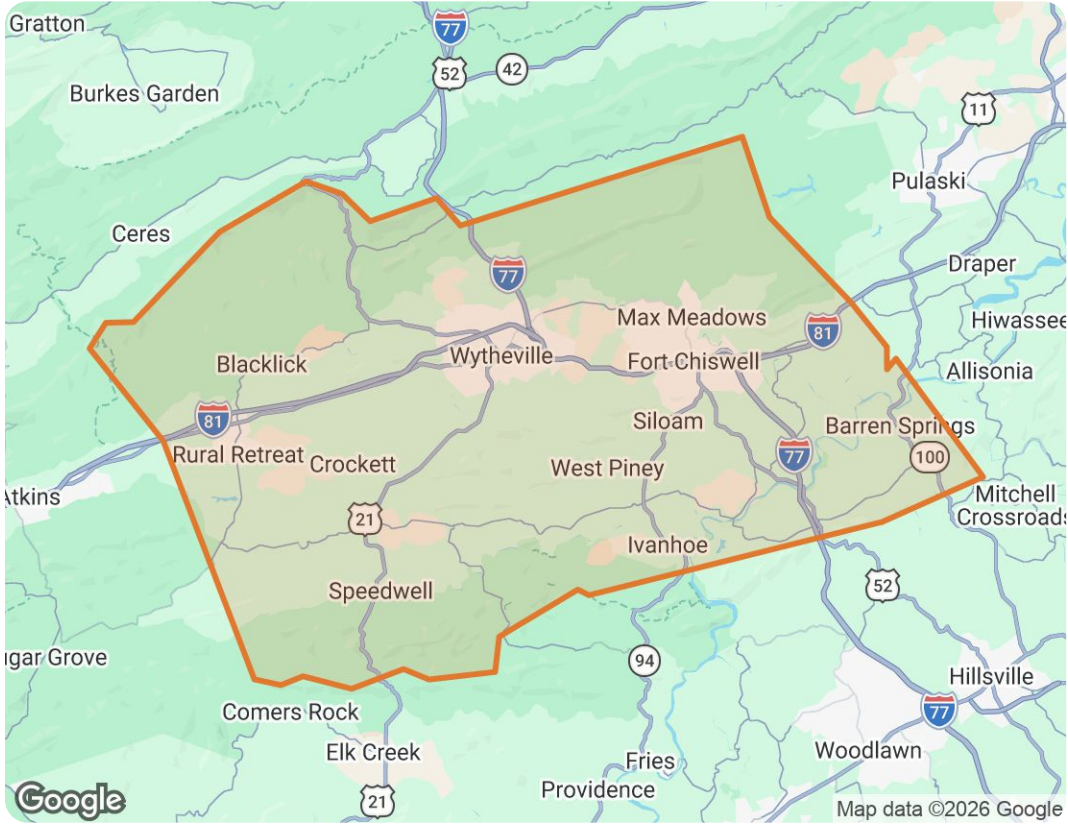


Wythe County, Virginia



Zachary Bruss

✉ zach@cbwilliamsburg.com

COLDWELL BANKER COMMERCIAL BROOKS REAL ESTATE

4071 Ironbound Rd
Williamsburg, VA 23188



Trade Area Summary

Attribute Summary for Wythe County, Virginia

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$55,923	46.4	27,928	Rooted Rural
Source: 2025/2029 Income (Esri)	Source: 2025/2029 Age: 5 Year Increments (Esri)	Source: 2025 Age: 1 Year Increments (Esri)	Source: 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Rooted Rural	Legacy Hills	Loyal Locals	Scenic Byways	Country Charm
% of Households	3,793 (30.8%)	1,260 (10.2%)	1,238 (10.1%)	1,060 (8.6%)	1,017 (8.3%)
Life Stage Group	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living
Life Mode Group	Countryscapes	Suburban Shine	Suburban Shine	Countryscapes	Countryscapes
Urbanicity Group(s)	Suburb Metro Landscape Rural Countryside	Urban Core Suburb	Suburb	Suburb Metro Landscape Rural Countryside	Metro Landscape Rural Countryside
Residence Type	Single Family, Mobile Homes	Single Family, Multi-Units	Single Family	Single Family, Mobile Homes	Single Family
Household Type	Married Couples	Singles Living Alone, Married Couples w/No Kids	Married Couples, Singles Living Alone	Married Couples, Singles Living Alone	Married Couples
Average Household Size	2.37	2	2.29	2.42	2.5
Median Age	46.9	45.6	46.4	43.7	43.6
Diversity Index	34.9	58.9	43.4	58.3	25.5
Median Household Income	\$61,776	\$55,927	\$77,226	\$48,428	\$78,155
Median Net Worth	\$225,364	\$87,823	\$291,287	\$138,719	\$298,064
Homeownership	82%	49%	78%	79%	84%
Rent Burdened Households	26%	40%	34%	28%	22%
Labor Force Participation Rate	51%	56%	58%	46%	64%
Unemployment Rate	4%	4%	4%	6%	3%
% with Bachelor's Degree or Higher	19%	31%	34%	13%	22%
Lifestyle Patterns	Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally. They purchase tools for home improvement, landscaping, and automotive repair.	They tend to shop locally, especially for toys and games. Residents have insurance and regular access to medical providers.	When it comes to shopping, they often visit large retail establishments for food and home supplies. This segment tends to stick to the same foods, stores, and brands. They often buy American-made products and domestic vehicles.	Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies. Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.	Residents tend to shop for essentials in person, often using coupons, and they turn to online platforms for greater variety and better deals. They often purchase tools and equipment for maintaining their cars, lawns, and gardens.

Consumer Segment Details

About this segment

Rooted Rural

Ranked

1st

dominant segment for this area

In this area

30.8%

of households fall into this segment

In the United States

2.5%

of households fall into this segment

Who Are They?

Heavily concentrated in the South and Appalachia, these residents often live in very rural areas far from job centers and outside towns and cities. Households are predominantly married couples and single-person households. Residents work in industries such as manufacturing, construction, agriculture, mining, and utilities. Employment in health care, retail, accommodation, and food services is also significant in these communities. Labor force participation is lower than average. These stable rural communities are characterized by long-term homeownership. Single-family homes are common, with one in five units being mobile homes. Vacancy rates are higher than the national average. Owning multiple cars is essential, as long commutes (sometimes across county or state lines) are typical.

