9.3	3
Miscellaneous Store Retailers	453	\$3,198,253	\$10,063,526	-\$6,865,273	-51.8	17
Florists	4531	\$132,924	\$324,915	-\$191,991	-41.9	2
Office Supplies, Stationery & Gift Stores	4532	\$734,353	\$482,949	\$251,404	20.7	2
Used Merchandise Stores	4533	\$349,610	\$1,247,394	-\$897,784	-56.2	9
Other Miscellaneous Store Retailers	4539	\$1,981,367	\$8,008,268	-\$6,026,901	-60.3	4
Nonstore Retailers	454	\$1,617,628	\$1,406,377	\$211,251	7.0	2
Electronic Shopping & Mail-Order Houses	4541	\$991,505	\$929,027	\$62,478	3.3	1
Vending Machine Operators	4542	\$75,742	\$0	\$75,742	100.0	0
Direct Selling Establishments	4543	\$550,382	\$477,350	\$73,032	7.1	1
Food Services & Drinking Places	722	\$8,464,699	\$15,101,558	-\$6,636,859	-28.2	32
Special Food Services	7223	\$120,186	\$199,680	-\$79,494	-24.9	1
Drinking Places - Alcoholic Beverages	7224	\$107,855	\$0	\$107,855	100.0	0
Restaurants/Other Eating Places	7225	\$8,236,658	\$14,901,878	-\$6,665,220	-28.8	31

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

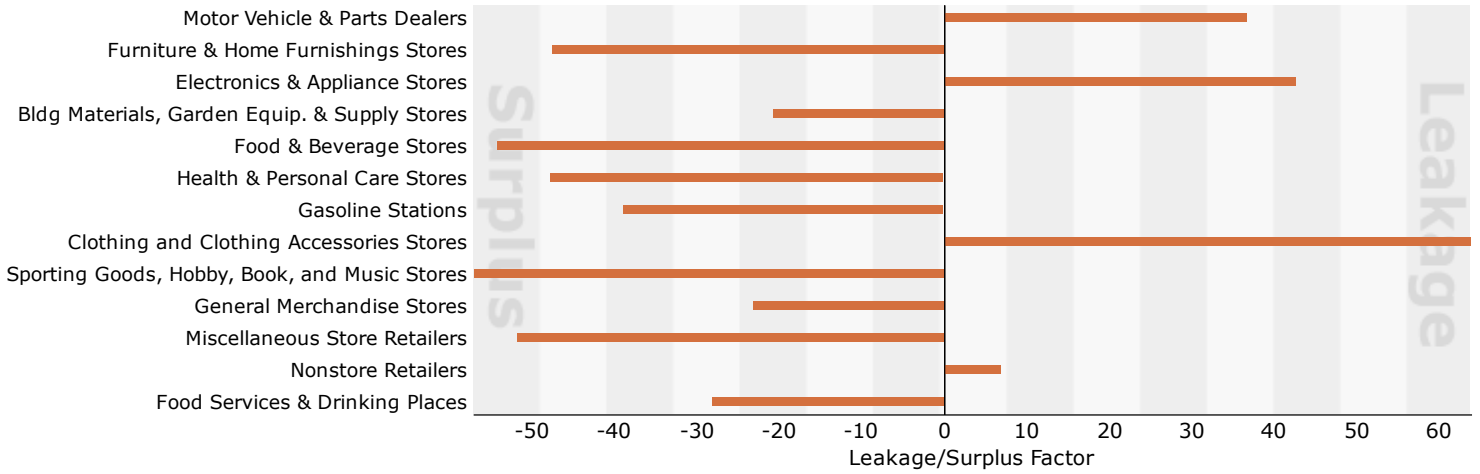


# Retail MarketPlace Profile

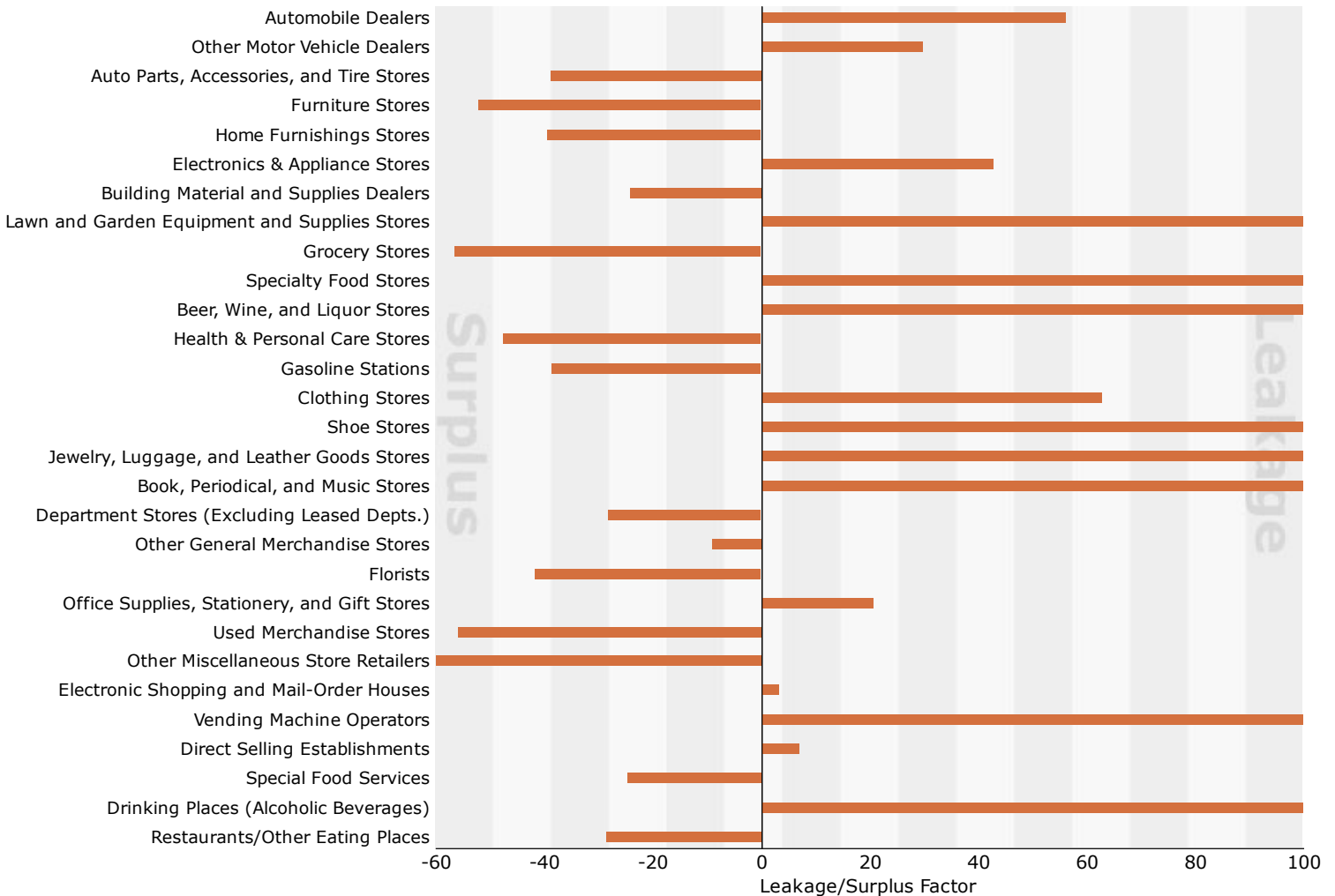
503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.



