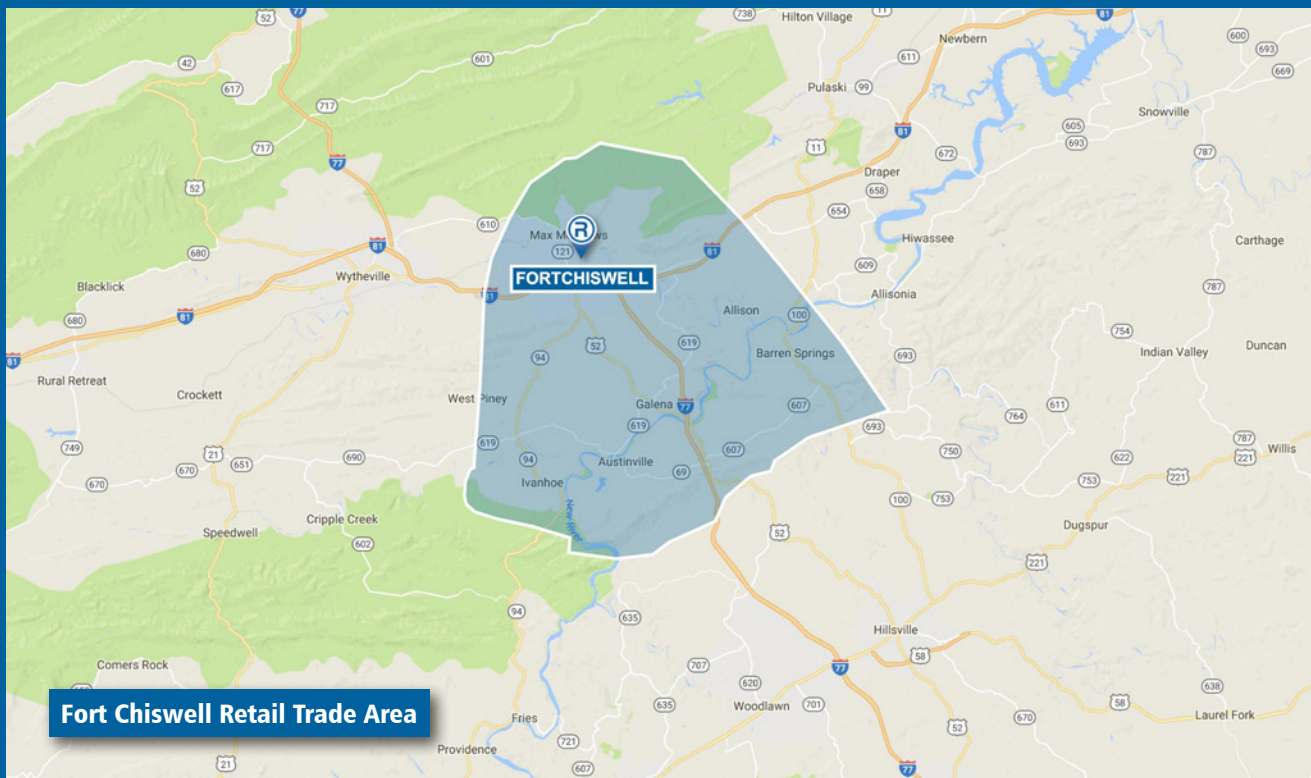


Retail Market Profile 2018



Contact Information

David Manley, Executive Director
 Joint Development Authority of Wythe County
 190 South First Street
 Wytheville, Virginia 24382
 Phone 276.223.3370
 Cell
 david.manley@wytheida.org
 www.wytheida.org

June 2018. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Retail Trade Area	9,624	10,301	9,929	9,869

Income

	2018 ESTIMATE
Average Household	\$61,087
Median Household	\$46,545
Per Capita	\$25,052

Educational Attainment

	2018 ESTIMATE
Graduate or Professional	5.3%
Bachelor's Degree	7.7%
Associate Degree	10.7%
Some College, No Degree	20.8%
High School Graduate	38.3%
Some High School, No Degree	11.9%
Less than 9th Grade	5.2%