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Rural Countryside; Suburb
- **Median home value:** \$213,253
- **Homeownership rate:** 82.4%
- **Rent burdened households (American Community Survey 2019-2023):** 26.0%
- **Labor force participation rate:** 50.6%
- **Unemployment rate:** 4.4%

Key Statistics

- **Median age:** 46.9
- **Median household size:** 2.37
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$61,776
- **Median net worth:** \$225,364
- **Percentage of individuals with completion of a bachelor's degree or higher:** 18.9%

Lifestyle Patterns

- Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally.
- They purchase tools for home improvement, landscaping, and automotive repair.
- Households often rely on satellite internet for connectivity.
- Pickup trucks are a common vehicle choice, serving both work and leisure needs.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Legacy Hills

Ranked

2nd

dominant segment
for this area

In this area

10.2%

of households fall
into this segment

In the United States

1.7%

of households fall
into this segment

Who Are They?

These neighborhoods are scattered nationwide, with above-average concentrations in the Midwest and South. Residents live in suburbs near metro areas with populations of 500,000 or more. Most residents are aged 45 and above, and a notable portion are either widowed or divorced, contributing to a high number of single-person households and smaller average household sizes. There is also a notable presence of this segment in small and remote towns and micropolitan areas, and many residents, particularly renters, have moved into these neighborhoods more recently. There are a higher-than-average number of workers in social service occupations. Homes are valued between \$150,000 and \$300,000. Half of the homes are single-family units, many constructed between 1950 and 1990, and the rest are a mix of low-rise and high-rise apartment complexes.

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Core
- **Median home value:** \$254,916
- **Homeownership rate:** 49.4%
- **Rent burdened households (American Community Survey 2019-2023):** 39.9%
- **Labor force participation rate:** 55.9%
- **Unemployment rate:** 4.4%

Lifestyle Patterns

- They tend to shop locally, especially for toys and games.
- Residents have insurance and regular access to medical providers.
- Residents listen to the radio and read magazines. Popular TV subjects include travel, bowling, and golf. While cell phone use is common, many have a landline.
- These individuals have a less prominent online presence compared to other segments.

Key Statistics

- **Median age:** 45.6
- **Median household size:** 2.00
- **Predominant household structure (Census 2020):** Singles living alone; married couples with no kids
- **Median household income:** \$55,927
- **Median net worth:** \$87,823
- **Percentage of individuals with completion of a bachelor's degree or higher:** 30.7%

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Loyal Locals

Ranked

3rd

dominant segment
for this area

In this area

10.1%

of households fall
into this segment

In the United States

2.8%

of households fall
into this segment

Who Are They?

Though prevalent nationwide, the highest concentrations of these communities are found in the Midwest and South. While many are in the suburbs of small metropolitan and micropolitan areas, these neighborhoods also have significant concentrations in small and remote towns. Residents are predominantly aged 65 years and above, and many are widowed or married without children living at home. Housing is more affordable than the national average: more than half of the homes in this segment are valued between \$150,000 and \$300,000. The majority of households consist of single-family homes, primarily built between 1950 and 1990. Commutes are typically short, with most residents driving alone to work, due to limited public transportation options. These neighborhoods generally have low population density and stable growth patterns.

Key Statistics

- **Median age:** 46.4
- **Median household size:** 2.29
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$77,226
- **Median net worth:** \$291,287
- **Percentage of individuals with completion of a bachelor's degree or higher:** 33.9%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$255,205
- **Homeownership rate:** 78.2%
- **Rent burdened households (American Community Survey 2019-2023):** 34.0%
- **Labor force participation rate:** 57.5%
- **Unemployment rate:** 3.5%

Lifestyle Patterns

- When it comes to shopping, they often visit large retail establishments for food and home supplies.
- This segment tends to stick to the same foods, stores, and brands. They often buy American-made products and domestic vehicles.
- Television is a primary source for both news and entertainment, including programs related to hunting and sports.
- They use social media to follow groups and stay in touch with friends and family.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Scenic Byways

Ranked

4th

dominant segment
for this area

In this area

8.6%

of households fall
into this segment

In the United States

1.6%

of households fall
into this segment

Who Are They?

Communities in this segment are located outside city boundaries, largely in the South. Population density is low, and the landscape is characterized by expansive open spaces and undeveloped land. Households primarily consist of married or widowed older adults. Many residents are approaching retirement or are retired, having had careers working in skilled trades such as agriculture, manufacturing, mining, construction, and utilities. The health, food, and retail sectors provide essential job opportunities for many, while social security and other forms of public assistance offer additional financial support. Commuting times are long. Homes are predominantly owned, and single-family and manufactured homes are common. Vacancy rates tend to be higher than average, with a notable portion being seasonal units.

Key Statistics

- **Median age:** 43.7
- **Median household size:** 2.42
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$48,428
- **Median net worth:** \$138,719
- **Percentage of individuals with completion of a bachelor's degree or higher:** 13.4%

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Rural Countryside; Suburb
- **Median home value:** \$125,411
- **Homeownership rate:** 78.5%
- **Rent burdened households (American Community Survey 2019-2023):** 28.0%
- **Labor force participation rate:** 46.3%
- **Unemployment rate:** 6.1%

Lifestyle Patterns

- Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies.
- Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.
- Connectivity can be limited; households depend on satellite for TV and internet, and many maintain a landline.
- Equipped with the necessary tools and equipment, residents maintain their vehicles, gardens, and homes themselves.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Country Charm

Ranked

5th

dominant segment
for this area

In this area

8.3%

of households fall
into this segment

In the United States

2.3%

of households fall
into this segment

Who Are They?

These communities are evenly distributed across metropolitan, micropolitan, and nonmetropolitan areas, with the highest concentration in the Midwest. Most residents live outside defined towns or cities in very low-density regions. Agriculture is at the heart of these communities, with many residents self-employed on their own farms or working for neighboring farms. Residents also find employment opportunities in manufacturing, construction, mining, and utilities. Residents tend to be older, with more married couples than singles, however, there is a higher-than-average presence of children under 18. Residents tend to own at least two vehicles.