# Retail MarketPlace Profile

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

## Summary Demographics

2021 Population	25,390
2021 Households	10,785
2021 Median Disposable Income	\$37,763
2021 Per Capita Income	\$27,282

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

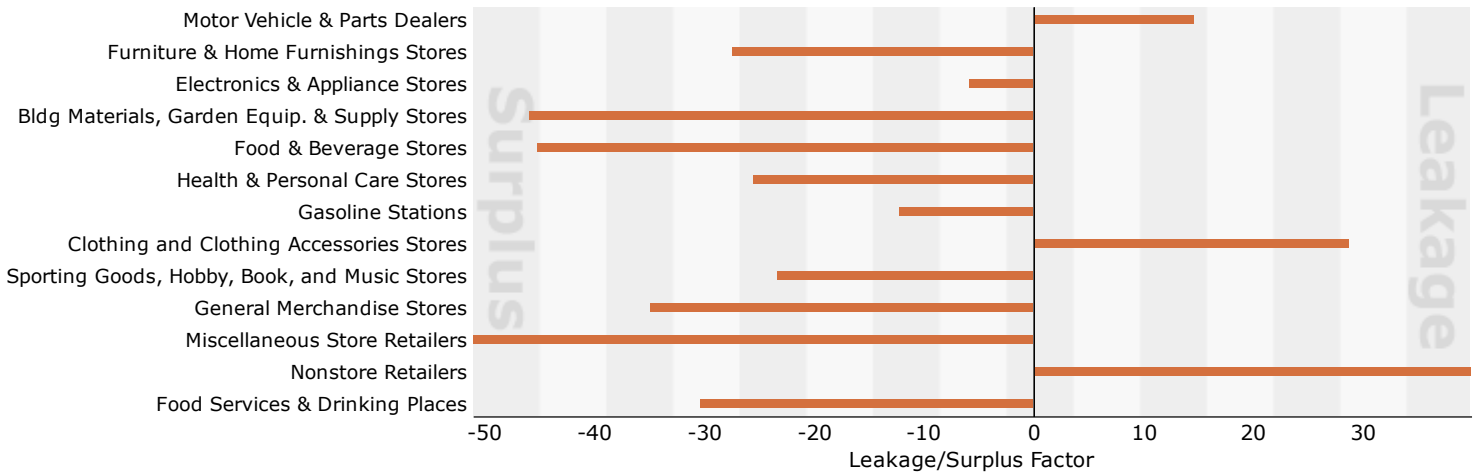
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$307,488,775	\$530,302,449	-\$222,813,674	-26.6	243
Total Retail Trade	44-45	\$278,782,133	\$476,340,887	-\$197,558,754	-26.2	175
Total Food & Drink	722	\$28,706,643	\$53,961,562	-\$25,254,919	-30.5	68
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$60,463,300	\$44,932,131	\$15,531,169	14.7	24
Automobile Dealers	4411	\$49,578,829	\$32,141,418	\$17,437,411	21.3	12
Other Motor Vehicle Dealers	4412	\$6,159,591	\$5,810,156	\$349,435	2.9	2
Auto Parts, Accessories & Tire Stores	4413	\$4,724,881	\$6,980,557	-\$2,255,676	-19.3	9
Furniture & Home Furnishings Stores	442	\$10,164,477	\$17,868,660	-\$7,704,183	-27.5	16
Furniture Stores	4421	\$5,709,829	\$11,948,403	-\$6,238,574	-35.3	10
Home Furnishings Stores	4422	\$4,454,648	\$5,920,257	-\$1,465,609	-14.1	6
Electronics & Appliance Stores	443	\$8,683,537	\$9,780,385	-\$1,096,848	-5.9	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$18,623,846	\$50,349,131	-\$31,725,285	-46.0	18
Bldg Material & Supplies Dealers	4441	\$17,219,071	\$42,110,839	-\$24,891,768	-42.0	14
Lawn & Garden Equip & Supply Stores	4442	\$1,404,776	\$8,238,292	-\$6,833,516	-70.9	3
Food & Beverage Stores	445	\$49,584,185	\$131,767,921	-\$82,183,736	-45.3	19
Grocery Stores	4451	\$46,058,150	\$129,361,149	-\$83,302,999	-47.5	17
Specialty Food Stores	4452	\$1,449,940	\$611,234	\$838,706	40.7	2
Beer, Wine & Liquor Stores	4453	\$2,076,095	\$1,795,538	\$280,557	7.2	1
Health & Personal Care Stores	446,4461	\$17,231,190	\$29,092,228	-\$11,861,038	-25.6	16
Gasoline Stations	447,4471	\$28,369,143	\$36,361,163	-\$7,992,020	-12.3	10
Clothing & Clothing Accessories Stores	448	\$13,207,327	\$7,301,867	\$5,905,460	28.8	9
Clothing Stores	4481	\$8,981,226	\$5,226,803	\$3,754,423	26.4	5
Shoe Stores	4482	\$1,889,981	\$598,612	\$1,291,369	51.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,336,120	\$1,476,452	\$859,668	22.5	3
Sporting Goods, Hobby, Book & Music Stores	451	\$7,315,750	\$11,802,860	-\$4,487,110	-23.5	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,195,835	\$10,364,868	-\$4,169,033	-25.2	9
Book, Periodical & Music Stores	4512	\$1,119,914	\$1,437,992	-\$318,078	-12.4	1
General Merchandise Stores	452	\$49,320,428	\$102,389,690	-\$53,069,262	-35.0	15
Department Stores Excluding Leased Depts.	4521	\$33,823,780	\$87,664,681	-\$53,840,901	-44.3	8
Other General Merchandise Stores	4529	\$15,496,648	\$14,725,009	\$771,639	2.6	7
Miscellaneous Store Retailers	453	\$10,472,240	\$32,398,703	-\$21,926,463	-51.1	29
Florists	4531	\$480,249	\$324,915	\$155,334	19.3	2
Office Supplies, Stationery & Gift Stores	4532	\$2,495,180	\$3,224,938	-\$729,758	-12.8	6
Used Merchandise Stores	4533	\$1,186,395	\$3,398,356	-\$2,211,961	-48.2	13
Other Miscellaneous Store Retailers	4539	\$6,310,416	\$25,450,495	-\$19,140,079	-60.3	8
Nonstore Retailers	454	\$5,346,711	\$2,296,149	\$3,050,562	39.9	3
Electronic Shopping & Mail-Order Houses	4541	\$3,305,836	\$1,818,799	\$1,487,037	29.0	2
Vending Machine Operators	4542	\$247,790	\$0	\$247,790	100.0	0
Direct Selling Establishments	4543	\$1,793,085	\$477,350	\$1,315,735	58.0	1
Food Services & Drinking Places	722	\$28,706,643	\$53,961,562	-\$25,254,919	-30.5	68
Special Food Services	7223	\$408,921	\$199,680	\$209,241	34.4	1
Drinking Places - Alcoholic Beverages	7224	\$365,393	\$0	\$365,393	100.0	0
Restaurants/Other Eating Places	7225	\$27,932,329	\$53,761,882	-\$25,829,553	-31.6	67

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

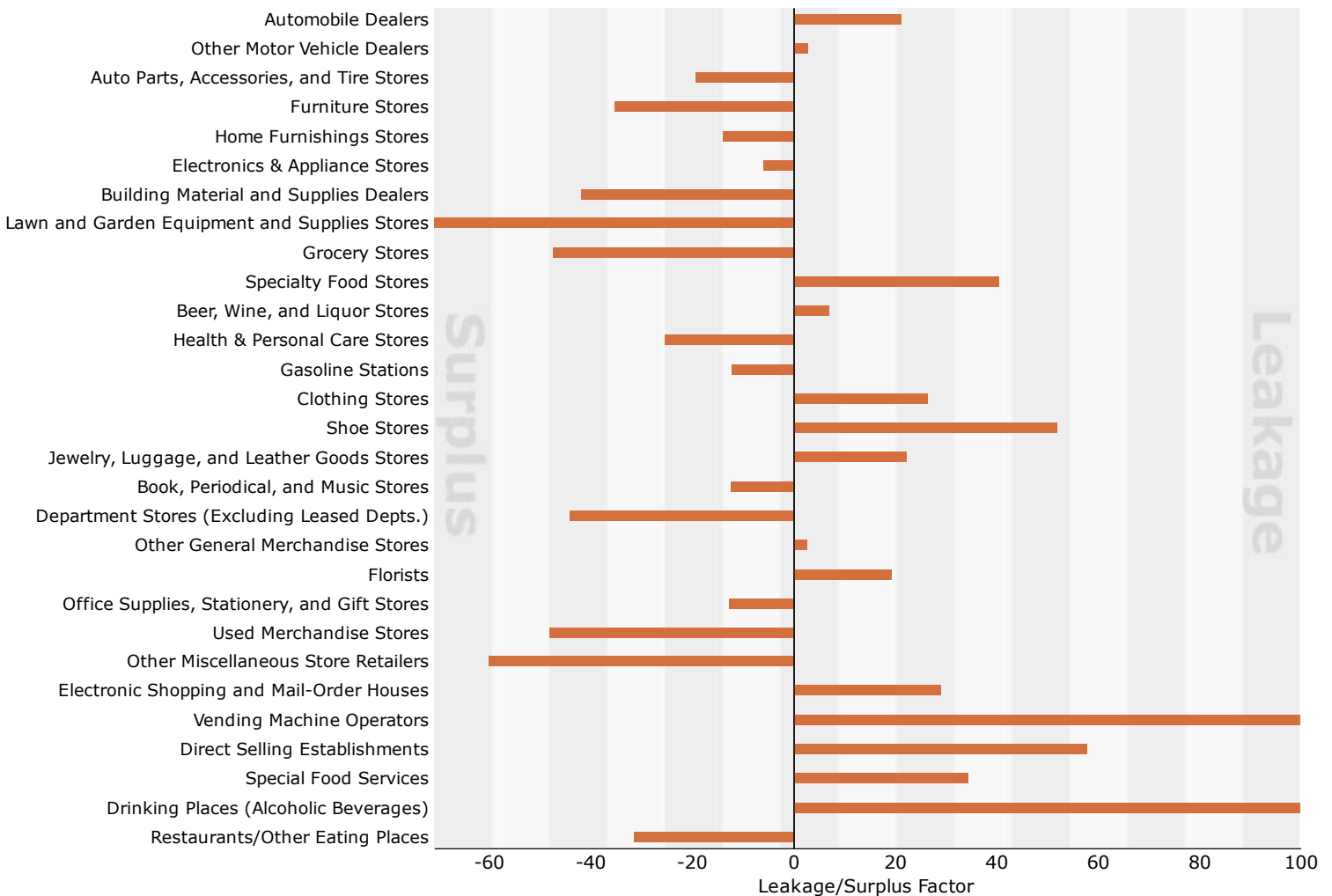
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.





