



Market Profile

Progress Park
 2834 Peppers Ferry Rd, Wytheville, Virginia, 24382
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 36.97842
 Longitude: -81.02052

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	19,740	230,953	584,510
2010 Total Population	21,041	232,967	595,095
2015 Total Population	21,359	236,134	606,377
2015 Group Quarters	525	8,631	24,510
2020 Total Population	21,651	238,765	614,408
2015-2020 Annual Rate	0.27%	0.22%	0.26%
Household Summary			
2000 Households	8,312	95,804	236,636
2000 Average Household Size	2.30	2.33	2.37
2010 Households	9,067	97,501	244,506
2010 Average Household Size	2.26	2.31	2.34
2015 Households	9,256	99,045	249,393
2015 Average Household Size	2.25	2.30	2.33
2020 Households	9,394	100,290	253,108
2020 Average Household Size	2.25	2.29	2.33
2015-2020 Annual Rate	0.30%	0.25%	0.30%
2010 Families	5,958	63,266	158,808
2010 Average Family Size	2.78	2.82	2.84
2015 Families	6,030	63,720	160,600
2015 Average Family Size	2.78	2.82	2.83
2020 Families	6,091	64,137	162,086
2020 Average Family Size	2.78	2.82	2.83
2015-2020 Annual Rate	0.20%	0.13%	0.18%
Housing Unit Summary			
2000 Housing Units	9,116	108,654	269,903
Owner Occupied Housing Units	68.2%	65.6%	65.1%
Renter Occupied Housing Units	23.0%	22.6%	22.6%
Vacant Housing Units	8.8%	11.8%	12.3%
2010 Housing Units	10,100	113,677	288,914
Owner Occupied Housing Units	64.0%	61.1%	60.1%
Renter Occupied Housing Units	25.8%	24.7%	24.5%
Vacant Housing Units	10.2%	14.2%	15.4%
2015 Housing Units	10,367	116,349	296,936
Owner Occupied Housing Units	61.4%	58.3%	57.5%
Renter Occupied Housing Units	27.8%	26.8%	26.4%
Vacant Housing Units	10.7%	14.9%	16.0%
2020 Housing Units	10,569	118,201	302,269
Owner Occupied Housing Units	61.0%	57.9%	57.2%
Renter Occupied Housing Units	27.9%	26.9%	26.5%
Vacant Housing Units	11.1%	15.2%	16.3%
Median Household Income			
2015	\$39,142	\$36,365	\$36,684
2020	\$44,490	\$40,496	\$41,087
Median Home Value			
2015	\$141,610	\$113,672	\$117,283
2020	\$147,496	\$131,448	\$136,606
Per Capita Income			
2015	\$22,422	\$20,800	\$21,038
2020	\$25,050	\$23,373	\$23,729
Median Age			
2010	43.4	42.1	40.4
2015	44.9	43.3	41.6
2020	46.6	44.7	43.1