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Rural Countryside
- **Median home value:** \$243,467
- **Homeownership rate:** 83.8%
- **Rent burdened households (American Community Survey 2019-2023):** 21.7%
- **Labor force participation rate:** 64.1%
- **Unemployment rate:** 2.9%

Key Statistics

- **Median age:** 43.6
- **Median household size:** 2.50
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$78,155
- **Median net worth:** \$298,064
- **Percentage of individuals with completion of a bachelor's degree or higher:** 22.0%

Lifestyle Patterns

- Residents tend to shop for essentials in person, often using coupons, and they turn to online platforms for greater variety and better deals.
- They often purchase tools and equipment for maintaining their cars, lawns, and gardens.
- They tend to listen to country music.
- Residents create and repair things themselves, from home improvement and woodworking to gardening and crafting.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

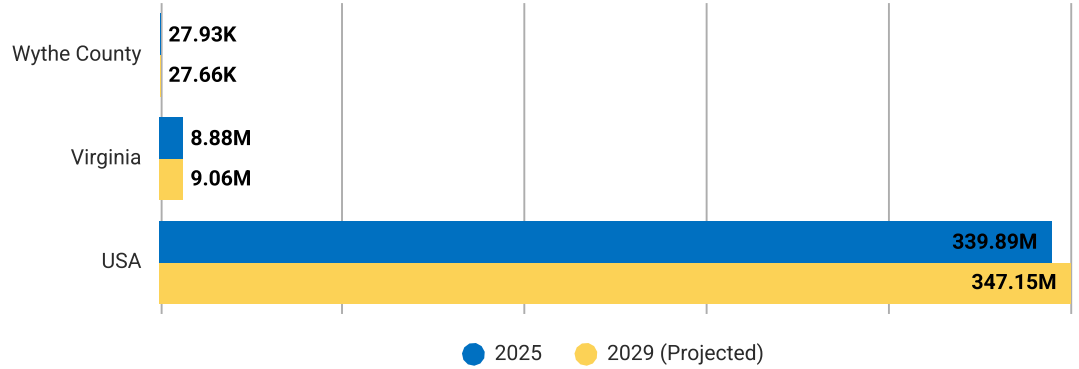
Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

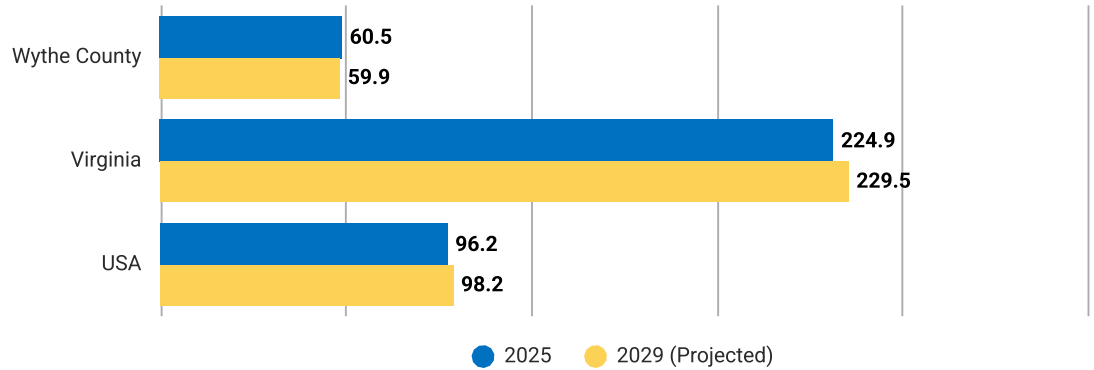
Total Population

This chart shows the total population in an area, compared with other geographies.



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

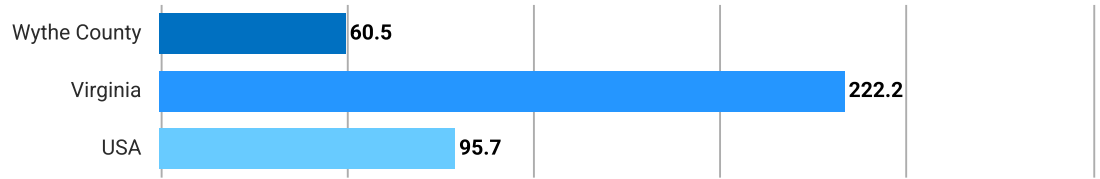
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Wythe County, Virginia

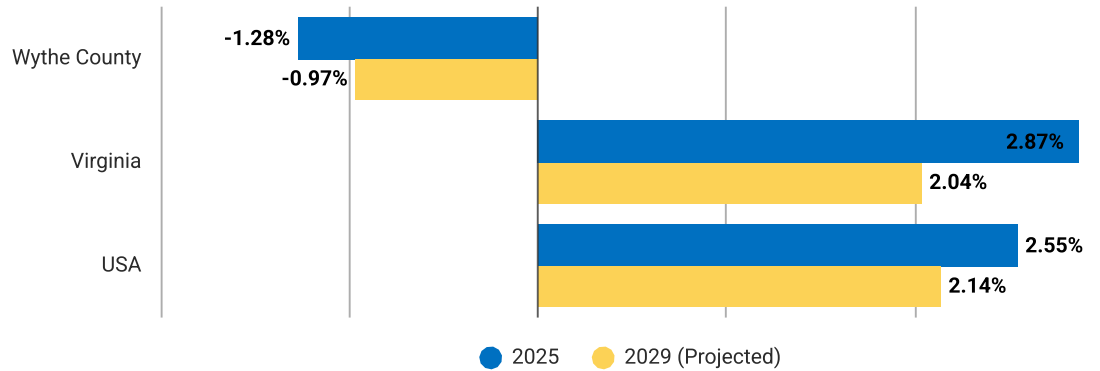
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



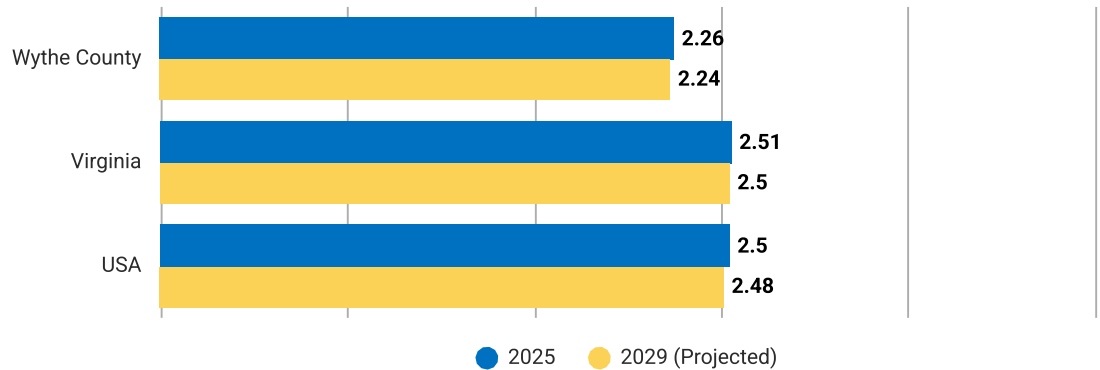
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