# Retail MarketPlace Profile

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

## Summary Demographics

2021 Population	34,579
2021 Households	14,602
2021 Median Disposable Income	\$42,076
2021 Per Capita Income	\$29,054

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

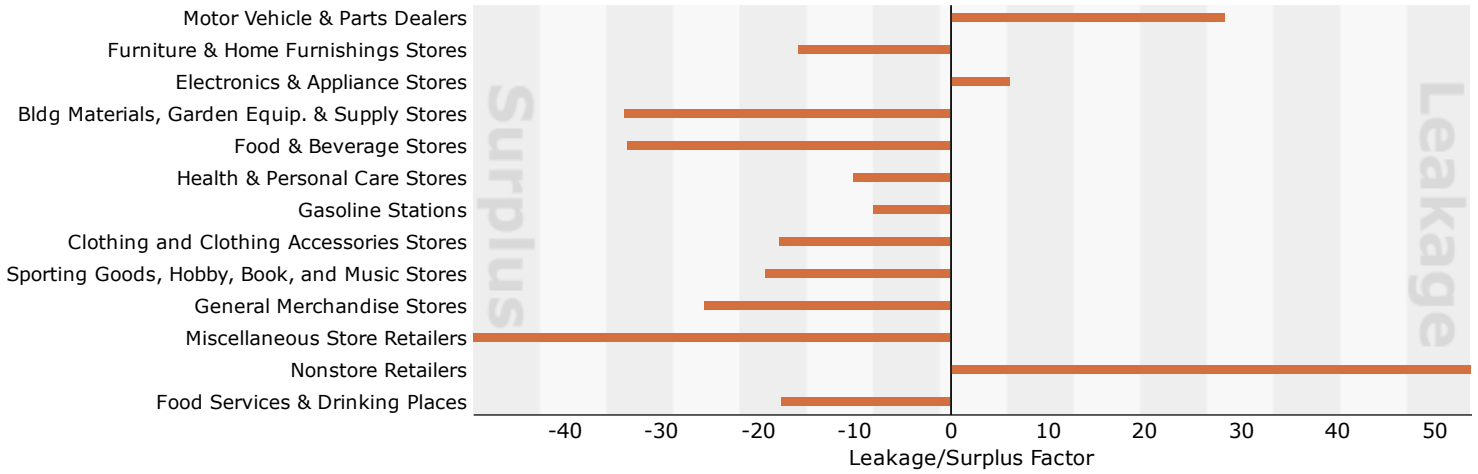
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$452,658,981	\$639,512,126	-\$186,853,145	-17.1	299
Total Retail Trade	44-45	\$410,281,168	\$578,924,551	-\$168,643,383	-17.0	223
Total Food & Drink	722	\$42,377,813	\$60,587,575	-\$18,209,762	-17.7	76
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$88,853,194	\$49,435,984	\$39,417,210	28.5	29
Automobile Dealers	4411	\$72,766,089	\$34,304,992	\$38,461,097	35.9	15
Other Motor Vehicle Dealers	4412	\$9,118,484	\$7,161,015	\$1,957,469	12.0	3
Auto Parts, Accessories & Tire Stores	4413	\$6,968,621	\$7,969,978	-\$1,001,357	-6.7	10
Furniture & Home Furnishings Stores	442	\$15,080,352	\$20,759,709	-\$5,679,357	-15.8	19
Furniture Stores	4421	\$8,402,393	\$12,544,470	-\$4,142,077	-19.8	11
Home Furnishings Stores	4422	\$6,677,959	\$8,215,239	-\$1,537,280	-10.3	8
Electronics & Appliance Stores	443	\$12,820,914	\$11,334,724	\$1,486,190	6.2	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$28,062,479	\$56,827,042	-\$28,764,563	-33.9	25
Bldg Material & Supplies Dealers	4441	\$25,941,926	\$46,395,563	-\$20,453,637	-28.3	18
Lawn & Garden Equip & Supply Stores	4442	\$2,120,552	\$10,431,479	-\$8,310,927	-66.2	7
Food & Beverage Stores	445	\$72,568,029	\$146,136,665	-\$73,568,636	-33.6	25
Grocery Stores	4451	\$67,363,680	\$141,855,211	-\$74,491,531	-35.6	21
Specialty Food Stores	4452	\$2,117,372	\$994,021	\$1,123,351	36.1	3
Beer, Wine & Liquor Stores	4453	\$3,086,977	\$3,287,433	-\$200,456	-3.1	2
Health & Personal Care Stores	446,4461	\$25,418,757	\$31,135,921	-\$5,717,164	-10.1	20
Gasoline Stations	447,4471	\$41,345,282	\$48,696,793	-\$7,351,511	-8.2	12
Clothing & Clothing Accessories Stores	448	\$19,522,145	\$27,976,116	-\$8,453,971	-17.8	12
Clothing Stores	4481	\$13,248,213	\$25,349,653	-\$12,101,440	-31.4	8
Shoe Stores	4482	\$2,779,373	\$1,002,025	\$1,777,348	47.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$3,494,559	\$1,624,438	\$1,870,121	36.5	3
Sporting Goods, Hobby, Book & Music Stores	451	\$10,804,177	\$15,973,208	-\$5,169,031	-19.3	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,165,482	\$13,347,729	-\$4,182,247	-18.6	12
Book, Periodical & Music Stores	4512	\$1,638,695	\$2,625,479	-\$986,784	-23.1	3
General Merchandise Stores	452	\$72,517,041	\$122,756,216	-\$50,239,175	-25.7	17
Department Stores Excluding Leased Depts.	4521	\$49,835,446	\$107,833,455	-\$57,998,009	-36.8	9
Other General Merchandise Stores	4529	\$22,681,596	\$14,922,761	\$7,758,835	20.6	8
Miscellaneous Store Retailers	453	\$15,393,173	\$45,526,757	-\$30,133,584	-49.5	36
Florists	4531	\$732,589	\$573,450	\$159,139	12.2	3
Office Supplies, Stationery & Gift Stores	4532	\$3,690,939	\$3,852,036	-\$161,097	-2.1	8
Used Merchandise Stores	4533	\$1,751,993	\$3,558,723	-\$1,806,730	-34.0	14
Other Miscellaneous Store Retailers	4539	\$9,217,651	\$37,542,548	-\$28,324,897	-60.6	11
Nonstore Retailers	454	\$7,895,626	\$2,365,415	\$5,530,211	53.9	4
Electronic Shopping & Mail-Order Houses	4541	\$4,863,016	\$1,858,054	\$3,004,962	44.7	2
Vending Machine Operators	4542	\$361,783	\$0	\$361,783	100.0	0
Direct Selling Establishments	4543	\$2,670,827	\$507,361	\$2,163,466	68.1	2
Food Services & Drinking Places	722	\$42,377,813	\$60,587,575	-\$18,209,762	-17.7	76
Special Food Services	7223	\$607,160	\$238,293	\$368,867	43.6	1
Drinking Places - Alcoholic Beverages	7224	\$539,223	\$0	\$539,223	100.0	0
Restaurants/Other Eating Places	7225	\$41,231,431	\$60,349,282	-\$19,117,851	-18.8	75

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

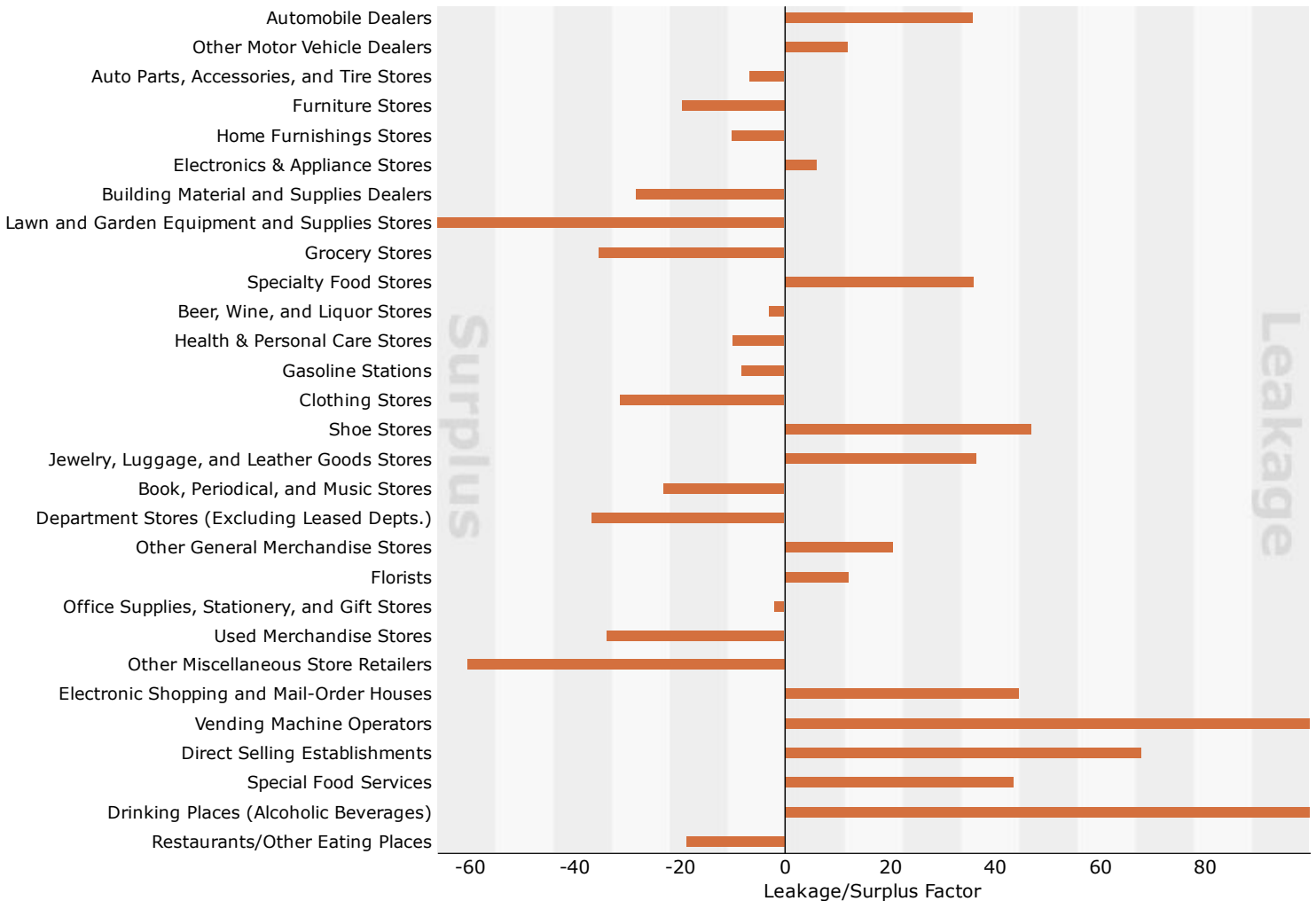
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.



