



Market Profile

Coulson Church Road and I-77, Hillsville, VA 24343
 Rings: 10, 30, 50 mile radii

Latitude: 36.7822659
 Longitude: -80.8310733

	10 mile	30 mile	50 mile
Population Summary			
2000 Total Population	27,655	210,653	679,189
2010 Total Population	28,470	215,195	705,718
2015 Total Population	28,734	217,693	716,070
2015 Group Quarters	451	6,824	24,456
2020 Total Population	28,963	220,035	724,882
2015-2020 Annual Rate	0.16%	0.21%	0.24%
Household Summary			
2000 Households	11,647	86,115	273,878
2000 Average Household Size	2.34	2.37	2.39
2010 Households	12,062	89,435	288,659
2010 Average Household Size	2.32	2.34	2.36
2015 Households	12,230	90,654	294,050
2015 Average Household Size	2.31	2.33	2.35
2020 Households	12,343	91,786	298,166
2020 Average Household Size	2.31	2.32	2.35
2015-2020 Annual Rate	0.18%	0.25%	0.28%
2010 Families	8,136	58,877	189,776
2010 Average Family Size	2.82	2.85	2.86
2015 Families	8,192	59,163	191,654
2015 Average Family Size	2.81	2.84	2.85
2020 Families	8,232	59,544	193,279
2020 Average Family Size	2.81	2.84	2.85
2015-2020 Annual Rate	0.10%	0.13%	0.17%
Housing Unit Summary			
2000 Housing Units	13,036	98,870	307,383
Owner Occupied Housing Units	69.1%	65.7%	66.8%
Renter Occupied Housing Units	20.2%	21.4%	22.3%
Vacant Housing Units	10.7%	12.9%	10.9%
2010 Housing Units	14,251	107,458	337,080
Owner Occupied Housing Units	62.6%	60.0%	61.4%
Renter Occupied Housing Units	22.0%	23.3%	24.2%
Vacant Housing Units	15.4%	16.8%	14.4%
2015 Housing Units	14,592	109,880	345,710
Owner Occupied Housing Units	60.2%	57.5%	59.0%
Renter Occupied Housing Units	23.6%	25.0%	26.1%
Vacant Housing Units	16.2%	17.5%	14.9%
2020 Housing Units	14,729	111,616	351,678
Owner Occupied Housing Units	60.3%	57.2%	58.6%
Renter Occupied Housing Units	23.5%	25.0%	26.2%
Vacant Housing Units	16.2%	17.8%	15.2%
Median Household Income			
2015	\$32,569	\$35,469	\$37,742
2020	\$35,955	\$39,623	\$42,942
Median Home Value			
2015	\$99,255	\$111,161	\$117,334
2020	\$112,510	\$127,575	\$138,536
Per Capita Income			
2015	\$18,490	\$20,215	\$21,502
2020	\$20,499	\$22,758	\$24,317
Median Age			
2010	43.7	42.0	40.7
2015	45.0	43.2	42.0
2020	46.9	44.9	43.4