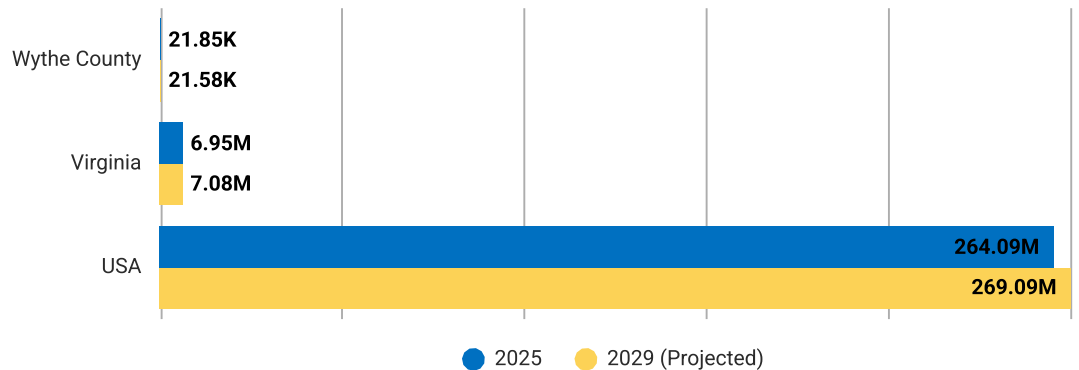
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



Population Living in Family Households

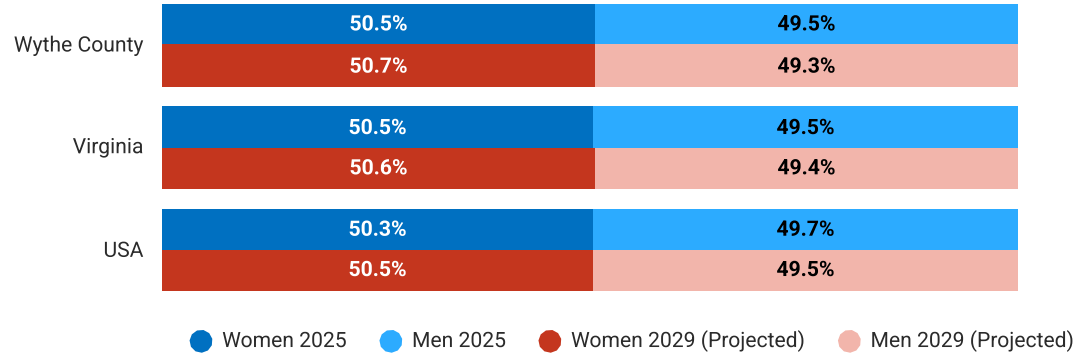
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Wythe County, Virginia

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



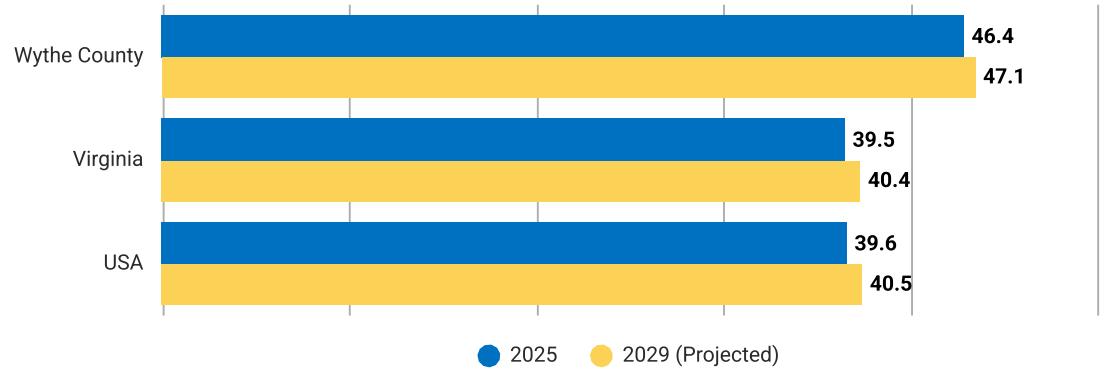
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

