TheRetailCoach®

WYTHEVILLE LOCAL RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Wythe County, Virginia

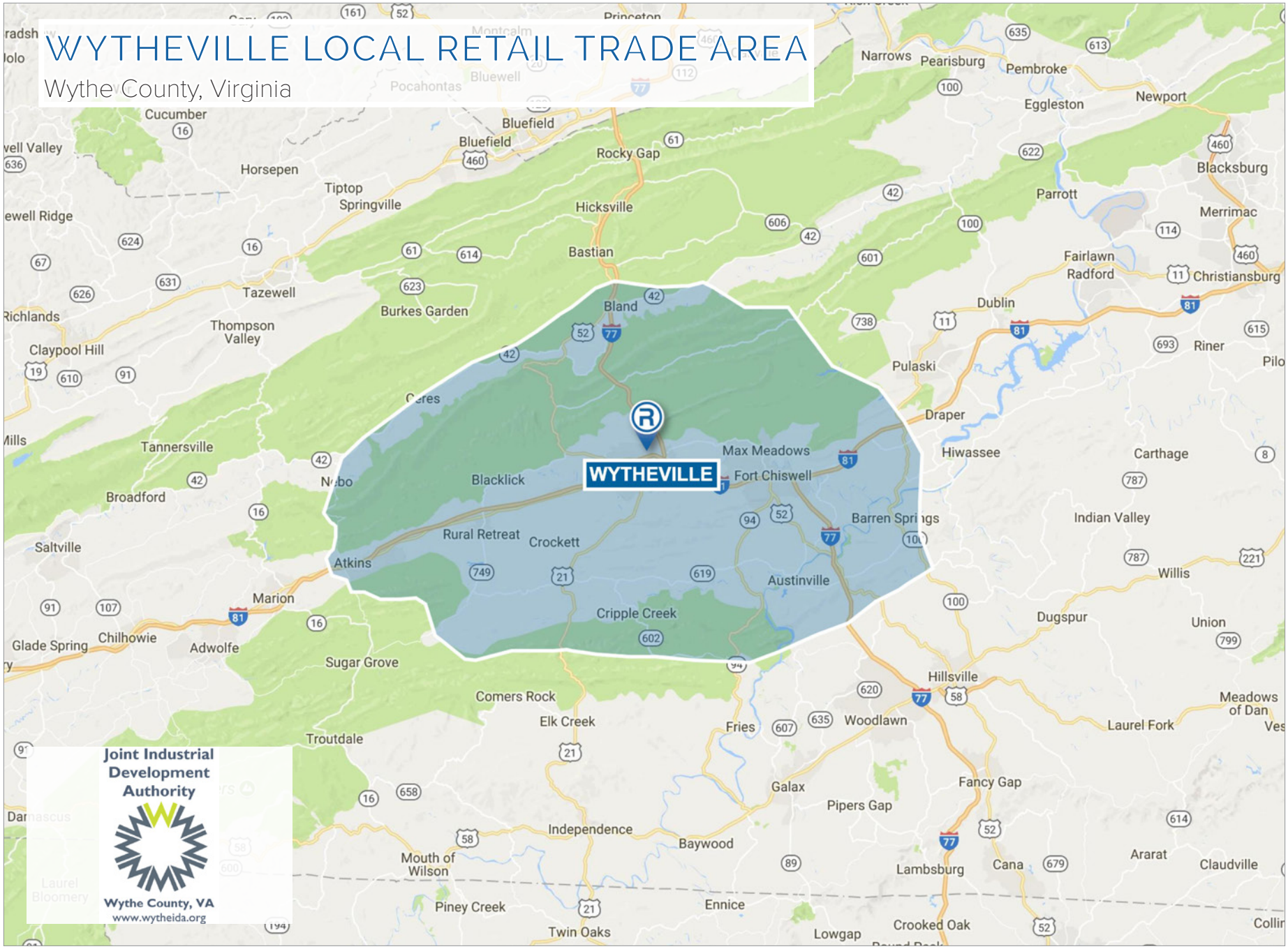
Prepared for
Joint Development Authority of Wythe County
June 2018

