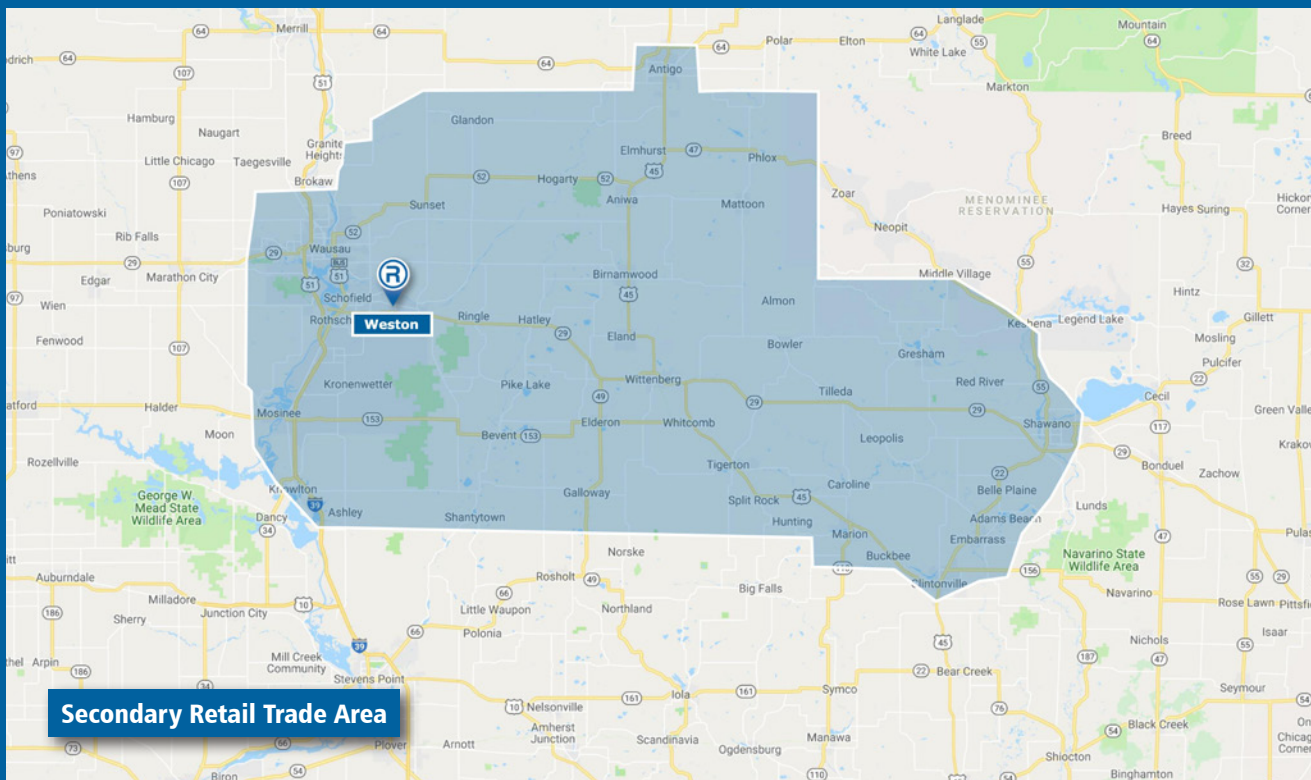


# Retail Market Profile 2018



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September 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
Secondary Retail Trade Area	141,197	146,812	146,425	146,954

## Income

	2018 ESTIMATE
Average Household	\$69,487
Median Household	\$53,982
Per Capita	\$29,329

## Educational Attainment

	2018 ESTIMATE
Graduate or Professional	6.6%
Bachelor's Degree	15.4%
Associate Degree	11.6%
Some College, No Degree	19.6%
High School Graduate	37.6%
Some High School, No Degree	5.6%
Less than 9th Grade	3.6%