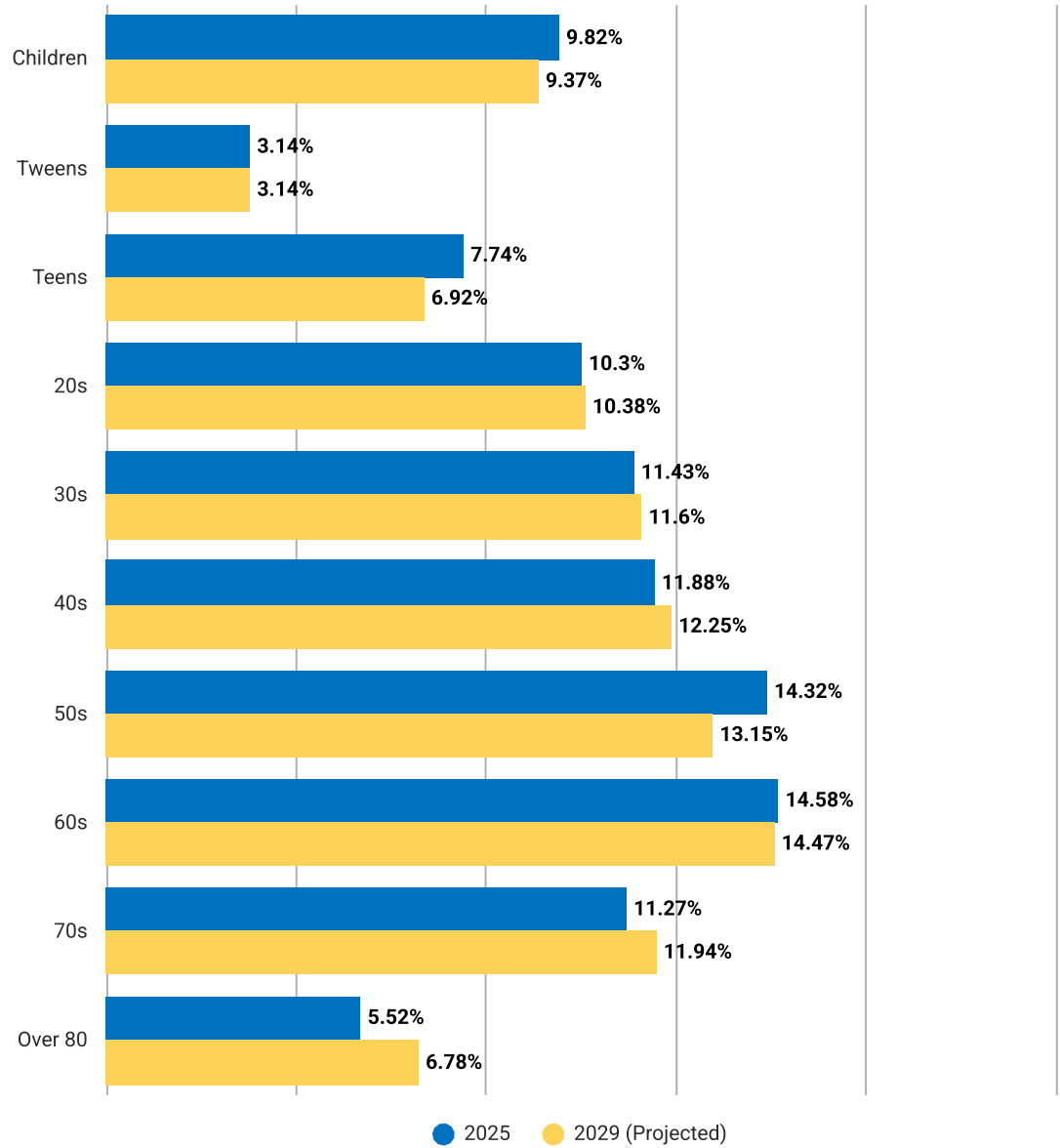
Median Age

This chart shows the median age in an area, compared with other geographies.



Population by Age

This chart breaks down the population of an area by age group.



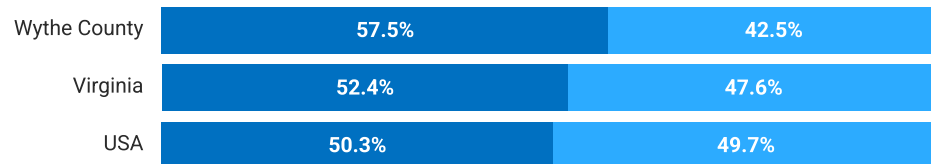
Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



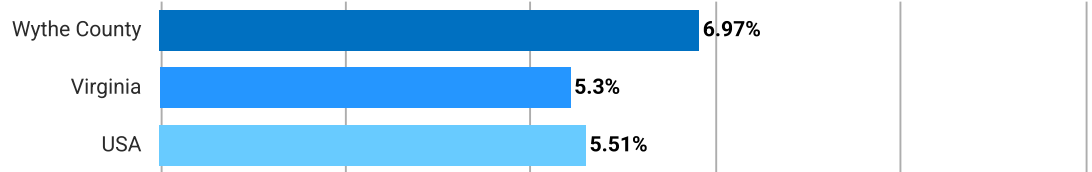
Married

This chart shows the number of people in an area who are married, compared with other geographies.



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



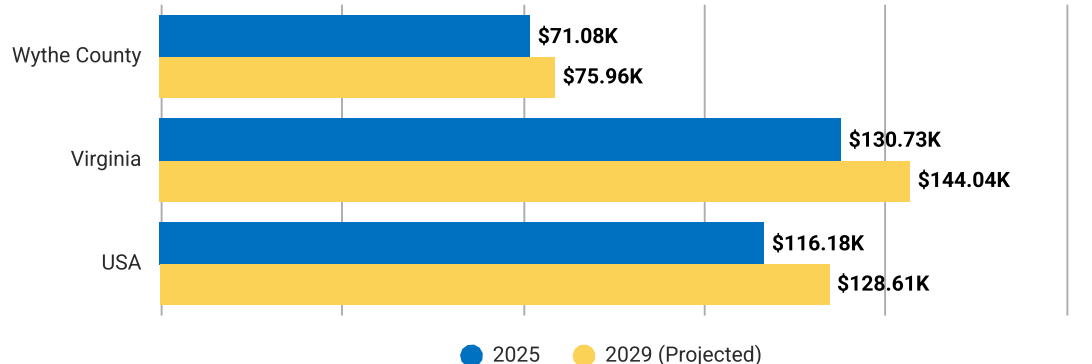
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Average Household Income

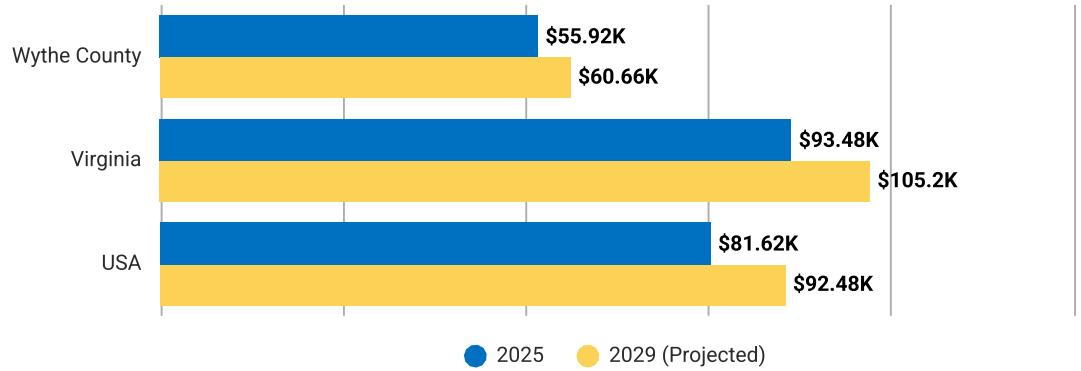
This chart shows the average household income in an area, compared with other geographies.



Wythe County, Virginia

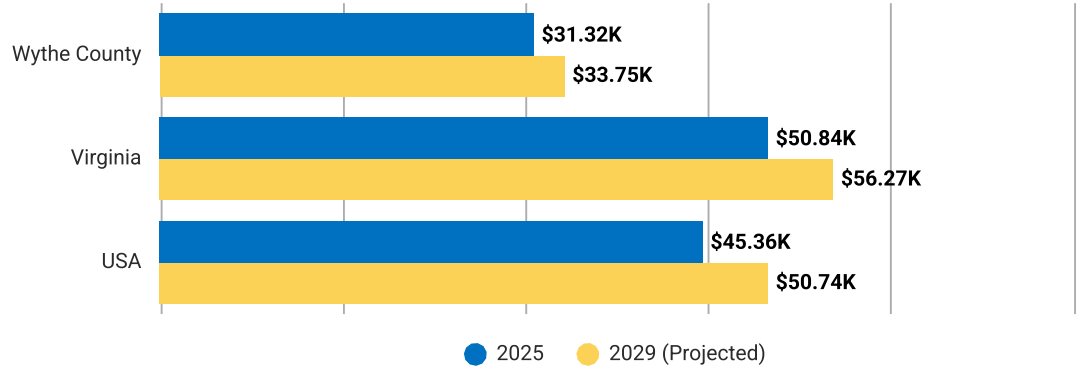
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