Joint Industrial Development Authority

Wythe County, VA
www.wytheida.org

WYTHEVILLE LOCAL RETAIL TRADE AREA

Wythe County, Virginia



CONTACT **DAVID MANLEY, EXECUTIVE DIRECTOR**

Joint Development Authority of Wythe County | 190 South First Street | Wytheville, Virginia 24382 | 276.223.3370
david.manley@wytheida.org | www.wytheida.org

WYTHEVILLE LOCAL RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wythe County, Virginia

DESCRIPTION	DATA	%
Population		
2023 Projection	35,366	
2018 Estimate	35,316	
2010 Census	36,164	
2000 Census	34,583	
Growth 2018 - 2023		0.14%
Growth 2010 - 2018		-2.35%
Growth 2000 - 2010		4.57%
2018 Est. Population by Single-Classification Race	35,316	
White Alone	33,355	94.45%
Black or African American Alone	967	2.74%
Amer. Indian and Alaska Native Alone	61	0.17%
Asian Alone	245	0.69%
Native Hawaiian and Other Pacific Island Alone	7	0.02%
Some Other Race Alone	161	0.46%
Two or More Races	520	1.47%
2018 Est. Population by Hispanic or Latino Origin	35,316	
Not Hispanic or Latino	34,869	98.73%
Hispanic or Latino	447	1.27%
Mexican	242	54.14%
Puerto Rican	50	11.19%
Cuban	29	6.49%
All Other Hispanic or Latino	126	28.19%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	447	
White Alone	239	53.47%
Black or African American Alone	11	2.46%
American Indian and Alaska Native Alone	4	0.90%
Asian Alone	5	1.12%
Native Hawaiian and Other Pacific Islander Alone	2	0.45%
Some Other Race Alone	147	32.89%
Two or More Races	39	8.73%
2018 Est. Pop by Race, Asian Alone, by Category	245	
Chinese, except Taiwanese	47	19.18%
Filipino	15	6.12%
Japanese	1	0.41%
Asian Indian	118	48.16%
Korean	13	5.31%
Vietnamese	46	18.78%
Cambodian	1	0.41%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.41%
All Other Asian Races Including 2+ Category	3	1.22%

WYTHEVILLE LOCAL RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wythe County, Virginia

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	35,316	
Arab	25	0.07%
Czech	0	0.00%
Danish	4	0.01%
Dutch	190	0.54%
English	2,044	5.79%
French (except Basque)	288	0.82%
French Canadian	29	0.08%
German	2,691	7.62%
Greek	1	0.00%
Hungarian	11	0.03%
Irish	1,714	4.85%
Italian	379	1.07%
Lithuanian	0	0.00%
United States or American	6,298	17.83%
Norwegian	46	0.13%
Polish	49	0.14%
Portuguese	17	0.05%
Russian	63	0.18%
Scottish	370	1.05%
Scotch-Irish	550	1.56%
Slovak	22	0.06%
Subsaharan African	11	0.03%
Swedish	122	0.35%
Swiss	95	0.27%
Ukrainian	5	0.01%
Welsh	38	0.11%
West Indian (except Hisp. groups)	6	0.02%
Other ancestries	4,637	13.13%
Ancestry Unclassified	15,613	44.21%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	32,941	97.88%
Speak Asian/Pacific Island Language at Home	125	0.37%
Speak IndoEuropean Language at Home	236	0.70%
Speak Spanish at Home	307	0.91%
Speak Other Language at Home	46	0.14%
2018 Est. Population by Age	35,316	
Age 0 - 4	1,660	4.70%
Age 5 - 9	1,834	5.19%
Age 10 - 14	2,034	5.76%
Age 15 - 17	1,251	3.54%
Age 18 - 20	1,123	3.18%
Age 21 - 24	1,499	4.25%
Age 25 - 34	3,899	11.04%
Age 35 - 44	4,182	11.84%
Age 45 - 54	4,999	14.16%
Age 55 - 64	5,294	14.99%
Age 65 - 74	4,552	12.89%
Age 75 - 84	2,201	6.23%
Age 85 and over	787	2.23%
Age 16 and over	29,381	83.20%
Age 18 and over	28,537	80.81%
Age 21 and over	27,414	77.63%
Age 65 and over	7,540	21.35%
2018 Est. Median Age		45.38
2018 Est. Average Age		43.47