# Retail MarketPlace Profile

3 Counties 11  
 Augusta County, VA (51015) et al.  
 Geography: County

Prepared by Esri

## Summary Demographics

2021 Population	116,447
2021 Households	46,858
2021 Median Disposable Income	\$47,438
2021 Per Capita Income	\$29,817

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

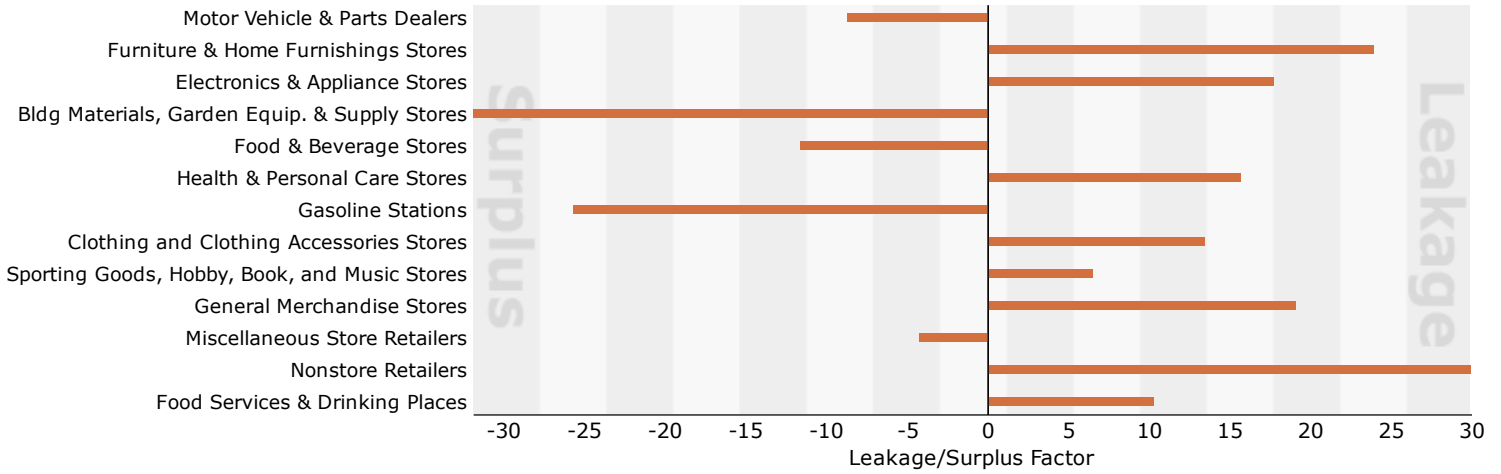
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,462,153,040	\$1,582,324,943	-\$120,171,903	-3.9	714
Total Retail Trade	44-45	\$1,328,480,930	\$1,473,675,260	-\$145,194,330	-5.2	551
Total Food & Drink	722	\$133,672,110	\$108,649,683	\$25,022,427	10.3	163
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$292,929,844	\$348,886,500	-\$55,956,656	-8.7	73
Automobile Dealers	4411	\$239,946,901	\$290,136,180	-\$50,189,279	-9.5	37
Other Motor Vehicle Dealers	4412	\$30,565,029	\$29,337,502	\$1,227,527	2.0	10
Auto Parts, Accessories & Tire Stores	4413	\$22,417,914	\$29,412,818	-\$6,994,904	-13.5	26
Furniture & Home Furnishings Stores	442	\$47,708,732	\$29,236,388	\$18,472,344	24.0	30
Furniture Stores	4421	\$26,396,147	\$19,154,403	\$7,241,744	15.9	16
Home Furnishings Stores	4422	\$21,312,585	\$10,081,985	\$11,230,600	35.8	14
Electronics & Appliance Stores	443	\$40,410,303	\$28,225,719	\$12,184,584	17.8	25
Bldg Materials, Garden Equip. & Supply Stores	444	\$93,695,857	\$181,677,401	-\$87,981,544	-31.9	65
Bldg Material & Supplies Dealers	4441	\$86,562,302	\$166,477,901	-\$79,915,599	-31.6	44
Lawn & Garden Equip & Supply Stores	4442	\$7,133,555	\$15,199,500	-\$8,065,945	-36.1	21
Food & Beverage Stores	445	\$233,020,305	\$294,519,327	-\$61,499,022	-11.7	83
Grocery Stores	4451	\$216,577,203	\$278,490,691	-\$61,913,488	-12.5	65
Specialty Food Stores	4452	\$6,792,558	\$3,652,974	\$3,139,584	30.1	10
Beer, Wine & Liquor Stores	4453	\$9,650,544	\$12,375,662	-\$2,725,118	-12.4	8
Health & Personal Care Stores	446,4461	\$82,702,258	\$60,260,399	\$22,441,859	15.7	36
Gasoline Stations	447,4471	\$134,775,973	\$227,976,965	-\$93,200,992	-25.7	53
Clothing & Clothing Accessories Stores	448	\$61,093,506	\$46,572,699	\$14,520,807	13.5	22
Clothing Stores	4481	\$41,606,967	\$30,733,904	\$10,873,063	15.0	12
Shoe Stores	4482	\$8,744,912	\$2,716,182	\$6,028,730	52.6	2
Jewelry, Luggage & Leather Goods Stores	4483	\$10,741,627	\$13,122,613	-\$2,380,986	-10.0	8
Sporting Goods, Hobby, Book & Music Stores	451	\$34,326,913	\$30,055,468	\$4,271,445	6.6	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$29,234,134	\$25,314,142	\$3,919,992	7.2	25
Book, Periodical & Music Stores	4512	\$5,092,779	\$4,741,326	\$351,453	3.6	7
General Merchandise Stores	452	\$231,558,916	\$157,275,128	\$74,283,788	19.1	43
Department Stores Excluding Leased Depts.	4521	\$158,418,313	\$134,165,954	\$24,252,359	8.3	14
Other General Merchandise Stores	4529	\$73,140,603	\$23,109,174	\$50,031,429	52.0	29
Miscellaneous Store Retailers	453	\$50,699,377	\$55,235,959	-\$4,536,582	-4.3	76
Florists	4531	\$2,340,326	\$1,277,118	\$1,063,208	29.4	9
Office Supplies, Stationery & Gift Stores	4532	\$11,721,608	\$4,449,407	\$7,272,201	45.0	12
Used Merchandise Stores	4533	\$5,527,442	\$6,811,312	-\$1,283,870	-10.4	26
Other Miscellaneous Store Retailers	4539	\$31,110,001	\$42,698,122	-\$11,588,121	-15.7	29
Nonstore Retailers	454	\$25,558,946	\$13,753,307	\$11,805,639	30.0	13
Electronic Shopping & Mail-Order Houses	4541	\$15,412,623	\$7,638,193	\$7,774,430	33.7	5
Vending Machine Operators	4542	\$1,160,572	\$4,032,337	-\$2,871,765	-55.3	1
Direct Selling Establishments	4543	\$8,985,751	\$2,082,777	\$6,902,974	62.4	7
Food Services & Drinking Places	722	\$133,672,110	\$108,649,683	\$25,022,427	10.3	163
Special Food Services	7223	\$1,938,279	\$861,612	\$1,076,667	38.5	5
Drinking Places - Alcoholic Beverages	7224	\$1,674,414	\$227,542	\$1,446,872	76.1	1
Restaurants/Other Eating Places	7225	\$130,059,417	\$107,560,529	\$22,498,888	9.5	157

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Restaurant Market Potential

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

Demographic Summary		2021	2026
Population		9,113	9,233
Population 18+		7,112	7,244
Households		3,922	3,979
Median Household Income		\$37,789	\$39,813

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	4,887	68.7%	95
Went to family restaurant/steak house 4+ times/month last 30 days	1,594	22.4%	91
Spent at family restaurant/steak house last 30 days: \$1-30	600	8.4%	114
Spent at family restaurant/steak house 30 days: \$31-50	652	9.2%	104
Spent at family restaurant/steak house last 30 days: \$51-100	846	11.9%	82
Spent at family restaurant/steak house last 30 days: \$101-200	499	7.0%	78
Spent at family restaurant/steak house last 30 days: \$201+	204	2.9%	68
Spent at fine dining last 30 days: \$1-100	211	3.0%	76
Spent at fine dining last 30 days: \$101+	182	2.6%	60
Went to family restaurant last 6 months: for breakfast	861	12.1%	100
Went to family restaurant last 6 months: for lunch	1,092	15.4%	86
Went to family restaurant last 6 months: for dinner	3,059	43.0%	97
Went to family restaurant last 6 months: for snack	109	1.5%	84
Went to family restaurant last 6 months: on weekday	1,996	28.1%	96
Went to family restaurant last 6 months: on weekend	2,677	37.6%	96
Went to family restaurant last 6 months: Applebee`s	1,441	20.3%	111
Went to family restaurant last 6 months: Bob Evans	374	5.3%	173
Went to family restaurant last 6 months: Buffalo Wild Wings	575	8.1%	86
Went to family restaurant last 6 months: California Pizza Kitchen	93	1.3%	53
Went to family restaurant last 6 months: The Cheesecake Factory	283	4.0%	57
Went to family restaurant last 6 months: Chili`s Grill & Bar	643	9.0%	88
Went to family restaurant last 6 months: CiCi`s Pizza	157	2.2%	104
Went to family restaurant last 6 months: Cracker Barrel	814	11.4%	101
Went to family restaurant last 6 months: Denny`s	592	8.3%	97
Went to family restaurant last 6 months: Golden Corral	469	6.6%	100
Went to family restaurant last 6 months: IHOP	522	7.3%	79
Went to family restaurant last 6 months: Logan`s Roadhouse	210	3.0%	105
Went to family restaurant last 6 months: LongHorn Steakhouse	386	5.4%	95
Went to family restaurant last 6 months: Olive Garden	1,009	14.2%	90
Went to family restaurant last 6 months: Outback Steakhouse	617	8.7%	106
Went to family restaurant last 6 months: Red Lobster	669	9.4%	101
Went to family restaurant last 6 months: Red Robin	422	5.9%	82
Went to family restaurant last 6 months: Ruby Tuesday	309	4.3%	111
Went to family restaurant last 6 months: Texas Roadhouse	950	13.4%	119
Went to family restaurant last 6 months: T.G.I. Friday`s	296	4.2%	95
Went to family restaurant last 6 months: Waffle House	435	6.1%	97
Went to family restaurant last 6 months: fast food/drive-in	6,438	90.5%	101
Went to fast food/drive-in restaurant 9+ times/month	2,750	38.7%	102
Spent at fast food restaurant last 30 days: <\$1-10	268	3.8%	96
Spent at fast food restaurant last 30 days: \$11-\$20	702	9.9%	108
Spent at fast food restaurant last 30 days: \$21-\$40	1,073	15.1%	95
Spent at fast food restaurant last 30 days: \$41-\$50	525	7.4%	88
Spent at fast food restaurant last 30 days: \$51-\$100	1,123	15.8%	90
Spent at fast food restaurant last 30 days: \$101-\$200	683	9.6%	99
Spent at fast food restaurant last 30 days: \$201+	293	4.1%	109