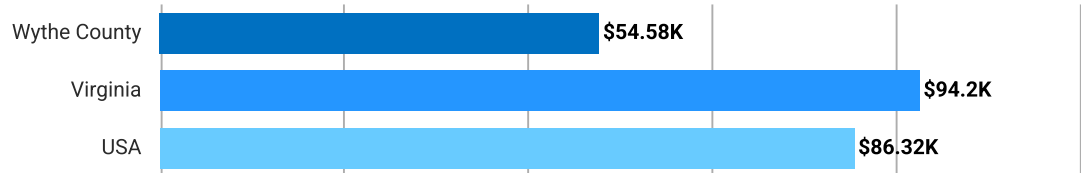
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



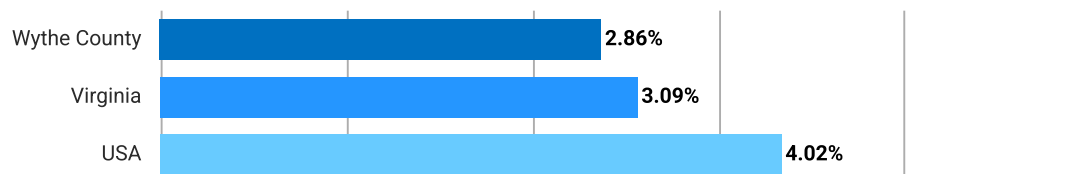
Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Less than 9th Grade

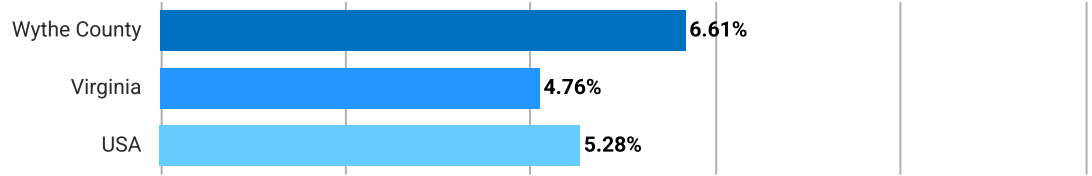
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



Wythe County, Virginia

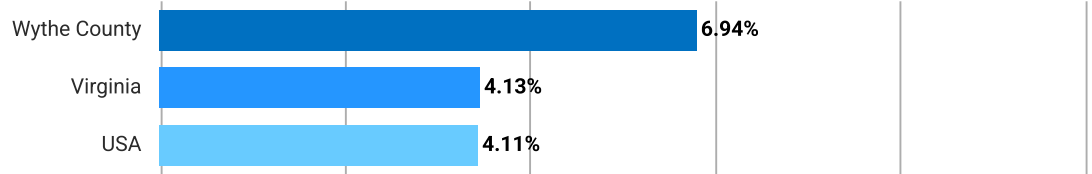
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



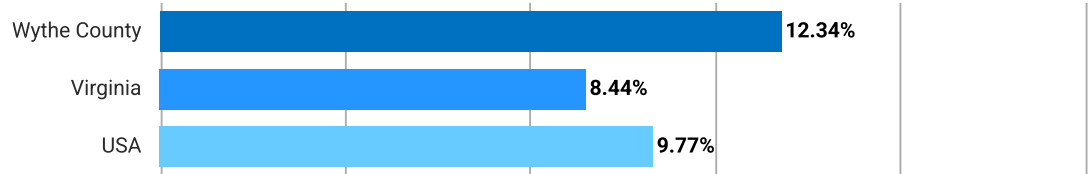
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



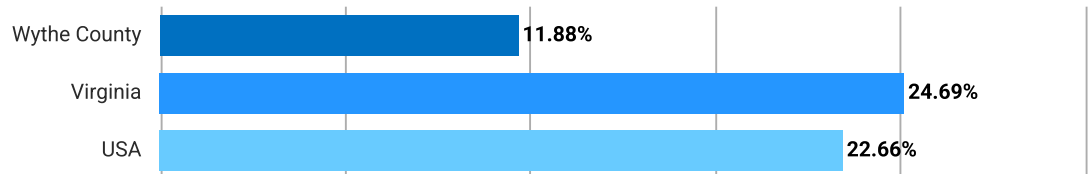
Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



Bachelor's Degree

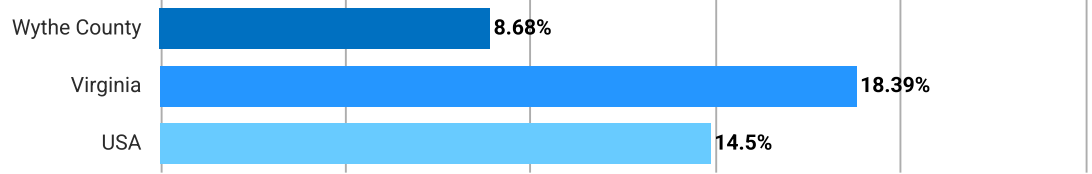
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Wythe County, Virginia

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



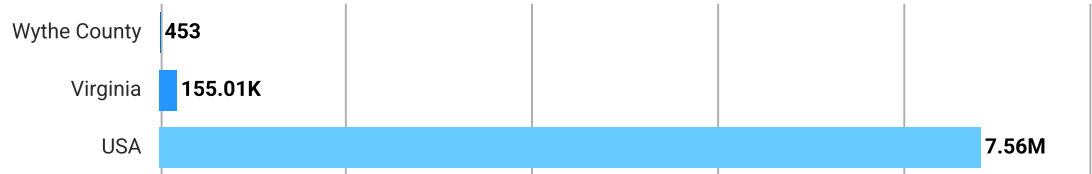
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

