



Market Profile

Wildwood Commerce Park (AEPVA) Hillsville, VA
 Drive Times: 20, 40, 60 minute radii

Latitude: 36.7823
 Longitude: -80.8311

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	14,067	108,261	321,355
2010 Total Population	14,631	110,309	336,180
2017 Total Population	14,804	110,506	342,040
2017 Group Quarters	377	1,938	9,297
2022 Total Population	14,813	109,993	342,970
2017-2022 Annual Rate	0.01%	-0.09%	0.05%
2017 Total Daytime Population	17,692	115,327	345,141
Workers	9,312	51,153	151,420
Residents	8,380	64,174	193,721
Household Summary			
2000 Households	5,980	45,298	131,221
2000 Average Household Size	2.29	2.35	2.38
2010 Households	6,274	46,914	139,161
2010 Average Household Size	2.27	2.32	2.36
2017 Households	6,285	46,819	140,690
2017 Average Household Size	2.30	2.32	2.37
2022 Households	6,261	46,529	141,025
2022 Average Household Size	2.31	2.32	2.37
2017-2022 Annual Rate	-0.08%	-0.12%	0.05%
2010 Families	4,175	31,171	92,762
2010 Average Family Size	2.78	2.84	2.87
2017 Families	4,135	30,730	92,512
2017 Average Family Size	2.82	2.86	2.89
2022 Families	4,095	30,368	92,136
2022 Average Family Size	2.84	2.87	2.89
2017-2022 Annual Rate	-0.19%	-0.24%	-0.08%
Housing Unit Summary			
2000 Housing Units	6,851	51,194	146,646
Owner Occupied Housing Units	65.8%	66.9%	67.3%
Renter Occupied Housing Units	21.5%	21.6%	22.2%
Vacant Housing Units	12.7%	11.5%	10.5%
2010 Housing Units	7,574	55,243	161,687
Owner Occupied Housing Units	59.6%	61.1%	61.7%
Renter Occupied Housing Units	23.3%	23.9%	24.3%
Vacant Housing Units	17.2%	15.1%	13.9%
2017 Housing Units	7,766	56,279	165,709
Owner Occupied Housing Units	56.2%	57.6%	58.4%
Renter Occupied Housing Units	24.7%	25.6%	26.5%
Vacant Housing Units	19.1%	16.8%	15.1%
2022 Housing Units	7,944	57,093	169,086
Owner Occupied Housing Units	54.9%	56.4%	57.2%
Renter Occupied Housing Units	23.9%	25.1%	26.2%
Vacant Housing Units	21.2%	18.5%	16.6%
Median Household Income			
2017	\$37,487	\$37,591	\$40,348
2022	\$39,727	\$40,187	\$43,626
Median Home Value			
2017	\$114,113	\$114,740	\$130,144
2022	\$126,250	\$126,912	\$141,937
Per Capita Income			
2017	\$20,622	\$21,538	\$22,520
2022	\$23,205	\$24,686	\$25,798
Median Age			
2010	44.5	43.3	41.4
2017	46.3	45.2	43.1
2022	47.7	46.6	44.4

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.