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



Market Profile

Coulson Church Road and I-77, Hillsville, VA 24343
 Rings: 10, 30, 50 mile radii

Latitude: 36.7822659
 Longitude: -80.8310733

	10 mile	30 mile	50 mile
2015 Households by Income			
Household Income Base	12,230	90,654	294,049
<\$15,000	21.2%	19.9%	18.3%
\$15,000 - \$24,999	15.9%	14.6%	14.1%
\$25,000 - \$34,999	16.0%	14.9%	13.8%
\$35,000 - \$49,999	15.4%	15.5%	15.6%
\$50,000 - \$74,999	15.3%	16.5%	17.0%
\$75,000 - \$99,999	10.3%	9.7%	10.1%
\$100,000 - \$149,999	4.7%	6.5%	7.4%
\$150,000 - \$199,999	0.7%	1.4%	2.1%
\$200,000+	0.6%	1.1%	1.5%
Average Household Income	\$43,423	\$47,897	\$51,520
2020 Households by Income			
Household Income Base	12,343	91,786	298,165
<\$15,000	20.5%	19.1%	17.4%
\$15,000 - \$24,999	13.1%	12.0%	11.4%
\$25,000 - \$34,999	15.0%	12.9%	11.9%
\$35,000 - \$49,999	16.0%	15.5%	15.3%
\$50,000 - \$74,999	16.1%	18.0%	18.7%
\$75,000 - \$99,999	12.1%	12.1%	12.6%
\$100,000 - \$149,999	5.8%	7.3%	8.3%
\$150,000 - \$199,999	0.8%	1.7%	2.6%
\$200,000+	0.7%	1.4%	1.7%
Average Household Income	\$48,086	\$53,906	\$58,265
2015 Owner Occupied Housing Units by Value			
Total	8,791	63,234	203,822
<\$50,000	16.9%	14.7%	13.0%
\$50,000 - \$99,999	33.6%	30.0%	28.6%
\$100,000 - \$149,999	24.8%	23.9%	24.1%
\$150,000 - \$199,999	12.1%	13.8%	14.6%
\$200,000 - \$249,999	5.4%	6.8%	7.7%
\$250,000 - \$299,999	3.0%	3.9%	4.3%
\$300,000 - \$399,999	2.2%	3.6%	4.1%
\$400,000 - \$499,999	0.8%	1.4%	1.7%
\$500,000 - \$749,999	0.7%	1.3%	1.3%
\$750,000 - \$999,999	0.2%	0.3%	0.3%
\$1,000,000 +	0.3%	0.3%	0.3%
Average Home Value	\$122,446	\$139,533	\$145,810
2020 Owner Occupied Housing Units by Value			
Total	8,879	63,836	206,087
<\$50,000	11.5%	10.6%	9.2%
\$50,000 - \$99,999	31.5%	26.8%	23.8%
\$100,000 - \$149,999	27.8%	22.8%	22.1%
\$150,000 - \$199,999	16.1%	16.3%	17.3%
\$200,000 - \$249,999	6.1%	8.3%	10.1%
\$250,000 - \$299,999	3.0%	4.5%	5.5%
\$300,000 - \$399,999	2.2%	4.2%	5.3%
\$400,000 - \$499,999	0.7%	1.9%	2.4%
\$500,000 - \$749,999	0.7%	3.0%	2.9%
\$750,000 - \$999,999	0.2%	1.3%	1.1%
\$1,000,000 +	0.3%	0.3%	0.3%
Average Home Value	\$131,560	\$168,181	\$176,615

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.



Market Profile

Coulson Church Road and I-77, Hillsville, VA 24343
 Rings: 10, 30, 50 mile radii

Latitude: 36.7822659
 Longitude: -80.8310733

	10 mile	30 mile	50 mile
2010 Population by Age			
Total	28,469	215,195	705,717
0 - 4	5.5%	5.3%	5.3%
5 - 9	5.8%	5.5%	5.5%
10 - 14	6.1%	5.9%	5.9%
15 - 24	10.8%	13.9%	15.3%
25 - 34	10.2%	10.3%	10.8%
35 - 44	13.5%	13.2%	12.8%
45 - 54	14.7%	14.5%	14.3%
55 - 64	14.6%	14.0%	13.5%
65 - 74	10.4%	9.8%	9.2%
75 - 84	6.1%	5.6%	5.3%
85 +	2.4%	2.0%	2.0%
18 +	78.9%	79.5%	79.6%
2015 Population by Age			
Total	28,735	217,692	716,070
0 - 4	5.2%	5.0%	5.0%
5 - 9	5.6%	5.3%	5.4%
10 - 14	5.8%	5.5%	5.5%
15 - 24	10.5%	13.8%	15.0%
25 - 34	10.7%	10.7%	11.2%
35 - 44	12.2%	12.0%	11.8%
45 - 54	14.2%	13.9%	13.6%
55 - 64	15.2%	14.4%	14.1%
65 - 74	12.1%	11.5%	10.9%
75 - 84	6.0%	5.7%	5.4%
85 +	2.5%	2.2%	2.2%
18 +	80.3%	81.0%	81.0%
2020 Population by Age			
Total	28,962	220,033	724,881
0 - 4	4.9%	4.7%	4.7%
5 - 9	5.3%	5.1%	5.1%
10 - 14	6.0%	5.7%	5.7%
15 - 24	10.0%	13.2%	14.2%
25 - 34	10.1%	10.5%	10.9%
35 - 44	11.1%	11.0%	11.1%
45 - 54	14.1%	13.3%	12.9%
55 - 64	15.1%	14.6%	14.3%
65 - 74	13.6%	12.9%	12.3%
75 - 84	7.3%	6.8%	6.4%
85 +	2.6%	2.3%	2.3%
18 +	80.4%	81.2%	81.1%
2010 Population by Sex			
Males	13,974	105,735	348,700
Females	14,496	109,460	357,018
2015 Population by Sex			
Males	14,191	107,560	355,646
Females	14,543	110,133	360,424
2020 Population by Sex			
Males	14,384	109,186	361,361
Females	14,578	110,848	363,521