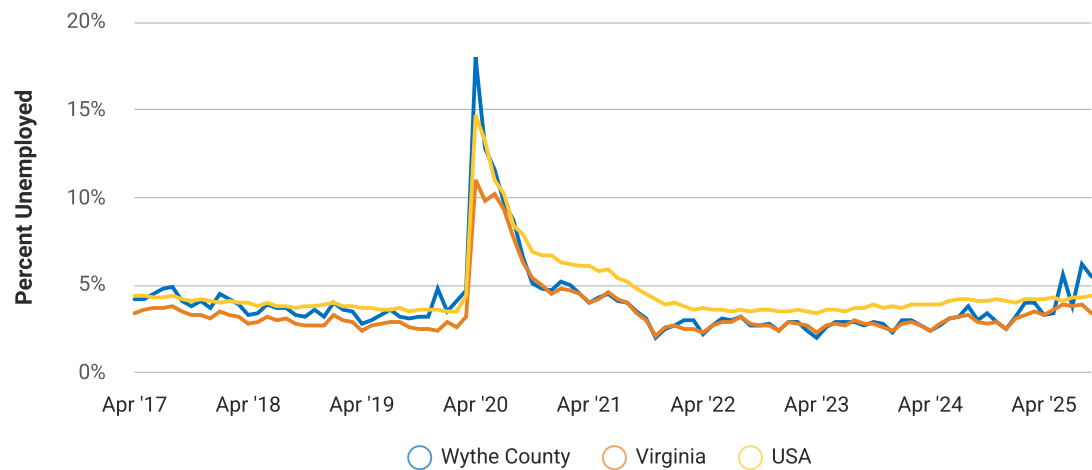


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

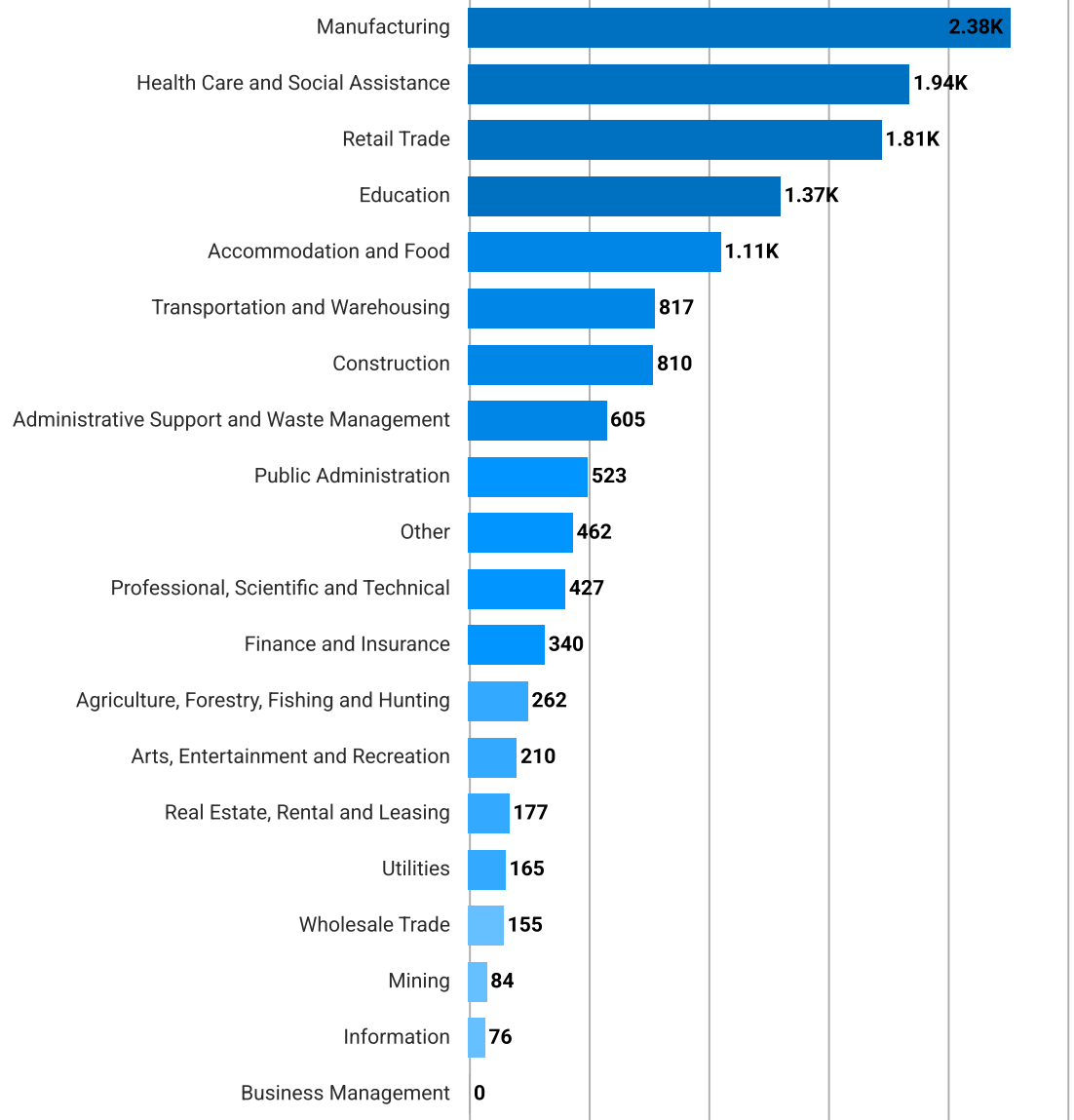


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



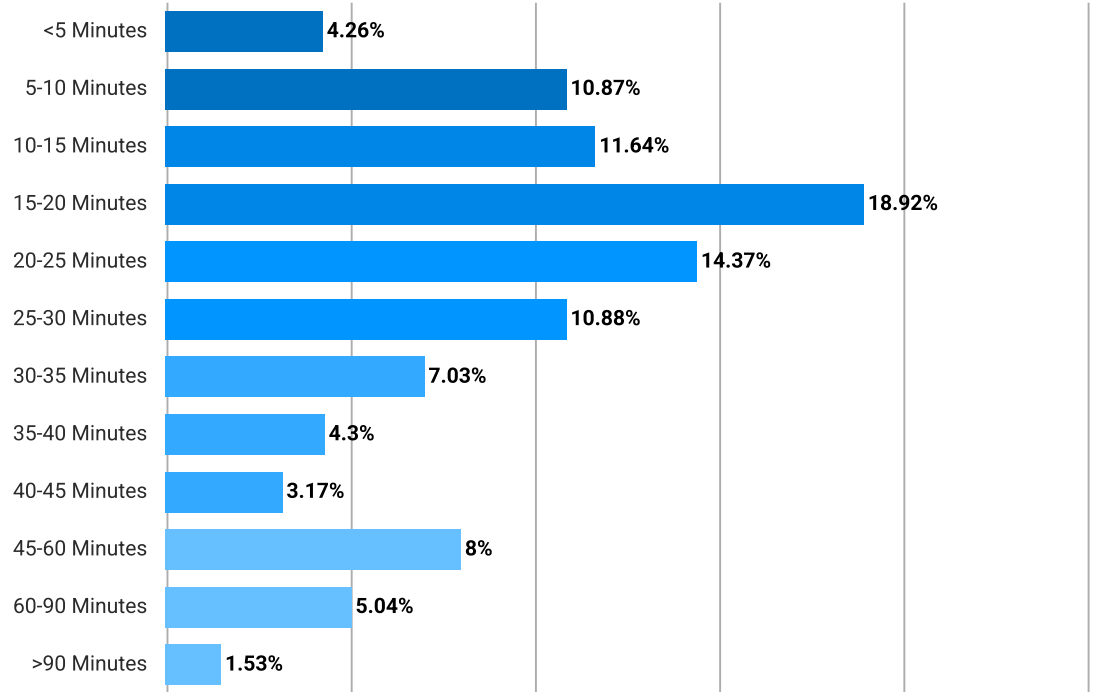
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually



How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

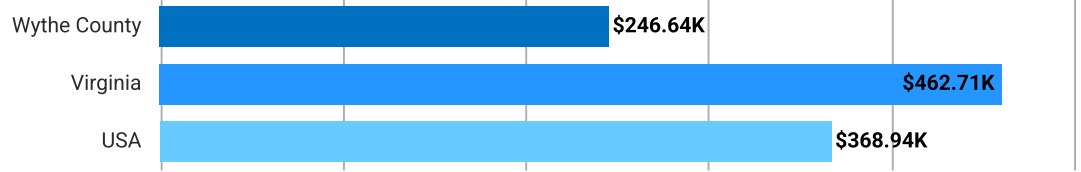
Update Frequency: Annually



Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

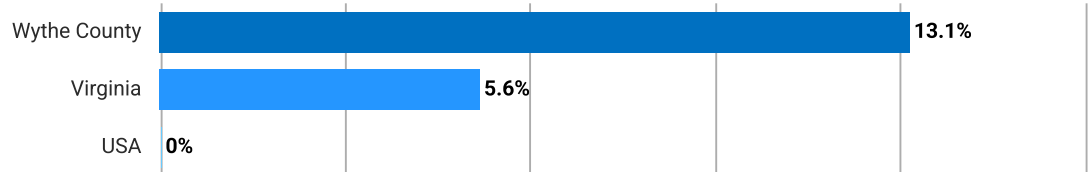


Source: Listing data

Update Frequency: Monthly

12 mo. Change in Median Listing Price

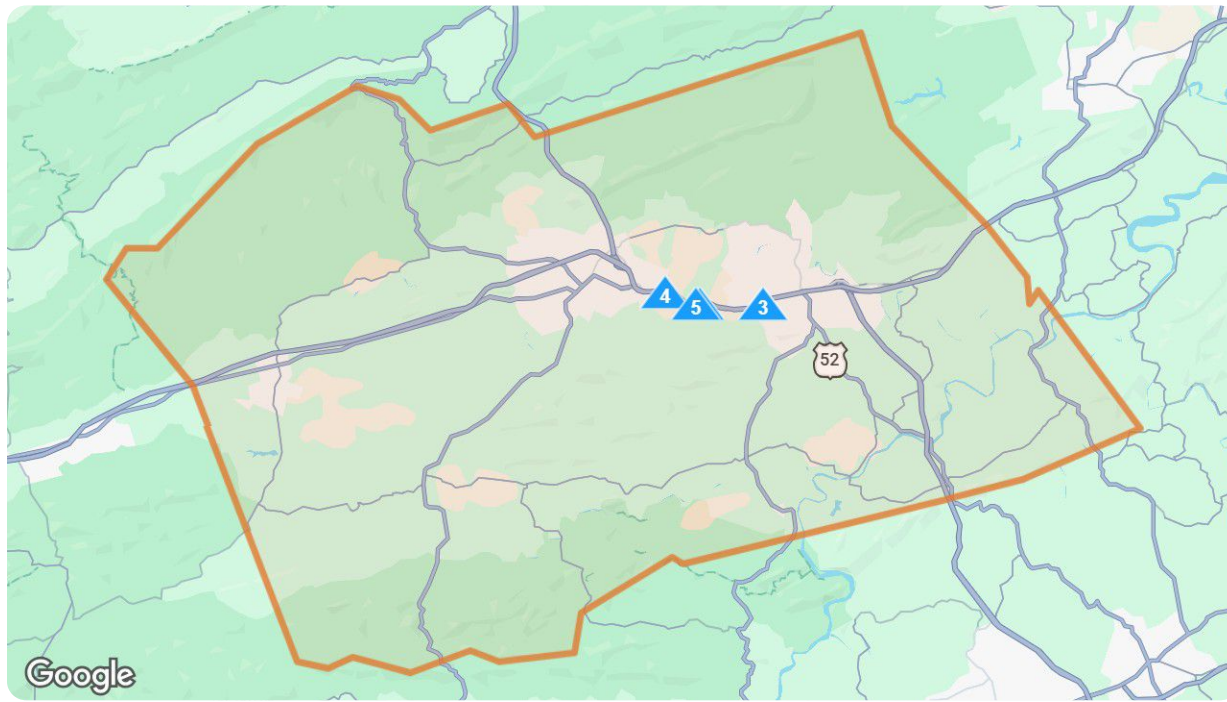
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

Traffic Counts



Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 57,805

2025 Est. daily traffic counts

Cross: -
Cross Dir: -
Distance: -

Historical counts

Year	▲	Count	Type
2021	▲	58,000	ADT
2016	▲	54,000	AAADT
2015	▲	52,000	AAADT

2 57,167

I 77;I 81;US 11;US 5

2025 Est. daily traffic counts

Cross: Max Meadows Rd
Cross Dir: E
Distance: 1.42 miles

Historical counts

Year	▲	Count	Type
2020	▲	48,000	ADT
2016	▲	53,000	AAADT
2015	▲	51,000	AAADT

3 57,167

I 77;I 81;US 11;US 5

2025 Est. daily traffic counts

Cross: Max Meadows Rd
Cross Dir: E
Distance: 1.42 miles

Historical counts

Year	▲	Count	Type
2021	▲	57,000	ADT
2018	▲	53,000	ADT

4 56,149

I- 77

2025 Est. daily traffic counts

Cross: I- 81
Cross Dir: NW
Distance: 1.48 miles

Historical counts

Year	▲	Count	Type
2016	▲	54,000	AAADT
2015	▲	52,000	AAADT
2002	▲	50,000	AAADT

5 56,149

I- 77

2025 Est. daily traffic counts

Cross: I- 81
Cross Dir: NW
Distance: 2.6 miles

Historical counts

Year	▲	Count	Type
2016	▲	54,000	AAADT
2015	▲	52,000	AAADT

AAADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWADT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