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2017 Households by Income			
Household Income Base	6,285	46,819	140,690
<\$15,000	16.7%	17.7%	16.2%
\$15,000 - \$24,999	16.1%	16.2%	14.5%
\$25,000 - \$34,999	13.5%	12.6%	12.4%
\$35,000 - \$49,999	16.5%	15.7%	15.7%
\$50,000 - \$74,999	18.8%	18.4%	18.5%
\$75,000 - \$99,999	8.9%	9.0%	10.6%
\$100,000 - \$149,999	6.8%	7.5%	8.4%
\$150,000 - \$199,999	1.9%	1.6%	2.0%
\$200,000+	0.7%	1.4%	1.6%
Average Household Income	\$47,920	\$50,355	\$53,714
2022 Households by Income			
Household Income Base	6,261	46,529	141,025
<\$15,000	16.7%	17.5%	16.1%
\$15,000 - \$24,999	15.1%	15.2%	13.6%
\$25,000 - \$34,999	12.2%	11.4%	11.2%
\$35,000 - \$49,999	15.2%	14.2%	14.2%
\$50,000 - \$74,999	18.8%	18.0%	17.4%
\$75,000 - \$99,999	9.8%	9.9%	11.9%
\$100,000 - \$149,999	8.4%	9.4%	10.6%
\$150,000 - \$199,999	2.8%	2.4%	2.8%
\$200,000+	1.0%	2.0%	2.2%
Average Household Income	\$54,266	\$57,908	\$61,714
2017 Owner Occupied Housing Units by Value			
Total	4,365	32,412	96,764
<\$50,000	14.7%	14.2%	12.3%
\$50,000 - \$99,999	28.1%	29.5%	24.1%
\$100,000 - \$149,999	25.6%	21.3%	22.6%
\$150,000 - \$199,999	14.6%	14.3%	16.3%
\$200,000 - \$249,999	7.9%	9.0%	9.2%
\$250,000 - \$299,999	4.1%	4.7%	5.9%
\$300,000 - \$399,999	2.5%	3.7%	4.9%
\$400,000 - \$499,999	1.1%	1.6%	1.9%
\$500,000 - \$749,999	0.8%	1.1%	1.6%
\$750,000 - \$999,999	0.2%	0.3%	0.5%
\$1,000,000 +	0.5%	0.3%	0.6%
Average Home Value	\$138,502	\$143,754	\$162,761
2022 Owner Occupied Housing Units by Value			
Total	4,358	32,202	96,706
<\$50,000	11.3%	11.3%	9.6%
\$50,000 - \$99,999	25.0%	27.0%	21.6%
\$100,000 - \$149,999	26.2%	21.7%	22.4%
\$150,000 - \$199,999	16.3%	15.2%	16.6%
\$200,000 - \$249,999	9.1%	10.2%	9.9%
\$250,000 - \$299,999	5.5%	6.0%	7.1%
\$300,000 - \$399,999	3.6%	5.0%	6.3%
\$400,000 - \$499,999	1.3%	1.8%	2.3%
\$500,000 - \$749,999	0.9%	1.1%	2.2%
\$750,000 - \$999,999	0.3%	0.4%	0.8%
\$1,000,000 +	0.6%	0.3%	1.1%
Average Home Value	\$152,535	\$156,078	\$184,668

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.



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2010 Population by Age			
Total	14,632	110,310	336,181
0 - 4	5.5%	5.5%	5.6%
5 - 9	5.5%	5.7%	5.8%
10 - 14	6.1%	6.2%	6.2%
15 - 24	10.8%	11.2%	13.1%
25 - 34	9.7%	10.4%	10.8%
35 - 44	13.0%	13.4%	13.4%
45 - 54	14.8%	14.8%	14.6%
55 - 64	14.7%	14.2%	13.6%
65 - 74	10.4%	10.1%	9.4%
75 - 84	6.6%	6.1%	5.4%
85 +	2.8%	2.3%	2.0%
18 +	79.2%	78.6%	78.6%
2017 Population by Age			
Total	14,804	110,506	342,041
0 - 4	5.0%	5.1%	5.1%
5 - 9	5.3%	5.5%	5.5%
10 - 14	5.7%	5.6%	5.6%
15 - 24	10.0%	10.4%	12.6%
25 - 34	10.8%	11.4%	11.5%
35 - 44	11.6%	11.8%	12.0%
45 - 54	13.7%	14.0%	13.7%
55 - 64	15.3%	14.9%	14.2%
65 - 74	13.1%	12.4%	11.6%
75 - 84	6.5%	6.4%	5.8%
85 +	3.0%	2.6%	2.3%
18 +	80.8%	80.6%	80.5%
2022 Population by Age			
Total	14,812	109,991	342,970
0 - 4	4.7%	4.8%	4.9%
5 - 9	5.0%	5.2%	5.3%
10 - 14	5.9%	5.9%	5.8%
15 - 24	9.7%	9.9%	12.2%
25 - 34	9.8%	10.6%	10.8%
35 - 44	11.6%	11.6%	11.7%
45 - 54	12.8%	13.1%	13.0%
55 - 64	15.1%	14.9%	14.2%
65 - 74	14.6%	13.6%	12.7%
75 - 84	7.7%	7.6%	7.0%
85 +	3.0%	2.7%	2.4%
18 +	81.0%	80.7%	80.7%
2010 Population by Sex			
Males	7,065	53,705	164,063
Females	7,566	56,604	172,117
2017 Population by Sex			
Males	7,219	54,306	168,359
Females	7,585	56,200	173,681
2022 Population by Sex			
Males	7,270	54,332	169,540
Females	7,543	55,661	173,430