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



Market Profile

Coulson Church Road and I-77, Hillsville, VA 24343
 Rings: 10, 30, 50 mile radii

Latitude: 36.7822659
 Longitude: -80.8310733

	10 mile	30 mile	50 mile
2010 Population by Race/Ethnicity			
Total	28,470	215,194	705,718
White Alone	94.8%	92.2%	91.0%
Black Alone	1.9%	3.5%	4.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.2%	0.5%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.3%	2.1%
Two or More Races	0.9%	1.3%	1.4%
Hispanic Origin	4.9%	4.4%	3.9%
Diversity Index	18.6	22.0	23.1
2015 Population by Race/Ethnicity			
Total	28,733	217,693	716,071
White Alone	93.6%	91.2%	90.1%
Black Alone	2.2%	3.8%	4.4%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	0.3%	0.6%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.5%	2.3%
Two or More Races	1.2%	1.5%	1.6%
Hispanic Origin	6.0%	4.9%	4.4%
Diversity Index	22.2	24.4	25.5
2020 Population by Race/Ethnicity			
Total	28,963	220,035	724,881
White Alone	92.5%	90.4%	89.1%
Black Alone	2.5%	4.1%	4.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.8%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	2.7%	2.6%
Two or More Races	1.4%	1.7%	1.9%
Hispanic Origin	6.9%	5.4%	4.9%
Diversity Index	25.5	26.4	27.8
2010 Population by Relationship and Household Type			
Total	28,470	215,194	705,719
In Households	98.4%	97.1%	96.7%
In Family Households	82.5%	79.7%	78.7%
Householder	28.6%	27.4%	26.9%
Spouse	21.7%	21.0%	20.8%
Child	27.5%	26.8%	26.6%
Other relative	2.8%	2.7%	2.6%
Nonrelative	2.1%	1.9%	1.9%
In Nonfamily Households	15.9%	17.4%	17.9%
In Group Quarters	1.6%	2.9%	3.3%
Institutionalized Population	0.8%	1.4%	1.2%
Noninstitutionalized Population	0.7%	1.5%	2.1%

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



Market Profile

Coulson Church Road and I-77, Hillsville, VA 24343

Rings: 10, 30, 50 mile radii

Latitude: 36.7822659
Longitude: -80.8310733

	10 mile	30 mile	50 mile
2015 Population 25+ by Educational Attainment			
Total	20,958	153,189	495,520
Less than 9th Grade	8.6%	8.4%	7.4%
9th - 12th Grade, No Diploma	12.7%	11.7%	10.9%
High School Graduate	29.7%	26.4%	27.3%
GED/Alternative Credential	5.2%	5.8%	5.8%
Some College, No Degree	21.1%	20.7%	20.1%
Associate Degree	10.1%	10.6%	9.1%
Bachelor's Degree	8.6%	10.9%	12.1%
Graduate/Professional Degree	4.1%	5.5%	7.2%
2015 Population 15+ by Marital Status			
Total	23,982	183,314	602,685
Never Married	21.4%	26.6%	28.2%
Married	57.3%	53.8%	53.2%
Widowed	9.2%	7.4%	7.3%
Divorced	12.1%	12.2%	11.3%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	93.1%	93.8%
Civilian Unemployed	5.7%	6.9%	6.2%
2015 Employed Population 16+ by Industry			
Total	12,021	91,018	299,513
Agriculture/Mining	1.7%	2.8%	2.7%
Construction	9.9%	6.8%	6.6%
Manufacturing	16.1%	16.7%	15.4%
Wholesale Trade	1.7%	1.6%	1.7%
Retail Trade	14.2%	13.3%	13.0%
Transportation/Utilities	4.9%	4.4%	4.0%
Information	2.3%	1.5%	1.4%
Finance/Insurance/Real Estate	2.3%	3.5%	4.1%
Services	43.3%	45.7%	47.4%
Public Administration	3.7%	3.6%	3.7%
2015 Employed Population 16+ by Occupation			
Total	12,018	91,016	299,516
White Collar	43.8%	49.2%	53.2%
Management/Business/Financial	8.5%	9.3%	10.2%
Professional	12.8%	17.5%	20.4%
Sales	11.0%	10.3%	10.2%
Administrative Support	11.5%	12.1%	12.4%
Services	21.3%	19.9%	18.6%
Blue Collar	34.8%	30.8%	28.2%
Farming/Forestry/Fishing	0.7%	1.2%	1.0%
Construction/Extraction	8.6%	5.8%	5.7%
Installation/Maintenance/Repair	5.3%	4.8%	4.7%
Production	10.1%	10.9%	9.5%
Transportation/Material Moving	10.2%	8.1%	7.4%