Race Distribution

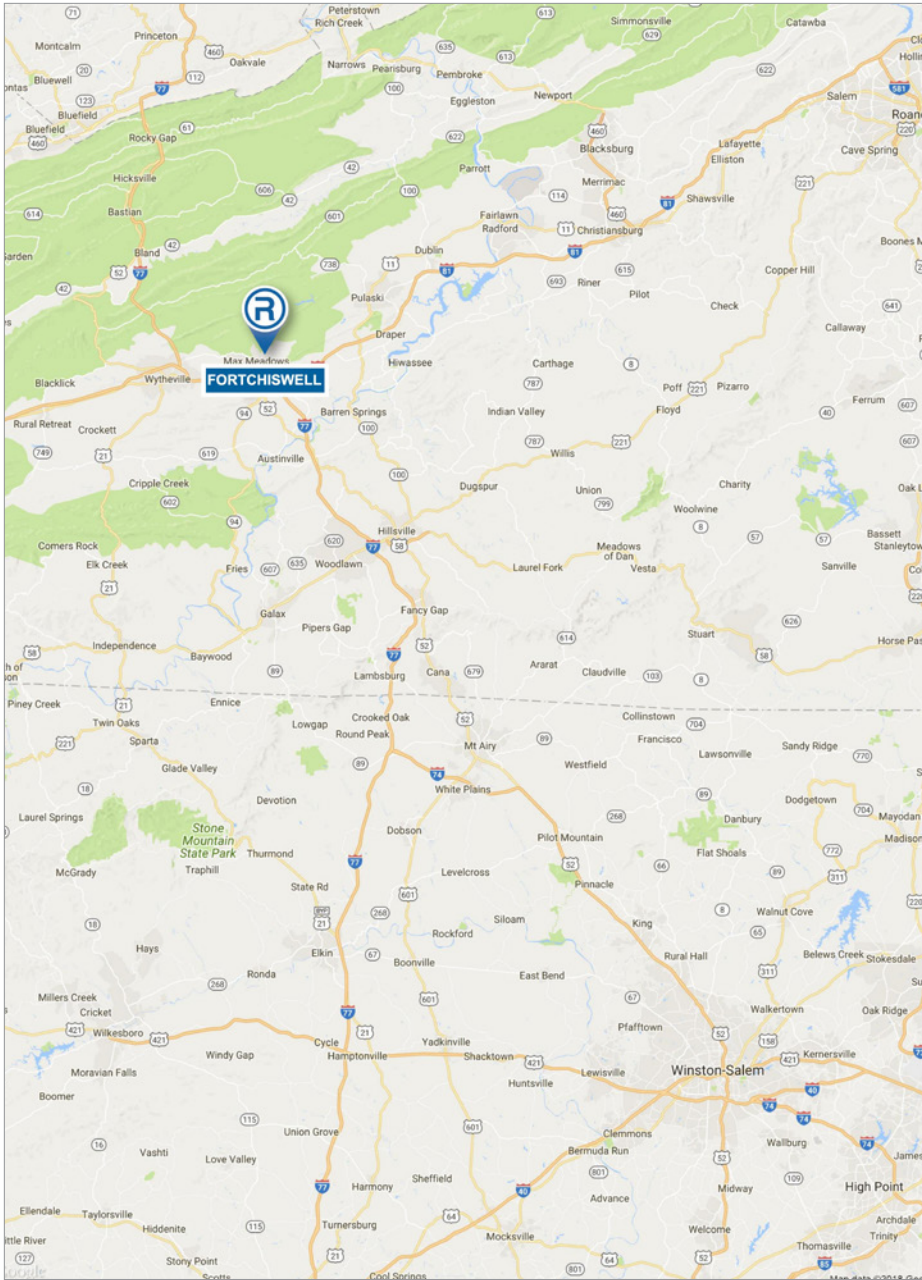
	2018 ESTIMATE
White	96.91%
Black or African American	0.98%
American Indian/Alaskan	0.13%
Asian	0.49%
Native Hawaiian/Islander	0.01%
Other Race	0.39%
Two or More Races	1.09%
Hispanic or Latino (of any race)	1.04%

Age

GROUPS	2018 ESTIMATE
9 Years and Under	9.76%
10-17 Years	9.48%
18-24 Years	7.64%
25-34 Years	10.90%
35-44 Years	12.34%
45-54 Years	15.06%
55-64 Years	14.83%
65 Years and Over	19.99%
DISTRIBUTION	2018 ESTIMATE
Median Age	44.91
Average Age	42.91



LOCATION MAP



EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.