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



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Wildwood Commerce Park (AEPVA) Hillsville, VA
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2010 Population by Race/Ethnicity			
Total	14,631	110,308	336,180
White Alone	95.2%	92.1%	90.3%
Black Alone	1.5%	3.2%	4.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.3%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.8%	3.1%
Two or More Races	0.9%	1.2%	1.3%
Hispanic Origin	5.0%	5.4%	5.4%
Diversity Index	17.9	23.7	26.6
2017 Population by Race/Ethnicity			
Total	14,804	110,505	342,040
White Alone	94.0%	90.9%	88.7%
Black Alone	1.9%	3.6%	5.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.4%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	3.2%	3.5%
Two or More Races	1.2%	1.5%	1.6%
Hispanic Origin	5.8%	6.1%	6.3%
Diversity Index	21.4	26.8	30.3
2022 Population by Race/Ethnicity			
Total	14,813	109,993	342,970
White Alone	94.0%	90.3%	87.7%
Black Alone	1.9%	3.6%	5.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.4%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	3.4%	3.9%
Two or More Races	1.2%	1.6%	1.8%
Hispanic Origin	5.9%	6.6%	6.9%
Diversity Index	21.4	28.3	32.7
2010 Population by Relationship and Household Type			
Total	14,631	110,309	336,180
In Households	97.4%	98.6%	97.8%
In Family Households	81.2%	82.3%	81.1%
Householder	28.4%	28.2%	27.6%
Spouse	21.6%	21.4%	21.1%
Child	26.6%	28.0%	27.8%
Other relative	2.8%	2.8%	2.7%
Nonrelative	2.0%	2.0%	1.9%
In Nonfamily Households	16.2%	16.2%	16.7%
In Group Quarters	2.6%	1.4%	2.2%
Institutionalized Population	1.2%	1.0%	1.2%
Noninstitutionalized Population	1.3%	0.5%	1.0%

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.



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2017 Population 25+ by Educational Attainment			
Total	10,960	81,139	243,373
Less than 9th Grade	6.3%	7.8%	7.0%
9th - 12th Grade, No Diploma	10.8%	12.4%	10.9%
High School Graduate	29.0%	27.3%	26.7%
GED/Alternative Credential	5.6%	6.4%	6.4%
Some College, No Degree	20.7%	20.0%	20.0%
Associate Degree	11.5%	10.4%	10.7%
Bachelor's Degree	12.3%	10.4%	12.1%
Graduate/Professional Degree	3.8%	5.2%	6.3%
2017 Population 15+ by Marital Status			
Total	12,435	92,590	286,466
Never Married	21.5%	23.6%	25.9%
Married	54.7%	54.8%	53.9%
Widowed	9.5%	8.4%	7.7%
Divorced	14.2%	13.2%	12.6%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	94.3%	94.4%
Civilian Unemployed (Unemployment Rate)	3.6%	5.7%	5.6%
2017 Employed Population 16+ by Industry			
Total	6,516	46,795	148,860
Agriculture/Mining	1.9%	2.6%	2.3%
Construction	8.6%	8.0%	7.6%
Manufacturing	18.8%	16.4%	16.2%
Wholesale Trade	1.1%	1.8%	2.0%
Retail Trade	15.0%	14.7%	12.9%
Transportation/Utilities	5.9%	4.5%	4.3%
Information	0.7%	0.7%	1.0%
Finance/Insurance/Real Estate	2.3%	3.2%	3.9%
Services	41.6%	44.8%	46.2%
Public Administration	4.0%	3.4%	3.6%
2017 Employed Population 16+ by Occupation			
Total	6,516	46,794	148,860
White Collar	44.1%	49.3%	51.9%
Management/Business/Financial	9.0%	9.6%	10.6%
Professional	13.4%	16.7%	18.5%
Sales	13.0%	11.6%	10.2%
Administrative Support	8.7%	11.4%	12.6%
Services	20.3%	18.7%	18.1%
Blue Collar	35.6%	32.0%	30.0%
Farming/Forestry/Fishing	0.1%	0.9%	1.0%
Construction/Extraction	6.6%	6.1%	5.9%
Installation/Maintenance/Repair	5.0%	4.8%	4.5%
Production	10.2%	10.7%	10.0%
Transportation/Material Moving	13.7%	9.6%	8.7%
2010 Population By Urban/ Rural Status			
Total Population	14,631	110,309	336,180
Population Inside Urbanized Area	0.0%	0.0%	18.5%
Population Inside Urbanized Cluster	14.9%	33.2%	19.5%
Rural Population	85.1%	66.8%	62.0%

