



Market Profile

Wythe County Progress Park (AEPVA) Wytheville, VA
 Drive Times: 20, 40, 60 minute radii

Latitude: 36.9783
 Longitude: -81.0206

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	12,682	82,784	344,464
2010 Total Population	13,354	83,761	354,598
2017 Total Population	13,447	84,560	361,411
2017 Group Quarters	307	2,314	20,727
2022 Total Population	13,386	84,301	362,330
2017-2022 Annual Rate	-0.09%	-0.06%	0.05%
2017 Total Daytime Population	19,534	93,372	377,852
Workers	11,707	45,603	170,098
Residents	7,827	47,769	207,754
Household Summary			
2000 Households	5,504	34,763	138,783
2000 Average Household Size	2.22	2.31	2.34
2010 Households	5,990	35,665	144,812
2010 Average Household Size	2.18	2.29	2.32
2017 Households	6,073	35,939	146,810
2017 Average Household Size	2.16	2.29	2.32
2022 Households	6,061	35,844	147,151
2022 Average Household Size	2.16	2.29	2.32
2017-2022 Annual Rate	-0.04%	-0.05%	0.05%
2010 Families	3,738	23,534	90,169
2010 Average Family Size	2.74	2.80	2.83
2017 Families	3,737	23,442	89,980
2017 Average Family Size	2.74	2.81	2.84
2022 Families	3,703	23,249	89,410
2022 Average Family Size	2.74	2.81	2.85
2017-2022 Annual Rate	-0.18%	-0.17%	-0.13%
Housing Unit Summary			
2000 Housing Units	5,986	38,340	154,182
Owner Occupied Housing Units	64.0%	66.9%	63.4%
Renter Occupied Housing Units	28.0%	23.7%	26.6%
Vacant Housing Units	8.1%	9.3%	10.0%
2010 Housing Units	6,655	40,622	164,939
Owner Occupied Housing Units	59.1%	62.3%	58.8%
Renter Occupied Housing Units	31.0%	25.5%	29.0%
Vacant Housing Units	10.0%	12.2%	12.2%
2017 Housing Units	6,870	41,575	169,162
Owner Occupied Housing Units	55.3%	58.9%	55.4%
Renter Occupied Housing Units	33.1%	27.5%	31.4%
Vacant Housing Units	11.6%	13.6%	13.2%
2022 Housing Units	7,030	42,326	172,326
Owner Occupied Housing Units	54.0%	57.7%	54.2%
Renter Occupied Housing Units	32.2%	27.0%	31.2%
Vacant Housing Units	13.8%	15.3%	14.6%
Median Household Income			
2017	\$44,809	\$40,184	\$39,343
2022	\$47,806	\$42,424	\$41,676
Median Home Value			
2017	\$138,693	\$116,800	\$123,278
2022	\$153,994	\$130,880	\$138,700
Per Capita Income			
2017	\$25,905	\$22,854	\$22,178
2022	\$29,047	\$25,725	\$25,104
Median Age			
2010	44.5	43.1	38.5
2017	46.5	45.2	39.8
2022	47.8	46.6	41.0

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Wythe County Progress Park (AEPVA) Wytheville, VA
 Drive Times: 20, 40, 60 minute radii