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



# Restaurant Market Potential

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	2,064	29.0%	89
Went to fast food restaurant in the last 6 months: home delivery	633	8.9%	100
Went to fast food restaurant in the last 6 months: take-out/drive-thru	3,627	51.0%	106
Went to fast food restaurant in the last 6 months: take-out/walk-in	1,314	18.5%	90
Went to fast food restaurant in the last 6 months: breakfast	2,342	32.9%	96
Went to fast food restaurant in the last 6 months: lunch	3,362	47.3%	95
Went to fast food restaurant in the last 6 months: dinner	3,514	49.4%	105
Went to fast food restaurant in the last 6 months: snack	742	10.4%	83
Went to fast food restaurant in the last 6 months: weekday	4,292	60.3%	104
Went to fast food restaurant in the last 6 months: weekend	3,138	44.1%	94
Went to fast food restaurant in the last 6 months: A & W	221	3.1%	139
Went to fast food restaurant in the last 6 months: Arby`s	1,527	21.5%	125
Went to fast food restaurant in the last 6 months: Baskin-Robbins	176	2.5%	68
Went to fast food restaurant in the last 6 months: Boston Market	176	2.5%	96
Went to fast food restaurant in the last 6 months: Burger King	2,375	33.4%	119
Went to fast food restaurant in the last 6 months: Captain D`s	252	3.5%	103
Went to fast food restaurant in the last 6 months: Carl`s Jr.	257	3.6%	62
Went to fast food restaurant in the last 6 months: Checkers	347	4.9%	145
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,515	21.3%	77
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	622	8.7%	67
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	159	2.2%	98
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	242	3.4%	102
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	151	2.1%	75
Went to fast food restaurant in the last 6 months: Dairy Queen	1,288	18.1%	119
Went to fast food restaurant in the last 6 months: Del Taco	186	2.6%	68
Went to fast food restaurant in the last 6 months: Domino`s Pizza	989	13.9%	101
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	944	13.3%	98
Went to fast food restaurant in the last 6 months: Five Guys	526	7.4%	81
Went to fast food restaurant in the last 6 months: Hardee`s	594	8.4%	155
Went to fast food restaurant in the last 6 months: Jack in the Box	308	4.3%	53
Went to fast food restaurant in the last 6 months: Jimmy John`s	327	4.6%	84
Went to fast food restaurant in the last 6 months: KFC	1,708	24.0%	124
Went to fast food restaurant in the last 6 months: Krispy Kreme	366	5.1%	86
Went to fast food restaurant in the last 6 months: Little Caesars	1,001	14.1%	115
Went to fast food restaurant in the last 6 months: Long John Silver`s	342	4.8%	151
Went to fast food restaurant in the last 6 months: McDonald`s	3,899	54.8%	106
Went to fast food restaurant in the last 6 months: Panda Express	504	7.1%	67
Went to fast food restaurant in the last 6 months: Panera Bread	669	9.4%	74
Went to fast food restaurant in the last 6 months: Papa John`s	596	8.4%	104
Went to fast food restaurant in the last 6 months: Papa Murphy`s	231	3.2%	82
Went to fast food restaurant in the last 6 months: Pizza Hut	1,195	16.8%	122
Went to fast food restaurant in the last 6 months: Popeyes Chicken	634	8.9%	85
Went to fast food restaurant in the last 6 months: Sonic Drive-In	913	12.8%	108
Went to fast food restaurant in the last 6 months: Starbucks	894	12.6%	69
Went to fast food restaurant in the last 6 months: Steak `n Shake	537	7.6%	151
Went to fast food restaurant in the last 6 months: Subway	1,747	24.6%	108
Went to fast food restaurant in the last 6 months: Taco Bell	2,326	32.7%	113
Went to fast food restaurant in the last 6 months: Wendy`s	2,004	28.2%	109
Went to fast food restaurant in the last 6 months: Whataburger	328	4.6%	81
Went to fast food restaurant in the last 6 months: White Castle	264	3.7%	126
Went to fast food restaurant in the last 6 months: Wing-Stop	164	2.3%	77
Went to fine dining restaurant last month	413	5.8%	61
Went to fine dining restaurant 3+ times last month	136	1.9%	76

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



# Restaurant Market Potential

503 W Main St, Waynesboro, Virginia, 22980  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 38.06888  
Longitude: -78.88983

Demographic Summary	2021	2026
Population	25,390	26,217
Population 18+	19,836	20,511
Households	10,785	11,150
Median Household Income	\$46,442	\$50,018

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	14,378	72.5%	100
Went to family restaurant/steak house 4+ times/month last 30 days	4,981	25.1%	102
Spent at family restaurant/steak house last 30 days: \$1-30	1,709	8.6%	116
Spent at family restaurant/steak house 30 days: \$31-50	1,984	10.0%	113
Spent at family restaurant/steak house last 30 days: \$51-100	2,826	14.2%	98
Spent at family restaurant/steak house last 30 days: \$101-200	1,501	7.6%	84
Spent at family restaurant/steak house last 30 days: \$201+	686	3.5%	82
Spent at fine dining last 30 days: \$1-100	800	4.0%	104
Spent at fine dining last 30 days: \$101+	668	3.4%	79
Went to family restaurant last 6 months: for breakfast	2,582	13.0%	107
Went to family restaurant last 6 months: for lunch	3,289	16.6%	92
Went to family restaurant last 6 months: for dinner	9,159	46.2%	104
Went to family restaurant last 6 months: for snack	317	1.6%	87
Went to family restaurant last 6 months: on weekday	6,050	30.5%	104
Went to family restaurant last 6 months: on weekend	7,946	40.1%	102
Went to family restaurant last 6 months: Applebee`s	4,201	21.2%	116
Went to family restaurant last 6 months: Bob Evans	991	5.0%	164
Went to family restaurant last 6 months: Buffalo Wild Wings	1,806	9.1%	97
Went to family restaurant last 6 months: California Pizza Kitchen	301	1.5%	61
Went to family restaurant last 6 months: The Cheesecake Factory	874	4.4%	63
Went to family restaurant last 6 months: Chili`s Grill & Bar	2,019	10.2%	100
Went to family restaurant last 6 months: CiCi`s Pizza	436	2.2%	104
Went to family restaurant last 6 months: Cracker Barrel	2,591	13.1%	115
Went to family restaurant last 6 months: Denny`s	1,735	8.7%	102
Went to family restaurant last 6 months: Golden Corral	1,330	6.7%	102
Went to family restaurant last 6 months: IHOP	1,733	8.7%	94
Went to family restaurant last 6 months: Logan`s Roadhouse	604	3.0%	109
Went to family restaurant last 6 months: LongHorn Steakhouse	1,286	6.5%	114
Went to family restaurant last 6 months: Olive Garden	3,247	16.4%	104
Went to family restaurant last 6 months: Outback Steakhouse	1,750	8.8%	108
Went to family restaurant last 6 months: Red Lobster	2,074	10.5%	112
Went to family restaurant last 6 months: Red Robin	1,413	7.1%	99
Went to family restaurant last 6 months: Ruby Tuesday	897	4.5%	116
Went to family restaurant last 6 months: Texas Roadhouse	2,695	13.6%	121
Went to family restaurant last 6 months: T.G.I. Friday`s	850	4.3%	98
Went to family restaurant last 6 months: Waffle House	1,278	6.4%	102
Went to family restaurant last 6 months: fast food/drive-in	18,033	90.9%	101
Went to fast food/drive-in restaurant 9+ times/month	7,785	39.2%	103
Spent at fast food restaurant last 30 days: <\$1-10	766	3.9%	98
Spent at fast food restaurant last 30 days: \$11-\$20	1,977	10.0%	109
Spent at fast food restaurant last 30 days: \$21-\$40	3,106	15.7%	99
Spent at fast food restaurant last 30 days: \$41-\$50	1,557	7.8%	94
Spent at fast food restaurant last 30 days: \$51-\$100	3,456	17.4%	100
Spent at fast food restaurant last 30 days: \$101-\$200	1,872	9.4%	97
Spent at fast food restaurant last 30 days: \$201+	782	3.9%	105

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



# Restaurant Market Potential

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	6,238	31.4%	97
Went to fast food restaurant in the last 6 months: home delivery	1,671	8.4%	95
Went to fast food restaurant in the last 6 months: take-out/drive-thru	10,244	51.6%	108
Went to fast food restaurant in the last 6 months: take-out/walk-in	3,806	19.2%	93
Went to fast food restaurant in the last 6 months: breakfast	6,917	34.9%	101
Went to fast food restaurant in the last 6 months: lunch	9,672	48.8%	98
Went to fast food restaurant in the last 6 months: dinner	9,836	49.6%	106
Went to fast food restaurant in the last 6 months: snack	2,425	12.2%	98
Went to fast food restaurant in the last 6 months: weekday	12,118	61.1%	105
Went to fast food restaurant in the last 6 months: weekend	9,249	46.6%	99
Went to fast food restaurant in the last 6 months: A & W	551	2.8%	124
Went to fast food restaurant in the last 6 months: Arby`s	4,446	22.4%	130
Went to fast food restaurant in the last 6 months: Baskin-Robbins	623	3.1%	86
Went to fast food restaurant in the last 6 months: Boston Market	471	2.4%	92
Went to fast food restaurant in the last 6 months: Burger King	6,567	33.1%	118
Went to fast food restaurant in the last 6 months: Captain D`s	737	3.7%	108
Went to fast food restaurant in the last 6 months: Carl`s Jr.	886	4.5%	77
Went to fast food restaurant in the last 6 months: Checkers	855	4.3%	128
Went to fast food restaurant in the last 6 months: Chick-fil-A	4,908	24.7%	90
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,981	10.0%	77
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	443	2.2%	98
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	744	3.8%	113
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	485	2.4%	87
Went to fast food restaurant in the last 6 months: Dairy Queen	3,549	17.9%	118
Went to fast food restaurant in the last 6 months: Del Taco	502	2.5%	66
Went to fast food restaurant in the last 6 months: Domino`s Pizza	2,637	13.3%	97
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	2,655	13.4%	99
Went to fast food restaurant in the last 6 months: Five Guys	1,713	8.6%	94
Went to fast food restaurant in the last 6 months: Hardee`s	1,523	7.7%	142
Went to fast food restaurant in the last 6 months: Jack in the Box	996	5.0%	61
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,156	5.8%	106
Went to fast food restaurant in the last 6 months: KFC	4,423	22.3%	115
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,106	5.6%	93
Went to fast food restaurant in the last 6 months: Little Caesars	2,654	13.4%	110
Went to fast food restaurant in the last 6 months: Long John Silver`s	890	4.5%	140
Went to fast food restaurant in the last 6 months: McDonald`s	10,934	55.1%	107
Went to fast food restaurant in the last 6 months: Panda Express	1,655	8.3%	79
Went to fast food restaurant in the last 6 months: Panera Bread	2,276	11.5%	90
Went to fast food restaurant in the last 6 months: Papa John`s	1,633	8.2%	102
Went to fast food restaurant in the last 6 months: Papa Murphy`s	846	4.3%	108
Went to fast food restaurant in the last 6 months: Pizza Hut	3,174	16.0%	116
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,916	9.7%	92
Went to fast food restaurant in the last 6 months: Sonic Drive-In	2,527	12.7%	108
Went to fast food restaurant in the last 6 months: Starbucks	2,735	13.8%	76
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,345	6.8%	136
Went to fast food restaurant in the last 6 months: Subway	4,996	25.2%	111
Went to fast food restaurant in the last 6 months: Taco Bell	6,288	31.7%	110
Went to fast food restaurant in the last 6 months: Wendy`s	5,662	28.5%	110
Went to fast food restaurant in the last 6 months: Whataburger	1,007	5.1%	90
Went to fast food restaurant in the last 6 months: White Castle	600	3.0%	103
Went to fast food restaurant in the last 6 months: Wing-Stop	469	2.4%	79
Went to fine dining restaurant last month	1,688	8.5%	89
Went to fine dining restaurant 3+ times last month	453	2.3%	90