WYTHEVILLE LOCAL RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wythe County, Virginia

DESCRIPTION	DATA	%
2018 Est. Population by Sex	35,316	
Male	17,505	49.57%
Female	17,811	50.43%
2018 Est. Male Population by Age	17,505	
Age 0 - 4	859	4.91%
Age 5 - 9	955	5.46%
Age 10 - 14	1,054	6.02%
Age 15 - 17	656	3.75%
Age 18 - 20	592	3.38%
Age 21 - 24	785	4.48%
Age 25 - 34	2,001	11.43%
Age 35 - 44	2,110	12.05%
Age 45 - 54	2,506	14.32%
Age 55 - 64	2,547	14.55%
Age 65 - 74	2,182	12.47%
Age 75 - 84	1,009	5.76%
Age 85 and over	248	1.42%
2018 Est. Median Age, Male		43.84
2018 Est. Average Age, Male		42.27

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	17,811	
Age 0 - 4	800	4.49%
Age 5 - 9	879	4.94%
Age 10 - 14	980	5.50%
Age 15 - 17	595	3.34%
Age 18 - 20	531	2.98%
Age 21 - 24	714	4.01%
Age 25 - 34	1,898	10.66%
Age 35 - 44	2,072	11.63%
Age 45 - 54	2,494	14.00%
Age 55 - 64	2,746	15.42%
Age 65 - 74	2,370	13.31%
Age 75 - 84	1,192	6.69%
Age 85 and over	539	3.03%
2018 Est. Median Age, Female		46.86
2018 Est. Average Age, Female		44.60
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,525	21.91%
Males, Never Married	3,790	12.72%
Females, Never Married	2,735	9.18%
Married, Spouse present	15,415	51.75%
Married, Spouse absent	1,451	4.87%
Widowed	2,458	8.25%
Males Widowed	532	1.79%
Females Widowed	1,927	6.47%
Divorced	3,938	13.22%
Males Divorced	1,868	6.27%
Females Divorced	2,070	6.95%

WYTHEVILLE LOCAL RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wythe County, Virginia

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,811	7.0%
Some High School, no diploma	2,883	11.1%
High School Graduate (or GED)	9,587	37.0%
Some College, no degree	5,213	20.1%
Associate Degree	2,370	9.1%
Bachelor's Degree	2,526	9.7%
Master's Degree	1,178	4.5%
Professional School Degree	144	0.6%
Doctorate Degree	204	0.8%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	73	30.54%
High School Graduate	111	46.44%
Some College or Associate's Degree	38	15.90%
Bachelor's Degree or Higher	17	7.11%
Households		
2023 Projection	15,224	
2018 Estimate	15,157	
2010 Census	15,406	
2000 Census	14,417	
Growth 2018 - 2023		0.44%
Growth 2010 - 2018		-1.62%
Growth 2000 - 2010		6.86%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	15,157	
Family Households	10,216	67.40%
Nonfamily Households	4,942	32.61%
2018 Est. Group Quarters Population	523	
2018 Households by Ethnicity, Hispanic/Latino	137	
2018 Est. Households by Household Income	15,157	
Income < $15,000	2,169	14.31%
Income $15,000 - $24,999	2,057	13.57%
Income $25,000 - $34,999	1,666	10.99%
Income $35,000 - $49,999	2,298	15.16%
Income $50,000 - $74,999	2,806	18.51%
Income $75,000 - $99,999	1,721	11.35%
Income $100,000 - $124,999	1,078	7.11%
Income $125,000 - $149,999	561	3.70%
Income $150,000 - $199,999	406	2.68%
Income $200,000 - $249,999	178	1.17%
Income $250,000 - $499,999	157	1.04%
Income $500,000+	60	0.40%
2018 Est. Average Household Income		$61,209
2018 Est. Median Household Income		$45,751