Latitude: 36.9783
 Longitude: -81.0206

	20 minute	40 minute	60 minute
2017 Households by Income			
Household Income Base	6,073	35,939	146,809
<\$15,000	16.3%	16.6%	18.5%
\$15,000 - \$24,999	13.6%	14.5%	14.5%
\$25,000 - \$34,999	9.6%	12.2%	11.5%
\$35,000 - \$49,999	14.5%	15.8%	15.2%
\$50,000 - \$74,999	20.9%	19.0%	18.3%
\$75,000 - \$99,999	11.5%	10.7%	9.9%
\$100,000 - \$149,999	9.1%	7.7%	8.0%
\$150,000 - \$199,999	2.2%	1.9%	2.3%
\$200,000+	2.3%	1.7%	1.9%
Average Household Income	\$57,301	\$52,711	\$53,007
2022 Households by Income			
Household Income Base	6,061	35,844	147,150
<\$15,000	16.1%	16.6%	18.4%
\$15,000 - \$24,999	12.8%	13.8%	13.6%
\$25,000 - \$34,999	8.9%	11.2%	10.6%
\$35,000 - \$49,999	13.7%	14.6%	14.0%
\$50,000 - \$74,999	21.1%	18.4%	17.6%
\$75,000 - \$99,999	11.6%	11.3%	10.6%
\$100,000 - \$149,999	9.9%	9.2%	9.5%
\$150,000 - \$199,999	2.8%	2.7%	3.1%
\$200,000+	3.0%	2.2%	2.5%
Average Household Income	\$64,184	\$59,465	\$60,226
2017 Owner Occupied Housing Units by Value			
Total	3,797	24,507	93,649
<\$50,000	8.9%	13.8%	15.4%
\$50,000 - \$99,999	23.8%	28.9%	25.4%
\$100,000 - \$149,999	22.4%	21.8%	19.7%
\$150,000 - \$199,999	16.2%	15.5%	15.6%
\$200,000 - \$249,999	12.2%	8.3%	9.0%
\$250,000 - \$299,999	6.9%	4.0%	4.9%
\$300,000 - \$399,999	5.3%	4.3%	5.0%
\$400,000 - \$499,999	2.7%	1.3%	2.0%
\$500,000 - \$749,999	1.3%	1.0%	1.6%
\$750,000 - \$999,999	0.3%	0.5%	0.5%
\$1,000,000 +	0.1%	0.5%	0.7%
Average Home Value	\$164,968	\$147,830	\$159,192
2022 Owner Occupied Housing Units by Value			
Total	3,797	24,417	93,395
<\$50,000	6.3%	10.4%	11.9%
\$50,000 - \$99,999	20.3%	25.9%	22.7%
\$100,000 - \$149,999	22.0%	22.1%	19.9%
\$150,000 - \$199,999	17.1%	16.4%	16.5%
\$200,000 - \$249,999	13.2%	9.3%	9.7%
\$250,000 - \$299,999	8.7%	5.1%	5.8%
\$300,000 - \$399,999	7.3%	6.0%	6.4%
\$400,000 - \$499,999	3.2%	1.7%	2.5%
\$500,000 - \$749,999	1.3%	1.3%	2.3%
\$750,000 - \$999,999	0.3%	0.9%	0.9%
\$1,000,000 +	0.1%	0.8%	1.3%
Average Home Value	\$180,088	\$168,449	\$184,043

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Wythe County Progress Park (AEPVA) Wytheville, VA
 Drive Times: 20, 40, 60 minute radii

Latitude: 36.9783
 Longitude: -81.0206

	20 minute	40 minute	60 minute
2010 Population by Age			
Total	13,356	83,763	354,597
0 - 4	5.3%	5.5%	5.1%
5 - 9	5.5%	5.7%	5.1%
10 - 14	5.6%	5.7%	5.3%
15 - 24	10.5%	11.1%	18.8%
25 - 34	10.7%	10.9%	11.3%
35 - 44	13.2%	13.7%	12.2%
45 - 54	14.7%	14.9%	13.2%
55 - 64	14.6%	14.6%	12.9%
65 - 74	10.4%	10.0%	8.7%
75 - 84	6.8%	5.8%	5.2%
85 +	2.8%	2.1%	2.0%
18 +	79.9%	79.4%	81.0%
2017 Population by Age			
Total	13,447	84,561	361,409
0 - 4	4.7%	5.0%	4.7%
5 - 9	5.4%	5.3%	4.9%
10 - 14	5.3%	5.5%	5.0%
15 - 24	9.6%	10.3%	18.0%
25 - 34	11.4%	11.6%	12.1%
35 - 44	11.6%	12.2%	11.2%
45 - 54	13.6%	13.9%	12.3%
55 - 64	14.9%	15.0%	13.2%
65 - 74	13.1%	12.7%	10.9%
75 - 84	7.1%	6.3%	5.5%
85 +	3.3%	2.5%	2.3%
18 +	81.4%	81.1%	82.5%
2022 Population by Age			
Total	13,388	84,299	362,331
0 - 4	4.5%	4.7%	4.5%
5 - 9	5.1%	5.1%	4.7%
10 - 14	5.6%	5.6%	5.2%
15 - 24	9.2%	10.0%	17.7%
25 - 34	10.3%	10.8%	11.3%
35 - 44	11.9%	11.8%	11.2%
45 - 54	12.7%	13.2%	11.7%
55 - 64	14.7%	14.7%	12.9%
65 - 74	14.2%	13.9%	11.9%
75 - 84	8.5%	7.7%	6.6%
85 +	3.3%	2.5%	2.4%
18 +	81.4%	81.3%	82.6%
2010 Population by Sex			
Males	6,326	41,011	175,196
Females	7,028	42,750	179,402
2017 Population by Sex			
Males	6,369	41,605	180,046
Females	7,078	42,954	181,365
2022 Population by Sex			
Males	6,346	41,604	181,083
Females	7,041	42,697	181,247

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Wythe County Progress Park (AEPVA) Wytheville, VA
 Drive Times: 20, 40, 60 minute radii