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# Restaurant Market Potential

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

Demographic Summary	2021	2026
Population	34,579	35,563
Population 18+	27,372	28,197
Households	14,602	15,041
Median Household Income	\$52,101	\$55,050

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	20,236	73.9%	102
Went to family restaurant/steak house 4+ times/month last 30 days	7,027	25.7%	104
Spent at family restaurant/steak house last 30 days: \$1-30	2,304	8.4%	113
Spent at family restaurant/steak house 30 days: \$31-50	2,904	10.6%	120
Spent at family restaurant/steak house last 30 days: \$51-100	4,082	14.9%	103
Spent at family restaurant/steak house last 30 days: \$101-200	2,191	8.0%	89
Spent at family restaurant/steak house last 30 days: \$201+	1,002	3.7%	86
Spent at fine dining last 30 days: \$1-100	1,156	4.2%	109
Spent at fine dining last 30 days: \$101+	1,008	3.7%	87
Went to family restaurant last 6 months: for breakfast	3,647	13.3%	110
Went to family restaurant last 6 months: for lunch	4,651	17.0%	95
Went to family restaurant last 6 months: for dinner	13,076	47.8%	108
Went to family restaurant last 6 months: for snack	423	1.5%	85
Went to family restaurant last 6 months: on weekday	8,684	31.7%	108
Went to family restaurant last 6 months: on weekend	11,195	40.9%	104
Went to family restaurant last 6 months: Applebee`s	5,853	21.4%	117
Went to family restaurant last 6 months: Bob Evans	1,364	5.0%	164
Went to family restaurant last 6 months: Buffalo Wild Wings	2,578	9.4%	100
Went to family restaurant last 6 months: California Pizza Kitchen	424	1.5%	62
Went to family restaurant last 6 months: The Cheesecake Factory	1,212	4.4%	63
Went to family restaurant last 6 months: Chili`s Grill & Bar	2,822	10.3%	101
Went to family restaurant last 6 months: CiCi's Pizza	543	2.0%	94
Went to family restaurant last 6 months: Cracker Barrel	3,725	13.6%	120
Went to family restaurant last 6 months: Denny`s	2,340	8.5%	100
Went to family restaurant last 6 months: Golden Corral	1,744	6.4%	97
Went to family restaurant last 6 months: IHOP	2,408	8.8%	95
Went to family restaurant last 6 months: Logan`s Roadhouse	839	3.1%	109
Went to family restaurant last 6 months: LongHorn Steakhouse	1,916	7.0%	123
Went to family restaurant last 6 months: Olive Garden	4,757	17.4%	111
Went to family restaurant last 6 months: Outback Steakhouse	2,484	9.1%	111
Went to family restaurant last 6 months: Red Lobster	2,872	10.5%	113
Went to family restaurant last 6 months: Red Robin	2,114	7.7%	107
Went to family restaurant last 6 months: Ruby Tuesday	1,245	4.5%	117
Went to family restaurant last 6 months: Texas Roadhouse	3,862	14.1%	125
Went to family restaurant last 6 months: T.G.I. Friday`s	1,160	4.2%	97
Went to family restaurant last 6 months: Waffle House	1,718	6.3%	100
Went to family restaurant last 6 months: fast food/drive-in	24,937	91.1%	101
Went to fast food/drive-in restaurant 9+ times/month	10,671	39.0%	102
Spent at fast food restaurant last 30 days: <\$1-10	1,051	3.8%	98
Spent at fast food restaurant last 30 days: \$11-\$20	2,768	10.1%	111
Spent at fast food restaurant last 30 days: \$21-\$40	4,358	15.9%	101
Spent at fast food restaurant last 30 days: \$41-\$50	2,193	8.0%	96
Spent at fast food restaurant last 30 days: \$51-\$100	4,940	18.0%	103
Spent at fast food restaurant last 30 days: \$101-\$200	2,604	9.5%	98
Spent at fast food restaurant last 30 days: \$201+	1,052	3.8%	102

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# Restaurant Market Potential

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	8,825	32.2%	99
Went to fast food restaurant in the last 6 months: home delivery	2,198	8.0%	90
Went to fast food restaurant in the last 6 months: take-out/drive-thru	14,328	52.3%	109
Went to fast food restaurant in the last 6 months: take-out/walk-in	5,334	19.5%	95
Went to fast food restaurant in the last 6 months: breakfast	9,693	35.4%	103
Went to fast food restaurant in the last 6 months: lunch	13,645	49.9%	101
Went to fast food restaurant in the last 6 months: dinner	13,562	49.5%	106
Went to fast food restaurant in the last 6 months: snack	3,433	12.5%	100
Went to fast food restaurant in the last 6 months: weekday	16,991	62.1%	107
Went to fast food restaurant in the last 6 months: weekend	12,869	47.0%	100
Went to fast food restaurant in the last 6 months: A & W	740	2.7%	121
Went to fast food restaurant in the last 6 months: Arby`s	6,166	22.5%	131
Went to fast food restaurant in the last 6 months: Baskin-Robbins	848	3.1%	85
Went to fast food restaurant in the last 6 months: Boston Market	634	2.3%	90
Went to fast food restaurant in the last 6 months: Burger King	8,900	32.5%	116
Went to fast food restaurant in the last 6 months: Captain D`s	974	3.6%	104
Went to fast food restaurant in the last 6 months: Carl`s Jr.	1,242	4.5%	78
Went to fast food restaurant in the last 6 months: Checkers	993	3.6%	108
Went to fast food restaurant in the last 6 months: Chick-fil-A	7,030	25.7%	93
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	2,858	10.4%	80
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	555	2.0%	89
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	851	3.1%	94
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	662	2.4%	86
Went to fast food restaurant in the last 6 months: Dairy Queen	4,954	18.1%	119
Went to fast food restaurant in the last 6 months: Del Taco	667	2.4%	63
Went to fast food restaurant in the last 6 months: Domino`s Pizza	3,497	12.8%	93
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	3,795	13.9%	102
Went to fast food restaurant in the last 6 months: Five Guys	2,491	9.1%	99
Went to fast food restaurant in the last 6 months: Hardee`s	2,021	7.4%	137
Went to fast food restaurant in the last 6 months: Jack in the Box	1,386	5.1%	62
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,681	6.1%	112
Went to fast food restaurant in the last 6 months: KFC	5,857	21.4%	110
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,528	5.6%	93
Went to fast food restaurant in the last 6 months: Little Caesars	3,452	12.6%	103
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,120	4.1%	128
Went to fast food restaurant in the last 6 months: McDonald`s	15,063	55.0%	107
Went to fast food restaurant in the last 6 months: Panda Express	2,403	8.8%	84
Went to fast food restaurant in the last 6 months: Panera Bread	3,435	12.5%	99
Went to fast food restaurant in the last 6 months: Papa John`s	2,196	8.0%	99
Went to fast food restaurant in the last 6 months: Papa Murphy`s	1,236	4.5%	114
Went to fast food restaurant in the last 6 months: Pizza Hut	4,078	14.9%	108
Went to fast food restaurant in the last 6 months: Popeyes Chicken	2,506	9.2%	87
Went to fast food restaurant in the last 6 months: Sonic Drive-In	3,319	12.1%	102
Went to fast food restaurant in the last 6 months: Starbucks	3,980	14.5%	80
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,742	6.4%	127
Went to fast food restaurant in the last 6 months: Subway	7,082	25.9%	114
Went to fast food restaurant in the last 6 months: Taco Bell	8,488	31.0%	107
Went to fast food restaurant in the last 6 months: Wendy`s	7,801	28.5%	110
Went to fast food restaurant in the last 6 months: Whataburger	1,347	4.9%	87
Went to fast food restaurant in the last 6 months: White Castle	779	2.8%	97
Went to fast food restaurant in the last 6 months: Wing-Stop	591	2.2%	73
Went to fine dining restaurant last month	2,537	9.3%	97
Went to fine dining restaurant 3+ times last month	651	2.4%	94

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# Restaurant Market Potential