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	9,256	99,045	249,392
<\$15,000	18.3%	19.0%	19.2%
\$15,000 - \$24,999	13.3%	14.7%	14.6%
\$25,000 - \$34,999	13.5%	14.3%	13.8%
\$35,000 - \$49,999	14.0%	16.0%	15.9%
\$50,000 - \$74,999	19.2%	16.7%	16.5%
\$75,000 - \$99,999	12.6%	9.9%	9.7%
\$100,000 - \$149,999	5.9%	6.5%	6.9%
\$150,000 - \$199,999	1.4%	1.6%	2.1%
\$200,000+	1.7%	1.2%	1.4%
Average Household Income	\$52,261	\$48,956	\$50,270
2020 Households by Income			
Household Income Base	9,394	100,290	253,107
<\$15,000	17.0%	18.2%	18.4%
\$15,000 - \$24,999	10.3%	12.1%	11.9%
\$25,000 - \$34,999	12.1%	12.6%	12.1%
\$35,000 - \$49,999	15.1%	15.8%	15.5%
\$50,000 - \$74,999	20.7%	18.2%	17.9%
\$75,000 - \$99,999	14.5%	12.2%	12.0%
\$100,000 - \$149,999	6.8%	7.5%	8.0%
\$150,000 - \$199,999	1.5%	2.0%	2.5%
\$200,000+	2.0%	1.4%	1.7%
Average Household Income	\$58,299	\$55,009	\$56,721
2015 Owner Occupied Housing Units by Value			
Total	6,369	67,860	170,852
<\$50,000	3.8%	12.8%	13.2%
\$50,000 - \$99,999	21.1%	30.3%	28.6%
\$100,000 - \$149,999	30.2%	25.4%	23.8%
\$150,000 - \$199,999	21.5%	14.3%	14.2%
\$200,000 - \$249,999	9.2%	6.8%	7.7%
\$250,000 - \$299,999	5.2%	3.8%	4.3%
\$300,000 - \$399,999	5.0%	3.5%	4.2%
\$400,000 - \$499,999	2.0%	1.4%	1.9%
\$500,000 - \$749,999	1.5%	1.2%	1.4%
\$750,000 - \$999,999	0.3%	0.3%	0.3%
\$1,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$168,724	\$140,304	\$147,812
2020 Owner Occupied Housing Units by Value			
Total	6,443	68,487	172,922
<\$50,000	2.3%	9.1%	9.2%
\$50,000 - \$99,999	18.1%	25.6%	24.1%
\$100,000 - \$149,999	31.2%	24.3%	22.8%
\$150,000 - \$199,999	26.1%	17.6%	17.0%
\$200,000 - \$249,999	9.5%	8.8%	9.6%
\$250,000 - \$299,999	4.8%	4.5%	5.1%
\$300,000 - \$399,999	4.5%	4.0%	5.1%
\$400,000 - \$499,999	1.6%	1.8%	2.4%
\$500,000 - \$749,999	1.4%	2.7%	3.1%
\$750,000 - \$999,999	0.4%	1.2%	1.3%
\$1,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$170,968	\$168,168	\$177,683

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	21,039	232,969	595,097
0 - 4	5.4%	5.2%	5.2%
5 - 9	5.6%	5.4%	5.4%
10 - 14	5.6%	5.7%	5.7%
15 - 24	10.6%	13.8%	15.9%
25 - 34	11.1%	10.7%	11.0%
35 - 44	14.1%	12.8%	12.6%
45 - 54	15.0%	14.2%	14.0%
55 - 64	14.5%	14.3%	13.7%
65 - 74	10.0%	9.7%	9.2%
75 - 84	5.9%	5.8%	5.3%
85 +	2.2%	2.2%	2.0%
18 +	79.7%	80.1%	80.2%
2015 Population by Age			
Total	21,360	236,134	606,378
0 - 4	5.0%	5.0%	4.9%
5 - 9	5.6%	5.2%	5.2%
10 - 14	5.5%	5.3%	5.3%
15 - 24	9.9%	13.5%	15.6%
25 - 34	11.5%	11.1%	11.4%
35 - 44	12.7%	12.0%	11.8%
45 - 54	14.5%	13.3%	13.1%
55 - 64	14.8%	14.6%	14.1%
65 - 74	12.0%	11.6%	11.0%
75 - 84	6.0%	5.8%	5.4%
85 +	2.5%	2.4%	2.2%
18 +	80.8%	81.4%	81.5%
2020 Population by Age			
Total	21,652	238,764	614,407
0 - 4	4.6%	4.7%	4.7%
5 - 9	5.4%	5.1%	5.0%
10 - 14	6.0%	5.6%	5.5%
15 - 24	9.3%	12.9%	14.8%
25 - 34	10.5%	10.7%	11.0%
35 - 44	12.1%	11.3%	11.1%
45 - 54	14.1%	12.9%	12.7%
55 - 64	14.9%	14.3%	14.0%
65 - 74	13.4%	13.1%	12.5%
75 - 84	7.2%	6.9%	6.4%
85 +	2.5%	2.5%	2.2%
18 +	80.6%	81.5%	81.6%
2010 Population by Sex			
Males	10,307	113,905	294,286
Females	10,734	119,062	300,809
2015 Population by Sex			
Males	10,495	116,105	302,237
Females	10,864	120,030	304,140
2020 Population by Sex			
Males	10,662	117,907	307,378
Females	10,989	120,858	307,030