Latitude: 36.9783
 Longitude: -81.0206

	20 minute	40 minute	60 minute
2010 Population by Race/Ethnicity			
Total	13,355	83,761	354,600
White Alone	92.3%	93.4%	91.7%
Black Alone	5.0%	4.2%	4.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.8%	0.4%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.9%
Two or More Races	1.5%	1.3%	1.5%
Hispanic Origin	1.1%	1.4%	2.3%
Diversity Index	16.5	15.0	19.6
2017 Population by Race/Ethnicity			
Total	13,447	84,560	361,412
White Alone	91.1%	92.0%	90.1%
Black Alone	5.2%	4.8%	4.6%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.3%	0.7%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.6%	1.2%
Two or More Races	1.9%	1.7%	1.9%
Hispanic Origin	1.4%	1.8%	2.9%
Diversity Index	19.0	18.1	23.3
2022 Population by Race/Ethnicity			
Total	13,386	84,301	362,331
White Alone	90.0%	91.1%	89.1%
Black Alone	5.3%	5.1%	4.8%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.7%	0.9%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.7%	1.3%
Two or More Races	2.3%	2.0%	2.2%
Hispanic Origin	1.6%	2.1%	3.3%
Diversity Index	21.1	20.2	25.4
2010 Population by Relationship and Household Type			
Total	13,354	83,761	354,598
In Households	97.7%	97.5%	94.7%
In Family Households	78.8%	80.8%	73.8%
Householder	27.6%	27.9%	25.4%
Spouse	20.6%	20.7%	19.2%
Child	26.1%	27.3%	24.8%
Other relative	2.5%	2.7%	2.5%
Nonrelative	2.0%	2.1%	1.8%
In Nonfamily Households	18.9%	16.7%	20.9%
In Group Quarters	2.3%	2.5%	5.3%
Institutionalized Population	1.9%	2.0%	1.4%
Noninstitutionalized Population	0.4%	0.5%	3.9%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Wythe County Progress Park (AEPVA) Wytheville, VA
 Drive Times: 20, 40, 60 minute radii

Latitude: 36.9783
 Longitude: -81.0206

	20 minute	40 minute	60 minute
2017 Population 25+ by Educational Attainment			
Total	10,085	62,562	243,514
Less than 9th Grade	8.2%	6.4%	5.9%
9th - 12th Grade, No Diploma	10.6%	9.7%	9.3%
High School Graduate	26.5%	28.6%	26.4%
GED/Alternative Credential	6.0%	6.6%	6.6%
Some College, No Degree	18.1%	21.2%	19.7%
Associate Degree	9.6%	10.0%	9.2%
Bachelor's Degree	12.5%	11.1%	13.9%
Graduate/Professional Degree	8.4%	6.3%	9.0%
2017 Population 15+ by Marital Status			
Total	11,371	71,233	308,686
Never Married	23.6%	23.8%	32.0%
Married	52.3%	53.7%	48.6%
Widowed	9.9%	8.4%	7.3%
Divorced	14.2%	14.1%	12.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	91.4%	93.4%	94.9%
Civilian Unemployed (Unemployment Rate)	8.6%	6.6%	5.1%
2017 Employed Population 16+ by Industry			
Total	5,657	36,501	153,993
Agriculture/Mining	3.3%	2.4%	2.0%
Construction	3.7%	5.3%	5.4%
Manufacturing	16.2%	18.5%	13.4%
Wholesale Trade	0.5%	1.1%	1.7%
Retail Trade	17.4%	13.6%	12.7%
Transportation/Utilities	5.1%	3.9%	3.7%
Information	1.0%	0.7%	1.2%
Finance/Insurance/Real Estate	2.7%	2.5%	3.5%
Services	48.3%	48.0%	52.2%
Public Administration	1.9%	4.0%	4.2%
2017 Employed Population 16+ by Occupation			
Total	5,657	36,499	153,994
White Collar	55.3%	51.1%	55.8%
Management/Business/Financial	11.9%	10.6%	10.2%
Professional	16.4%	17.7%	22.3%
Sales	13.9%	10.4%	10.4%
Administrative Support	13.2%	12.4%	12.9%
Services	19.9%	19.7%	19.7%
Blue Collar	24.8%	29.2%	24.5%
Farming/Forestry/Fishing	0.4%	0.4%	0.5%
Construction/Extraction	3.7%	4.3%	4.4%
Installation/Maintenance/Repair	2.4%	3.6%	3.5%
Production	10.1%	11.6%	8.6%
Transportation/Material Moving	8.2%	9.3%	7.4%
2010 Population By Urban/ Rural Status			
Total Population	13,354	83,761	354,598
Population Inside Urbanized Area	0.0%	3.7%	24.3%
Population Inside Urbanized Cluster	53.7%	38.8%	27.3%
Rural Population	46.3%	57.5%	48.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Wythe County Progress Park (AEPVA) Wytheville, VA
 Drive Times: 20, 40, 60 minute radii