3 Counties 11  
 Augusta County, VA (51015) et al.  
 Geography: County

Prepared by Esri

Demographic Summary		2021	2026	
Population		116,447	119,263	
Population 18+		94,283	96,666	
Households		46,858	48,133	
Median Household Income		\$57,898	\$61,755	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		68,679	72.8%	101
Went to family restaurant/steak house 4+ times/month last 30 days		23,819	25.3%	102
Spent at family restaurant/steak house last 30 days: \$1-30		7,764	8.2%	111
Spent at family restaurant/steak house 30 days: \$31-50		9,809	10.4%	117
Spent at family restaurant/steak house last 30 days: \$51-100		13,971	14.8%	102
Spent at family restaurant/steak house last 30 days: \$101-200		7,956	8.4%	94
Spent at family restaurant/steak house last 30 days: \$201+		3,389	3.6%	85
Spent at fine dining last 30 days: \$1-100		3,553	3.8%	97
Spent at fine dining last 30 days: \$101+		3,086	3.3%	77
Went to family restaurant last 6 months: for breakfast		11,517	12.2%	101
Went to family restaurant last 6 months: for lunch		16,237	17.2%	96
Went to family restaurant last 6 months: for dinner		44,190	46.9%	106
Went to family restaurant last 6 months: for snack		1,281	1.4%	74
Went to family restaurant last 6 months: on weekday		29,878	31.7%	108
Went to family restaurant last 6 months: on weekend		37,159	39.4%	101
Went to family restaurant last 6 months: Applebee's		19,005	20.2%	111
Went to family restaurant last 6 months: Bob Evans		4,250	4.5%	148
Went to family restaurant last 6 months: Buffalo Wild Wings		8,383	8.9%	95
Went to family restaurant last 6 months: California Pizza Kitchen		1,223	1.3%	52
Went to family restaurant last 6 months: The Cheesecake Factory		4,048	4.3%	61
Went to family restaurant last 6 months: Chili's Grill & Bar		8,788	9.3%	91
Went to family restaurant last 6 months: CiCi's Pizza		1,879	2.0%	94
Went to family restaurant last 6 months: Cracker Barrel		14,014	14.9%	131
Went to family restaurant last 6 months: Denny's		7,362	7.8%	91
Went to family restaurant last 6 months: Golden Corral		6,459	6.9%	104
Went to family restaurant last 6 months: IHOP		7,708	8.2%	88
Went to family restaurant last 6 months: Logan's Roadhouse		3,585	3.8%	136
Went to family restaurant last 6 months: LongHorn Steakhouse		6,748	7.2%	126
Went to family restaurant last 6 months: Olive Garden		16,302	17.3%	110
Went to family restaurant last 6 months: Outback Steakhouse		8,262	8.8%	107
Went to family restaurant last 6 months: Red Lobster		9,391	10.0%	107
Went to family restaurant last 6 months: Red Robin		6,519	6.9%	96
Went to family restaurant last 6 months: Ruby Tuesday		4,495	4.8%	122
Went to family restaurant last 6 months: Texas Roadhouse		13,310	14.1%	125
Went to family restaurant last 6 months: T.G.I. Friday's		3,506	3.7%	85
Went to family restaurant last 6 months: Waffle House		6,490	6.9%	109
Went to family restaurant last 6 months: fast food/drive-in		84,630	89.8%	100
Went to fast food/drive-in restaurant 9+ times/month		36,282	38.5%	101
Spent at fast food restaurant last 30 days: <\$1-10		3,768	4.0%	102
Spent at fast food restaurant last 30 days: \$11-\$20		9,456	10.0%	110
Spent at fast food restaurant last 30 days: \$21-\$40		15,329	16.3%	103
Spent at fast food restaurant last 30 days: \$41-\$50		7,814	8.3%	99
Spent at fast food restaurant last 30 days: \$51-\$100		17,214	18.3%	105
Spent at fast food restaurant last 30 days: \$101-\$200		9,090	9.6%	99
Spent at fast food restaurant last 30 days: \$201+		3,253	3.5%	92

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# Restaurant Market Potential

3 Counties 11  
 Augusta County, VA (51015) et al.  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	30,947	32.8%	101
Went to fast food restaurant in the last 6 months: home delivery	6,630	7.0%	79
Went to fast food restaurant in the last 6 months: take-out/drive-thru	48,361	51.3%	107
Went to fast food restaurant in the last 6 months: take-out/walk-in	17,716	18.8%	92
Went to fast food restaurant in the last 6 months: breakfast	33,612	35.7%	104
Went to fast food restaurant in the last 6 months: lunch	47,763	50.7%	102
Went to fast food restaurant in the last 6 months: dinner	45,131	47.9%	102
Went to fast food restaurant in the last 6 months: snack	11,118	11.8%	94
Went to fast food restaurant in the last 6 months: weekday	58,189	61.7%	106
Went to fast food restaurant in the last 6 months: weekend	43,176	45.8%	97
Went to fast food restaurant in the last 6 months: A & W	2,480	2.6%	118
Went to fast food restaurant in the last 6 months: Arby`s	21,820	23.1%	134
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,353	2.5%	68
Went to fast food restaurant in the last 6 months: Boston Market	1,732	1.8%	71
Went to fast food restaurant in the last 6 months: Burger King	29,620	31.4%	112
Went to fast food restaurant in the last 6 months: Captain D`s	4,345	4.6%	134
Went to fast food restaurant in the last 6 months: Carl`s Jr.	3,504	3.7%	64
Went to fast food restaurant in the last 6 months: Checkers	2,709	2.9%	86
Went to fast food restaurant in the last 6 months: Chick-fil-A	24,271	25.7%	93
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	8,573	9.1%	70
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,599	1.7%	75
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	2,230	2.4%	71
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,993	2.1%	75
Went to fast food restaurant in the last 6 months: Dairy Queen	17,587	18.7%	123
Went to fast food restaurant in the last 6 months: Del Taco	2,012	2.1%	55
Went to fast food restaurant in the last 6 months: Domino`s Pizza	11,122	11.8%	86
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	11,490	12.2%	90
Went to fast food restaurant in the last 6 months: Five Guys	8,001	8.5%	92
Went to fast food restaurant in the last 6 months: Hardee`s	7,966	8.4%	157
Went to fast food restaurant in the last 6 months: Jack in the Box	4,652	4.9%	60
Went to fast food restaurant in the last 6 months: Jimmy John`s	5,096	5.4%	99
Went to fast food restaurant in the last 6 months: KFC	19,897	21.1%	109
Went to fast food restaurant in the last 6 months: Krispy Kreme	5,308	5.6%	94
Went to fast food restaurant in the last 6 months: Little Caesars	11,535	12.2%	100
Went to fast food restaurant in the last 6 months: Long John Silver`s	3,998	4.2%	133
Went to fast food restaurant in the last 6 months: McDonald`s	51,180	54.3%	105
Went to fast food restaurant in the last 6 months: Panda Express	7,660	8.1%	77
Went to fast food restaurant in the last 6 months: Panera Bread	11,215	11.9%	93
Went to fast food restaurant in the last 6 months: Papa John`s	7,450	7.9%	98
Went to fast food restaurant in the last 6 months: Papa Murphy`s	4,062	4.3%	109
Went to fast food restaurant in the last 6 months: Pizza Hut	13,454	14.3%	103
Went to fast food restaurant in the last 6 months: Popeyes Chicken	7,809	8.3%	79
Went to fast food restaurant in the last 6 months: Sonic Drive-In	12,408	13.2%	111
Went to fast food restaurant in the last 6 months: Starbucks	12,796	13.6%	74
Went to fast food restaurant in the last 6 months: Steak `n Shake	5,589	5.9%	119
Went to fast food restaurant in the last 6 months: Subway	24,580	26.1%	115
Went to fast food restaurant in the last 6 months: Taco Bell	28,235	29.9%	104
Went to fast food restaurant in the last 6 months: Wendy`s	25,911	27.5%	106
Went to fast food restaurant in the last 6 months: Whataburger	4,216	4.5%	79
Went to fast food restaurant in the last 6 months: White Castle	2,643	2.8%	95
Went to fast food restaurant in the last 6 months: Wing-Stop	1,620	1.7%	58
Went to fine dining restaurant last month	7,963	8.4%	88
Went to fine dining restaurant 3+ times last month	1,840	2.0%	77

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



# Recreation Expenditures

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

<b>Demographic Summary</b>		<b>2021</b>	<b>2026</b>
Population		9,113	9,233
Households		3,922	3,979
Families		2,257	2,273
Median Age		40.1	41.2
Median Household Income		\$37,789	\$39,813
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>TV/Video/Audio</b>		65	\$3,014,436
Cable & Satellite Television Services		67	\$2,116,301
Televisions & Video		64	\$644,098
Audio		58	\$244,477
Rental of TV/VCR/Radio/Sound Equipment		75	\$3,253
Repair of TV/Radio/Sound Equipment		87	\$6,307
<b>Entertainment/Recreation Fees and Admissions</b>		53	\$1,553,077
Tickets to Theatre/Operas/Concerts		55	\$175,701
Tickets to Movies		54	\$118,649
Tickets to Parks or Museums		55	\$73,820
Admission to Sporting Events, excl.Trips		55	\$138,969
Fees for Participant Sports, excl.Trips		53	\$239,677
Fees for Recreational Lessons		49	\$271,549
Membership Fees for Social/Recreation/Health Clubs		55	\$531,864
Dating Services		61	\$2,849
<b>Toys/Games/Crafts/Hobbies</b>		64	\$291,597
Toys/Games/Arts/Crafts/Tricycles		64	\$246,693
Playground Equipment		71	\$9,236
Play Arcade Pinball/Video Games		70	\$6,340
Online Gaming Services		64	\$15,290
Stamp & Coin Collecting		69	\$14,037
<b>Recreational Vehicles and Fees</b>		61	\$269,360
Docking and Landing Fees for Boats and Planes		58	\$21,362
Camp Fees		52	\$63,071
Payments on Boats/Trailers/Campers/RVs		72	\$142,547
Rental of Boats/Trailers/Campers/RVs		49	\$42,380
<b>Sports, Recreation and Exercise Equipment</b>		62	\$436,601
Exercise Equipment and Gear, Game Tables		57	\$122,459
Bicycles		59	\$69,001
Camping Equipment		50	\$41,080
Hunting and Fishing Equipment		76	\$145,585
Winter Sports Equipment		47	\$13,598
Water Sports Equipment		71	\$23,078
Other Sports Equipment		56	\$15,671
Rental/Repair of Sports/Recreation/Exercise Equipment		50	\$5,610
<b>Photographic Equipment and Supplies</b>		58	\$105,068
Film		56	\$1,207
Photo Processing		59	\$17,372
Photographic Equipment		54	\$34,107
Photographer Fees/Other Supplies & Equip Rental/Repair		61	\$52,381
<b>Reading</b>		62	\$250,421
Magazine/Newspaper Subscriptions		63	\$88,793
Magazine/Newspaper Single Copies		65	\$14,603
Books		61	\$79,795
Digital Book Readers		62	\$67,229