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	21,041	232,968	595,097
White Alone	93.8%	92.8%	92.3%
Black Alone	3.8%	4.5%	3.6%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.6%	0.5%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.7%	1.4%
Two or More Races	1.3%	1.3%	1.3%
Hispanic Origin	1.1%	1.8%	2.9%
Diversity Index	13.7	16.8	19.5
2015 Population by Race/Ethnicity			
Total	21,359	236,134	606,378
White Alone	93.0%	91.7%	91.2%
Black Alone	4.1%	4.9%	3.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.8%	0.7%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.9%	1.6%
Two or More Races	1.5%	1.6%	1.6%
Hispanic Origin	1.2%	2.3%	3.4%
Diversity Index	15.4	19.5	22.0
2020 Population by Race/Ethnicity			
Total	21,651	238,766	614,408
White Alone	92.1%	90.6%	90.4%
Black Alone	4.4%	5.3%	4.1%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	1.1%	0.9%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	1.1%	1.7%
Two or More Races	1.8%	2.0%	1.9%
Hispanic Origin	1.3%	2.8%	3.8%
Diversity Index	17.1	22.1	24.1
2010 Population by Relationship and Household Type			
Total	21,041	232,966	595,095
In Households	97.5%	96.6%	96.3%
In Family Households	80.7%	78.6%	77.7%
Householder	28.0%	27.2%	26.7%
Spouse	21.4%	20.4%	20.5%
Child	27.0%	26.4%	26.1%
Other relative	2.5%	2.7%	2.7%
Nonrelative	1.9%	1.9%	1.9%
In Nonfamily Households	16.8%	18.0%	18.7%
In Group Quarters	2.5%	3.4%	3.7%
Institutionalized Population	2.2%	1.9%	1.2%
Noninstitutionalized Population	0.3%	1.5%	2.4%

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.

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2015 Population 25+ by Educational Attainment			
Total	15,803	167,452	418,287
Less than 9th Grade	7.0%	7.3%	7.8%
9th - 12th Grade, No Diploma	9.9%	10.4%	11.0%
High School Graduate	28.6%	28.6%	27.5%
GED/Alternative Credential	6.2%	6.4%	6.1%
Some College, No Degree	18.1%	20.3%	19.5%
Associate Degree	11.7%	9.4%	8.8%
Bachelor's Degree	12.3%	11.3%	11.9%
Graduate/Professional Degree	6.2%	6.1%	7.5%
2015 Population 15+ by Marital Status			
Total	17,907	199,416	512,677
Never Married	24.1%	26.8%	29.2%
Married	53.2%	52.7%	52.0%
Widowed	8.6%	8.2%	7.4%
Divorced	14.1%	12.3%	11.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	90.0%	93.4%	93.9%
Civilian Unemployed	10.0%	6.6%	6.1%
2015 Employed Population 16+ by Industry			
Total	8,876	94,634	245,711
Agriculture/Mining	4.9%	3.3%	3.7%
Construction	3.9%	6.0%	6.3%
Manufacturing	16.7%	14.9%	13.4%
Wholesale Trade	1.8%	1.6%	1.6%
Retail Trade	15.7%	13.6%	12.8%
Transportation/Utilities	4.6%	4.0%	4.0%
Information	1.1%	1.6%	1.5%
Finance/Insurance/Real Estate	1.9%	3.4%	3.7%
Services	45.7%	46.8%	49.0%
Public Administration	3.7%	4.8%	4.1%
2015 Employed Population 16+ by Occupation			
Total	8,876	94,633	245,709
White Collar	52.0%	51.7%	53.4%
Management/Business/Financial	11.3%	9.3%	10.1%
Professional	19.9%	19.1%	21.2%
Sales	10.9%	11.1%	10.2%
Administrative Support	9.8%	12.2%	11.8%
Services	20.0%	19.6%	19.4%
Blue Collar	28.0%	28.7%	27.2%
Farming/Forestry/Fishing	0.9%	0.6%	0.9%
Construction/Extraction	3.3%	5.8%	6.0%
Installation/Maintenance/Repair	2.6%	4.1%	4.3%
Production	11.5%	10.0%	9.0%
Transportation/Material Moving	9.7%	8.2%	7.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	9,067	97,501	244,505
Households with 1 Person	30.0%	29.3%	28.0%
Households with 2+ People	70.0%	70.7%	72.0%
Family Households	65.7%	64.9%	65.0%
Husband-wife Families	50.3%	48.7%	49.8%
With Related Children	17.7%	17.2%	18.2%
Other Family (No Spouse Present)	15.4%	16.1%	15.1%
Other Family with Male Householder	4.5%	4.7%	4.6%
With Related Children	2.6%	2.6%	2.6%
Other Family with Female Householder	10.9%	11.5%	10.5%
With Related Children	6.8%	7.1%	6.4%
Nonfamily Households	4.3%	5.8%	7.1%
All Households with Children	27.5%	27.4%	27.6%
Multigenerational Households	2.7%	3.0%	2.9%
Unmarried Partner Households	5.2%	5.6%	5.5%
Male-female	4.7%	5.1%	4.9%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	9,068	97,501	244,505
1 Person Household	30.0%	29.3%	28.0%
2 Person Household	37.0%	37.3%	37.4%
3 Person Household	15.9%	16.1%	16.5%
4 Person Household	11.0%	11.0%	11.7%
5 Person Household	4.0%	4.2%	4.3%
6 Person Household	1.4%	1.4%	1.4%
7 + Person Household	0.7%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	9,067	97,501	244,506
Owner Occupied	71.2%	71.2%	71.1%
Owned with a Mortgage/Loan	40.1%	37.3%	36.8%
Owned Free and Clear	31.2%	34.0%	34.3%
Renter Occupied	28.8%	28.8%	28.9%