WYTHEVILLE LOCAL RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wythe County, Virginia

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$45,722
Black or African American Alone		$42,011
American Indian and Alaska Native Alone		$58,156
Asian Alone		$45,157
Native Hawaiian and Other Pacific Islander Alone		$164,017
Some Other Race Alone		$39,011
Two or More Races		$57,886
Hispanic or Latino		$47,140
Not Hispanic or Latino		$45,735
2018 Est. Family HH Type by Presence of Own Child.	10,216	
Married-Couple Family, own children	2,582	25.27%
Married-Couple Family, no own children	5,282	51.70%
Male Householder, own children	369	3.61%
Male Householder, no own children	379	3.71%
Female Householder, own children	790	7.73%
Female Householder, no own children	815	7.98%
2018 Est. Households by Household Size	15,157	
1-person	4,397	29.01%
2-person	5,634	37.17%
3-person	2,495	16.46%
4-person	1,684	11.11%
5-person	642	4.24%
6-person	215	1.42%
7-or-more-person	90	0.59%
2018 Est. Average Household Size		2.31

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	15,157	
Households with 1 or More People under Age 18:	4,286	28.28%
Married-Couple Family	2,829	66.01%
Other Family, Male Householder	433	10.10%
Other Family, Female Householder	973	22.70%
Nonfamily, Male Householder	45	1.05%
Nonfamily, Female Householder	5	0.12%
Households with No People under Age 18:	10,871	71.72%
Married-Couple Family	5,035	46.32%
Other Family, Male Householder	311	2.86%
Other Family, Female Householder	634	5.83%
Nonfamily, Male Householder	2,165	19.92%
Nonfamily, Female Householder	2,726	25.08%
2018 Est. Households by Number of Vehicles	15,157	
No Vehicles	1,081	7.13%
1 Vehicle	4,413	29.12%
2 Vehicles	5,227	34.49%
3 Vehicles	3,142	20.73%
4 Vehicles	1,002	6.61%
5 or more Vehicles	293	1.93%
2018 Est. Average Number of Vehicles		1.98

WYTHEVILLE LOCAL RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wythe County, Virginia

DESCRIPTION	DATA	%
Family Households		
2023 Projection	10,256	
2018 Estimate	10,216	
2010 Census	10,387	
2000 Census	10,203	
Growth 2018 - 2023		0.39%
Growth 2010 - 2018		-1.65%
Growth 2000 - 2010		1.80%
2018 Est. Families by Poverty Status	10,216	
2018 Families at or Above Poverty	9,169	89.75%
2018 Families at or Above Poverty with Children	3,451	33.78%
2018 Families Below Poverty	1,047	10.25%
2018 Families Below Poverty with Children	600	5.87%
2018 Est. Pop 16+ by Employment Status	29,380	
Civilian Labor Force, Employed	15,330	52.18%
Civilian Labor Force, Unemployed	1,503	5.12%
Armed Forces	45	0.15%
Not in Labor Force	12,502	42.55%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	15,259	
For-Profit Private Workers	10,852	71.12%
Non-Profit Private Workers	940	6.16%
Local Government Workers	150	0.98%
State Government Workers	845	5.54%
Federal Government Workers	1,329	8.71%
Self-Employed Workers	1,114	7.30%
Unpaid Family Workers	30	0.20%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	15,259	
Architect/Engineer	165	1.08%
Arts/Entertainment/Sports	37	0.24%
Building Grounds Maintenance	632	4.14%
Business/Financial Operations	291	1.91%
Community/Social Services	467	3.06%
Computer/Mathematical	72	0.47%
Construction/Extraction	733	4.80%
Education/Training/Library	862	5.65%
Farming/Fishing/Forestry	166	1.09%
Food Prep/Serving	985	6.46%
Health Practitioner/Technician	1,017	6.67%
Healthcare Support	349	2.29%
Maintenance Repair	478	3.13%
Legal	80	0.52%
Life/Physical/Social Science	56	0.37%
Management	1,191	7.81%
Office/Admin. Support	1,969	12.90%
Production	2,172	14.23%
Protective Services	441	2.89%
Sales/Related	1,471	9.64%
Personal Care/Service	427	2.80%
Transportation/Moving	1,198	7.85%
2018 Est. Pop 16+ by Occupation Classification	15,259	
White Collar	7,679	50.32%
Blue Collar	4,581	30.02%
Service and Farm	2,999	19.65%