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Recreation Expenditures

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

<b>Demographic Summary</b>		<b>2021</b>	<b>2026</b>
Population		25,390	26,217
Households		10,785	11,150
Families		6,742	6,926
Median Age		41.5	42.4
Median Household Income		\$46,442	\$50,018
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>TV/Video/Audio</b>		75	\$9,469,259
Cable & Satellite Television Services		76	\$6,632,503
Televisions & Video		73	\$2,020,751
Audio		68	\$788,998
Rental of TV/VCR/Radio/Sound Equipment		79	\$9,463
Repair of TV/Radio/Sound Equipment		88	\$17,543
<b>Entertainment/Recreation Fees and Admissions</b>		65	\$5,219,302
Tickets to Theatre/Operas/Concerts		68	\$589,568
Tickets to Movies		65	\$389,115
Tickets to Parks or Museums		66	\$242,418
Admission to Sporting Events, excl.Trips		67	\$468,388
Fees for Participant Sports, excl.Trips		66	\$819,817
Fees for Recreational Lessons		61	\$919,245
Membership Fees for Social/Recreation/Health Clubs		66	\$1,781,863
Dating Services		68	\$8,888
<b>Toys/Games/Crafts/Hobbies</b>		73	\$915,286
Toys/Games/Arts/Crafts/Tricycles		73	\$775,337
Playground Equipment		79	\$28,217
Play Arcade Pinball/Video Games		75	\$18,777
Online Gaming Services		72	\$47,248
Stamp & Coin Collecting		82	\$45,707
<b>Recreational Vehicles and Fees</b>		72	\$881,308
Docking and Landing Fees for Boats and Planes		73	\$73,167
Camp Fees		66	\$220,228
Payments on Boats/Trailers/Campers/RVs		81	\$444,828
Rental of Boats/Trailers/Campers/RVs		61	\$143,086
<b>Sports, Recreation and Exercise Equipment</b>		70	\$1,360,405
Exercise Equipment and Gear, Game Tables		66	\$395,600
Bicycles		67	\$214,050
Camping Equipment		61	\$135,951
Hunting and Fishing Equipment		82	\$430,546
Winter Sports Equipment		56	\$44,469
Water Sports Equipment		76	\$67,928
Other Sports Equipment		68	\$51,875
Rental/Repair of Sports/Recreation/Exercise Equipment		59	\$18,381
<b>Photographic Equipment and Supplies</b>		68	\$338,616
Film		65	\$3,885
Photo Processing		69	\$55,985
Photographic Equipment		65	\$111,779
Photographer Fees/Other Supplies & Equip Rental/Repair		71	\$166,968
<b>Reading</b>		72	\$798,666
Magazine/Newspaper Subscriptions		74	\$286,790
Magazine/Newspaper Single Copies		75	\$46,136
Books		69	\$251,044
Digital Book Readers		72	\$214,696

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Recreation Expenditures

503 W Main St, Waynesboro, Virginia, 22980  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.06888  
 Longitude: -78.88983

<b>Demographic Summary</b>		<b>2021</b>	<b>2026</b>
Population		34,579	35,563
Households		14,602	15,041
Families		9,527	9,755
Median Age		43.8	44.5
Median Household Income		\$52,101	\$55,050
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>TV/Video/Audio</b>		79	\$928.98
Cable & Satellite Television Services		81	\$652.11
Televisions & Video		76	\$196.22
Audio		73	\$78.16
Rental of TV/VCR/Radio/Sound Equipment		77	\$0.86
Repair of TV/Radio/Sound Equipment		88	\$1.63
<b>Entertainment/Recreation Fees and Admissions</b>		72	\$529.40
Tickets to Theatre/Operas/Concerts		74	\$59.85
Tickets to Movies		69	\$38.48
Tickets to Parks or Museums		71	\$24.25
Admission to Sporting Events, excl.Trips		74	\$47.91
Fees for Participant Sports, excl.Trips		72	\$83.51
Fees for Recreational Lessons		67	\$94.28
Membership Fees for Social/Recreation/Health Clubs		73	\$180.29
Dating Services		70	\$0.84
<b>Toys/Games/Crafts/Hobbies</b>		77	\$89.62
Toys/Games/Arts/Crafts/Tricycles		77	\$75.94
Playground Equipment		86	\$2.85
Play Arcade Pinball/Video Games		77	\$1.79
Online Gaming Services		74	\$4.54
Stamp & Coin Collecting		87	\$4.51
<b>Recreational Vehicles and Fees</b>		80	\$90.07
Docking and Landing Fees for Boats and Planes		81	\$7.60
Camp Fees		75	\$23.00
Payments on Boats/Trailers/Campers/RVs		88	\$44.87
Rental of Boats/Trailers/Campers/RVs		67	\$14.59
<b>Sports, Recreation and Exercise Equipment</b>		74	\$134.16
Exercise Equipment and Gear, Game Tables		72	\$39.54
Bicycles		71	\$21.07
Camping Equipment		65	\$13.52
Hunting and Fishing Equipment		85	\$41.36
Winter Sports Equipment		61	\$4.54
Water Sports Equipment		83	\$6.89
Other Sports Equipment		73	\$5.22
Rental/Repair of Sports/Recreation/Exercise Equipment		65	\$1.87
<b>Photographic Equipment and Supplies</b>		73	\$33.45
Film		69	\$0.38
Photo Processing		75	\$5.62
Photographic Equipment		69	\$11.10
Photographer Fees/Other Supplies & Equip Rental/Repair		75	\$16.35
<b>Reading</b>		77	\$79.62
Magazine/Newspaper Subscriptions		80	\$29.06
Magazine/Newspaper Single Copies		81	\$4.63
Books		74	\$24.85
Digital Book Readers		76	\$21.08

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Recreation Expenditures

3 Counties 11  
 Augusta County, VA (51015) et al.  
 Geography: County

Prepared by Esri

<b>Demographic Summary</b>		<b>2021</b>	<b>2026</b>
Population		116,447	119,263
Households		46,858	48,133
Families		32,291	33,006
Median Age		45.3	46.0
Median Household Income		\$57,898	\$61,755
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>TV/Video/Audio</b>	86	\$1,007.25	\$47,197,773
Cable & Satellite Television Services	89	\$715.75	\$33,538,532
Televisions & Video	79	\$204.66	\$9,590,142
Audio	78	\$83.98	\$3,935,295
Rental of TV/VCR/Radio/Sound Equipment	76	\$0.84	\$39,540
Repair of TV/Radio/Sound Equipment	109	\$2.01	\$94,264
<b>Entertainment/Recreation Fees and Admissions</b>	75	\$554.18	\$25,967,709
Tickets to Theatre/Operas/Concerts	76	\$61.57	\$2,884,908
Tickets to Movies	71	\$39.67	\$1,858,803
Tickets to Parks or Museums	78	\$26.42	\$1,237,887
Admission to Sporting Events, excl.Trips	79	\$51.01	\$2,390,366
Fees for Participant Sports, excl.Trips	76	\$87.53	\$4,101,266
Fees for Recreational Lessons	70	\$98.25	\$4,603,743
Membership Fees for Social/Recreation/Health Clubs	76	\$188.94	\$8,853,278
Dating Services	67	\$0.80	\$37,459
<b>Toys/Games/Crafts/Hobbies</b>	82	\$95.12	\$4,457,252
Toys/Games/Arts/Crafts/Tricycles	81	\$80.42	\$3,768,495
Playground Equipment	100	\$3.32	\$155,717
Play Arcade Pinball/Video Games	95	\$2.19	\$102,420
Online Gaming Services	77	\$4.67	\$219,031
Stamp & Coin Collecting	87	\$4.52	\$211,588
<b>Recreational Vehicles and Fees</b>	91	\$102.29	\$4,793,338
Docking and Landing Fees for Boats and Planes	94	\$8.76	\$410,464
Camp Fees	83	\$25.60	\$1,199,347
Payments on Boats/Trailers/Campers/RVs	104	\$52.86	\$2,477,095
Rental of Boats/Trailers/Campers/RVs	69	\$15.08	\$706,432
<b>Sports, Recreation and Exercise Equipment</b>	83	\$148.90	\$6,977,320
Exercise Equipment and Gear, Game Tables	79	\$43.86	\$2,055,065
Bicycles	78	\$23.22	\$1,088,213
Camping Equipment	70	\$14.54	\$681,197
Hunting and Fishing Equipment	96	\$46.49	\$2,178,439
Winter Sports Equipment	67	\$4.92	\$230,419
Water Sports Equipment	99	\$8.25	\$386,365
Other Sports Equipment	77	\$5.48	\$256,618
Rental/Repair of Sports/Recreation/Exercise Equipment	71	\$2.03	\$94,946
<b>Photographic Equipment and Supplies</b>	75	\$34.52	\$1,617,613
Film	71	\$0.39	\$18,045
Photo Processing	80	\$5.98	\$280,207
Photographic Equipment	70	\$11.23	\$526,371
Photographer Fees/Other Supplies & Equip Rental/Repair	77	\$16.92	\$792,990
<b>Reading</b>	82	\$84.67	\$3,967,239
Magazine/Newspaper Subscriptions	86	\$31.23	\$1,463,500
Magazine/Newspaper Single Copies	88	\$5.02	\$235,111
Books	79	\$26.46	\$1,239,895
Digital Book Readers	79	\$21.95	\$1,028,734

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.