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.

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Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Rooted Rural (10B)	Rooted Rural (10B)
2.	Midlife Constants (5E)	Small Town Simplicity	Southern Satellites (10A)
3.	Rooted Rural (10B)	Heartland Communities	Small Town Simplicity
2015 Consumer Spending			
Apparel & Services: Total \$	\$14,484,350	\$146,805,549	\$382,290,732
Average Spent	\$1,564.86	\$1,482.21	\$1,532.88
Spending Potential Index	68	64	66
Computers & Accessories: Total \$	\$1,594,058	\$15,946,563	\$41,622,730
Average Spent	\$172.22	\$161.00	\$166.90
Spending Potential Index	68	63	66
Education: Total \$	\$8,229,882	\$78,015,179	\$206,081,089
Average Spent	\$889.14	\$787.67	\$826.33
Spending Potential Index	58	52	54
Entertainment/Recreation: Total \$	\$21,998,826	\$223,700,827	\$577,224,907
Average Spent	\$2,376.71	\$2,258.58	\$2,314.52
Spending Potential Index	72	68	70
Food at Home: Total \$	\$35,360,988	\$365,514,565	\$942,160,168
Average Spent	\$3,820.33	\$3,690.39	\$3,777.81
Spending Potential Index	73	71	72
Food Away from Home: Total \$	\$20,866,893	\$209,138,987	\$543,987,642
Average Spent	\$2,254.42	\$2,111.56	\$2,181.25
Spending Potential Index	69	64	66
Health Care: Total \$	\$34,348,154	\$348,660,746	\$890,026,201
Average Spent	\$3,710.91	\$3,520.23	\$3,568.77
Spending Potential Index	78	74	75
HH Furnishings & Equipment: Total \$	\$12,169,996	\$122,427,557	\$317,116,213
Average Spent	\$1,314.82	\$1,236.08	\$1,271.55
Spending Potential Index	71	67	69
Investments: Total \$	\$15,831,717	\$193,033,149	\$507,645,807
Average Spent	\$1,710.43	\$1,948.94	\$2,035.53
Spending Potential Index	62	71	74
Retail Goods: Total \$	\$175,802,276	\$1,811,557,600	\$4,671,401,027
Average Spent	\$18,993.33	\$18,290.25	\$18,731.08
Spending Potential Index	74	72	73
Shelter: Total \$	\$97,282,665	\$945,155,984	\$2,455,725,322
Average Spent	\$10,510.23	\$9,542.69	\$9,846.81
Spending Potential Index	64	58	60
TV/Video/Audio: Total \$	\$8,940,546	\$91,501,226	\$235,921,399
Average Spent	\$965.92	\$923.83	\$945.98
Spending Potential Index	74	71	72
Travel: Total \$	\$11,816,988	\$114,239,825	\$296,545,963
Average Spent	\$1,276.68	\$1,153.41	\$1,189.07
Spending Potential Index	65	59	61
Vehicle Maintenance & Repairs: Total \$	\$7,320,349	\$73,649,428	\$190,301,133
Average Spent	\$790.88	\$743.60	\$763.06
Spending Potential Index	71	67	68

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.