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



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2010 Households by Type			
Total	6,274	46,914	139,161
Households with 1 Person	29.8%	29.7%	28.1%
Households with 2+ People	70.2%	70.3%	71.9%
Family Households	66.5%	66.4%	66.7%
Husband-wife Families	50.5%	50.5%	51.0%
With Related Children	17.5%	18.4%	19.1%
Other Family (No Spouse Present)	16.1%	15.9%	15.7%
Other Family with Male Householder	5.2%	4.7%	4.6%
With Related Children	2.7%	2.8%	2.7%
Other Family with Female Householder	10.9%	11.2%	11.1%
With Related Children	7.0%	6.9%	7.0%
Nonfamily Households	3.6%	3.9%	5.2%
All Households with Children	27.8%	28.5%	29.2%
Multigenerational Households	2.7%	3.0%	3.0%
Unmarried Partner Households	5.1%	5.0%	5.3%
Male-female	4.6%	4.6%	4.8%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	6,274	46,915	139,159
1 Person Household	29.8%	29.7%	28.1%
2 Person Household	38.0%	36.8%	37.0%
3 Person Household	15.2%	15.5%	16.1%
4 Person Household	10.8%	11.2%	11.7%
5 Person Household	3.9%	4.4%	4.6%
6 Person Household	1.3%	1.5%	1.6%
7 + Person Household	0.8%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	6,274	46,914	139,161
Owner Occupied	71.9%	71.9%	71.7%
Owned with a Mortgage/Loan	37.1%	39.0%	41.4%
Owned Free and Clear	34.8%	32.9%	30.4%
Renter Occupied	28.1%	28.1%	28.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,574	55,243	161,687
Housing Units Inside Urbanized Area	0.0%	0.0%	16.9%
Housing Units Inside Urbanized Cluster	14.2%	32.7%	19.4%
Rural Housing Units	85.8%	67.3%	63.7%

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



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Top 3 Tapestry Segments			
1.	Rooted Rural (10B)	Rooted Rural (10B)	Rooted Rural (10B)
2.	Small Town Simplicity	Southern Satellites (10A)	Southern Satellites (10A)
3.	Heartland Communities	Small Town Simplicity	Heartland Communities
2017 Consumer Spending			
Apparel & Services: Total \$	\$7,636,780	\$60,656,641	\$195,865,611
Average Spent	\$1,215.08	\$1,295.56	\$1,392.18
Spending Potential Index	56	60	64
Education: Total \$	\$3,644,241	\$31,930,501	\$110,463,333
Average Spent	\$579.83	\$682.00	\$785.15
Spending Potential Index	40	47	54
Entertainment/Recreation: Total \$	\$12,742,774	\$97,381,137	\$308,735,042
Average Spent	\$2,027.49	\$2,079.95	\$2,194.43
Spending Potential Index	65	67	70
Food at Home: Total \$	\$21,496,684	\$162,685,257	\$512,545,786
Average Spent	\$3,420.32	\$3,474.77	\$3,643.09
Spending Potential Index	68	69	72
Food Away from Home: Total \$	\$12,496,323	\$98,033,112	\$314,877,142
Average Spent	\$1,988.28	\$2,093.87	\$2,238.09
Spending Potential Index	60	63	67
Health Care: Total \$	\$25,503,820	\$191,364,960	\$597,461,751
Average Spent	\$4,057.89	\$4,087.34	\$4,246.65
Spending Potential Index	73	73	76
HH Furnishings & Equipment: Total \$	\$7,628,538	\$58,988,253	\$188,413,509
Average Spent	\$1,213.77	\$1,259.92	\$1,339.21
Spending Potential Index	62	65	69
Personal Care Products & Services: Total \$	\$2,908,717	\$22,935,662	\$73,747,424
Average Spent	\$462.80	\$489.88	\$524.18
Spending Potential Index	58	62	66
Shelter: Total \$	\$53,768,676	\$434,186,636	\$1,413,285,166
Average Spent	\$8,555.08	\$9,273.73	\$10,045.38
Spending Potential Index	53	57	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,404,300	\$73,100,148	\$231,289,048
Average Spent	\$1,496.31	\$1,561.34	\$1,643.96
Spending Potential Index	64	67	70
Travel: Total \$	\$6,893,971	\$55,095,122	\$179,518,478
Average Spent	\$1,096.89	\$1,176.77	\$1,275.99
Spending Potential Index	53	57	62
Vehicle Maintenance & Repairs: Total \$	\$4,576,712	\$34,695,502	\$109,492,859
Average Spent	\$728.20	\$741.06	\$778.26
Spending Potential Index	68	69	73

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.