

## **Virginia REALTORS® Demographic Census VS M1**

|                        | Share of Local<br>Association Members | Share of Local Area<br>Population (Age 18+) |        |
|------------------------|---------------------------------------|---|--------|
| <b>Age</b>             |                                       |   |        |
| 18-29                  | 6.1%                                  | 20.5%                                       | 14.4%  |
| 30-39                  | 16.5%                                 | 17.6%                                       | 1.1%   |
| 40-49                  | 22.6%                                 | 16.3%                                       | -6.3%  |
| 50-59                  | 24.8%                                 | 16.5%                                       | -8.3%  |
| 60-69                  | 19.1%                                 | 15.3%                                       | -3.8%  |
| 70+                    | 10.9%                                 | 13.9%                                       | 3.0%   |
| <b>Gender</b>          |                                       |   |        |
| Female                 | 58.4%                                 | 50.5%                                       | -7.9%  |
| Male                   | 41.6%                                 | 49.5%                                       | 7.9%   |
| <b>Race/Ethnicity</b>  |                                       |   |        |
| White/Caucasian        | 77.5%                                 | 59.2%                                       | -18.3% |
| Black/African American | 8.8%                                  | 18.0%                                       | 9.2%   |
| Hispanic               | 8.0%                                  | 10.2%                                       | 2.2%   |
| Asian                  | 5.0%                                  | 6.8%  | 1.8%   |
| Other                  | 0.7%                                  | 5.7%  | 5.0%   |

Source: National Association of Realtors® M1 Demographics Dashboard, U.S. Census Bureau Ameri

## Data -

Difference?

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Greater share in local market area

Greater share in local market area

Greater share in local association

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ican Community Survey 2021 1-yr

Go to the M1 Dashboard: <https://nar.m1.realtor/home>

Sign in using your NRDS login and password

Click on Analytics & Insights

Click on Association Demographics (age, gender, race)

Enter the percentages in Column B to the left.

e.g.

For 32.2%, enter .322

For 5.8%, enter .058

**Greater share in local market area** means that there are relatively more of a particular group in the population and less in the association membership (*i.e. under represented in the association*).

**Greater share in local association** means that there are relatively more of a particular group in the local REALTOR association and less in the overall population (*i.e. over represented in the association*).