WYTHEVILLE LOCAL RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wythe County, Virginia

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	15,161	
Drove Alone	12,642	83.39%
Car Pooled	1,596	10.53%
Public Transportation	114	0.75%
Walked	215	1.42%
Bicycle	0	0.00%
Other Means	140	0.92%
Worked at Home	455	3.00%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,183	
15 - 29 Minutes	5,904	
30 - 44 Minutes	2,973	
45 - 59 Minutes	977	
60 or more Minutes	667	
2018 Est. Avg Travel Time to Work in Minutes		25.31
2018 Est. Occupied Housing Units by Tenure	15,157	
Owner Occupied	11,359	74.94%
Renter Occupied	3,798	25.06%
2018 Owner Occ. HUs: Avg. Length of Residence		20.53
2018 Renter Occ. HUs: Avg. Length of Residence		9.58

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	15,157	
Value Less than $20,000	564	4.97%
Value $20,000 - $39,999	494	4.35%
Value $40,000 - $59,999	664	5.85%
Value $60,000 - $79,999	784	6.90%
Value $80,000 - $99,999	1,565	13.78%
Value $100,000 - $149,999	2,334	20.55%
Value $150,000 - $199,999	1,930	16.99%
Value $200,000 - $299,999	1,602	14.10%
Value $300,000 - $399,999	789	6.95%
Value $400,000 - $499,999	337	2.97%
Value $500,000 - $749,999	184	1.62%
Value $750,000 - $999,999	63	0.56%
Value $1,000,000 or $1,499,999	33	0.29%
Value $1,500,000 or $1,999,999	10	0.09%
Value $2,000,000+	6	0.05%
2018 Est. Median All Owner-Occupied Housing Value		$131,918
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	12,225	68.58%
1 Unit Detached	246	1.38%
2 Units	216	1.21%
3 or 4 Units	547	3.07%
5 to 19 Units	628	3.52%
20 to 49 Units	147	0.83%
50 or More Units	29	0.16%
Mobile Home or Trailer	3,777	21.19%
Boat, RV, Van, etc.	11	0.06%

WYTHEVILLE LOCAL RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wythe County, Virginia

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	238	1.34%
Housing Units Built 2010 to 2014	243	1.36%
Housing Units Built 2000 to 2009	2,183	12.25%
Housing Units Built 1990 to 1999	3,135	17.59%
Housing Units Built 1980 to 1989	2,175	12.20%
Housing Units Built 1970 to 1979	3,312	18.58%
Housing Units Built 1960 to 1969	1,573	8.82%
Housing Units Built 1950 to 1959	1,314	7.37%
Housing Units Built 1940 to 1949	1,173	6.58%
Housing Unit Built 1939 or Earlier	2,481	13.92%
2018 Est. Median Year Structure Built		1977

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.