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

February 04, 2016



Market Profile

Coulson Church Road and I-77, Hillsville, VA 24343

Rings: 10, 30, 50 mile radii

Latitude: 36.7822659
Longitude: -80.8310733

	10 mile	30 mile	50 mile
2010 Households by Type			
Total	12,063	89,434	288,660
Households with 1 Person	28.7%	28.7%	27.7%
Households with 2+ People	71.3%	71.3%	72.3%
Family Households	67.4%	65.8%	65.7%
Husband-wife Families	51.2%	50.5%	50.7%
With Related Children	17.8%	18.1%	18.8%
Other Family (No Spouse Present)	16.3%	15.3%	15.0%
Other Family with Male Householder	5.4%	4.6%	4.5%
With Related Children	3.0%	2.7%	2.6%
Other Family with Female Householder	10.9%	10.7%	10.5%
With Related Children	6.8%	6.6%	6.4%
Nonfamily Households	3.9%	5.5%	6.6%
All Households with Children	28.2%	27.8%	28.2%
Multigenerational Households	2.9%	2.9%	2.9%
Unmarried Partner Households	5.5%	5.2%	5.4%
Male-female	5.0%	4.7%	4.8%
Same-sex	0.5%	0.5%	0.6%
2010 Households by Size			
Total	12,062	89,435	288,659
1 Person Household	28.7%	28.7%	27.7%
2 Person Household	38.0%	37.5%	37.3%
3 Person Household	15.7%	15.7%	16.4%
4 Person Household	11.3%	11.4%	11.9%
5 Person Household	4.1%	4.4%	4.4%
6 Person Household	1.5%	1.5%	1.5%
7 + Person Household	0.8%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	12,062	89,435	288,659
Owner Occupied	74.0%	72.0%	71.7%
Owned with a Mortgage/Loan	37.9%	39.5%	39.5%
Owned Free and Clear	36.1%	32.5%	32.2%
Renter Occupied	26.0%	28.0%	28.3%

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



Market Profile

Coulson Church Road and I-77, Hillsville, VA 24343
Rings: 10, 30, 50 mile radii

Latitude: 36.7822659
Longitude: -80.8310733

	10 mile	30 mile	50 mile
Top 3 Tapestry Segments			
1.	Rooted Rural (10B)	Rooted Rural (10B)	Rooted Rural (10B)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Rural Bypasses (10E)	Heartland Communities	Heartland Communities
2015 Consumer Spending			
Apparel & Services: Total \$	\$16,139,307	\$131,644,431	\$460,608,134
Average Spent	\$1,319.65	\$1,452.16	\$1,566.43
Spending Potential Index	57	63	68
Computers & Accessories: Total \$	\$1,709,142	\$14,289,658	\$50,265,184
Average Spent	\$139.75	\$157.63	\$170.94
Spending Potential Index	54	60	65
Education: Total \$	\$7,597,136	\$69,330,869	\$251,672,311
Average Spent	\$621.19	\$764.79	\$855.88
Spending Potential Index	41	50	56
Entertainment/Recreation: Total \$	\$24,749,273	\$200,017,494	\$695,127,500
Average Spent	\$2,023.65	\$2,206.38	\$2,363.98
Spending Potential Index	61	67	71
Food at Home: Total \$	\$40,759,450	\$326,171,115	\$1,129,517,219
Average Spent	\$3,332.74	\$3,597.98	\$3,841.24
Spending Potential Index	64	69	74
Food Away from Home: Total \$	\$22,896,628	\$187,980,748	\$657,690,330
Average Spent	\$1,872.17	\$2,073.61	\$2,236.66
Spending Potential Index	57	63	68
Health Care: Total \$	\$38,989,963	\$311,108,338	\$1,072,122,096
Average Spent	\$3,188.06	\$3,431.82	\$3,646.05
Spending Potential Index	67	72	77
HH Furnishings & Equipment: Total \$	\$13,539,160	\$110,150,432	\$383,497,888
Average Spent	\$1,107.04	\$1,215.06	\$1,304.19
Spending Potential Index	60	66	71
Investments: Total \$	\$22,776,593	\$169,692,455	\$575,161,514
Average Spent	\$1,862.35	\$1,871.87	\$1,956.00
Spending Potential Index	68	68	71
Retail Goods: Total \$	\$203,112,745	\$1,621,910,197	\$5,612,251,600
Average Spent	\$16,607.75	\$17,891.21	\$19,086.05
Spending Potential Index	65	70	75
Shelter: Total \$	\$99,599,639	\$844,810,562	\$2,983,059,268
Average Spent	\$8,143.88	\$9,319.07	\$10,144.73
Spending Potential Index	50	57	62
TV/Video/Audio: Total \$	\$10,172,981	\$81,865,847	\$283,966,335
Average Spent	\$831.81	\$903.06	\$965.71
Spending Potential Index	64	69	74
Travel: Total \$	\$12,206,515	\$102,544,502	\$360,986,302
Average Spent	\$998.08	\$1,131.16	\$1,227.64
Spending Potential Index	51	58	63
Vehicle Maintenance & Repairs: Total \$	\$8,101,428	\$66,051,359	\$229,917,429
Average Spent	\$662.42	\$728.61	\$781.90
Spending Potential Index	59	65	70

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.