Latitude: 36.9783
 Longitude: -81.0206

	20 minute	40 minute	60 minute
2010 Households by Type			
Total	5,990	35,664	144,811
Households with 1 Person	33.3%	29.5%	28.9%
Households with 2+ People	66.7%	70.5%	71.1%
Family Households	62.4%	66.0%	62.3%
Husband-wife Families	46.6%	49.0%	47.0%
With Related Children	16.1%	17.2%	17.1%
Other Family (No Spouse Present)	15.8%	17.0%	15.3%
Other Family with Male Householder	4.2%	5.0%	4.4%
With Related Children	2.6%	2.9%	2.5%
Other Family with Female Householder	11.6%	12.0%	10.8%
With Related Children	7.3%	7.5%	6.7%
Nonfamily Households	4.3%	4.5%	8.8%
All Households with Children	26.3%	28.0%	26.7%
Multigenerational Households	2.6%	3.1%	2.8%
Unmarried Partner Households	5.1%	5.7%	5.7%
Male-female	4.6%	5.2%	5.1%
Same-sex	0.5%	0.5%	0.6%
2010 Households by Size			
Total	5,992	35,664	144,813
1 Person Household	33.3%	29.5%	28.9%
2 Person Household	36.3%	37.3%	37.0%
3 Person Household	15.0%	16.0%	16.4%
4 Person Household	9.8%	10.9%	11.5%
5 Person Household	3.7%	4.2%	4.1%
6 Person Household	1.2%	1.4%	1.3%
7 + Person Household	0.7%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	5,990	35,665	144,812
Owner Occupied	65.6%	70.9%	67.0%
Owned with a Mortgage/Loan	37.0%	39.2%	36.5%
Owned Free and Clear	28.6%	31.7%	30.4%
Renter Occupied	34.4%	29.1%	33.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,655	40,622	164,939
Housing Units Inside Urbanized Area	0.0%	3.7%	21.0%
Housing Units Inside Urbanized Cluster	56.3%	39.1%	28.3%
Rural Housing Units	43.7%	57.2%	50.6%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Wythe County Progress Park (AEPVA) Wytheville, VA
 Drive Times: 20, 40, 60 minute radii

Latitude: 36.9783
 Longitude: -81.0206

	20 minute	40 minute	60 minute
Top 3 Tapestry Segments			
1.	Midlife Constants (5E)	Rooted Rural (10B)	Rooted Rural (10B)
2.	Salt of the Earth (6B)	Small Town Simplicity	Heartland Communities
3.	Small Town Simplicity	Heartland Communities	Small Town Simplicity
2017 Consumer Spending			
Apparel & Services: Total \$	\$8,985,466	\$48,466,688	\$202,957,145
Average Spent	\$1,479.58	\$1,348.58	\$1,382.45
Spending Potential Index	69	62	64
Education: Total \$	\$5,553,909	\$26,756,435	\$124,757,779
Average Spent	\$914.52	\$744.50	\$849.79
Spending Potential Index	63	51	58
Entertainment/Recreation: Total \$	\$13,891,959	\$77,914,051	\$317,321,283
Average Spent	\$2,287.50	\$2,167.95	\$2,161.44
Spending Potential Index	73	69	69
Food at Home: Total \$	\$22,819,505	\$129,925,050	\$529,825,296
Average Spent	\$3,757.53	\$3,615.15	\$3,608.92
Spending Potential Index	75	72	72
Food Away from Home: Total \$	\$14,302,002	\$78,270,741	\$326,837,733
Average Spent	\$2,355.01	\$2,177.88	\$2,226.26
Spending Potential Index	71	65	67
Health Care: Total \$	\$26,645,854	\$152,283,410	\$604,226,162
Average Spent	\$4,387.59	\$4,237.27	\$4,115.70
Spending Potential Index	78	76	74
HH Furnishings & Equipment: Total \$	\$8,533,150	\$47,270,187	\$194,131,221
Average Spent	\$1,405.10	\$1,315.29	\$1,322.33
Spending Potential Index	72	68	68
Personal Care Products & Services: Total \$	\$3,432,119	\$18,437,369	\$75,914,996
Average Spent	\$565.14	\$513.02	\$517.10
Spending Potential Index	71	64	65
Shelter: Total \$	\$67,361,037	\$351,919,422	\$1,481,579,108
Average Spent	\$11,091.89	\$9,792.13	\$10,091.81
Spending Potential Index	68	60	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,632,142	\$58,236,610	\$233,986,723
Average Spent	\$1,750.72	\$1,620.43	\$1,593.81
Spending Potential Index	75	69	68
Travel: Total \$	\$8,547,938	\$44,762,368	\$184,218,888
Average Spent	\$1,407.53	\$1,245.51	\$1,254.81
Spending Potential Index	68	60	61
Vehicle Maintenance & Repairs: Total \$	\$4,879,989	\$27,717,008	\$112,568,259
Average Spent	\$803.55	\$771.22	\$766.76
Spending Potential Index	75	72	72

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.