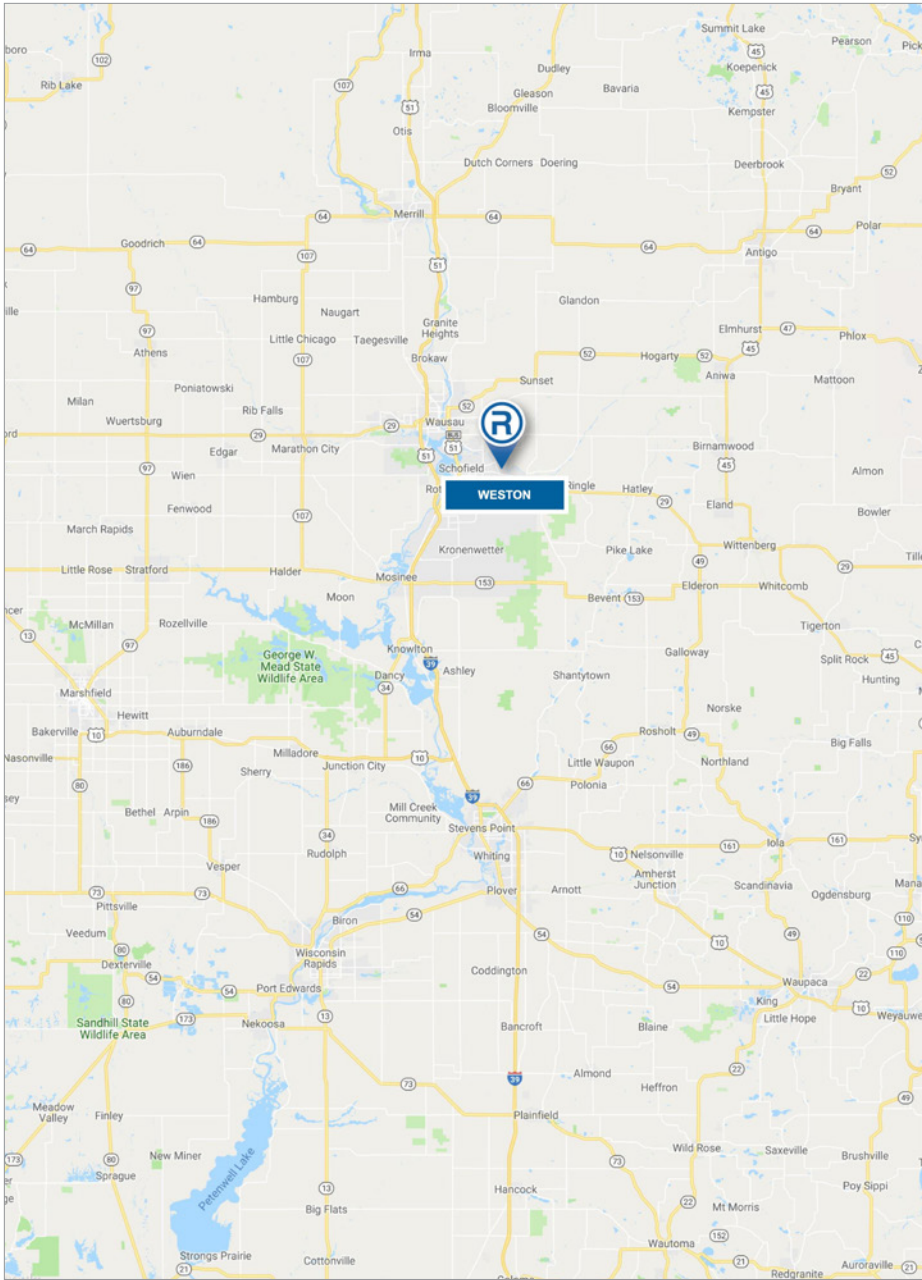
## Race Distribution

	2018 ESTIMATE
White	87.28%
Black or African American	0.93%
American Indian/Alaskan	3.21%
Asian	5.35%
Native Hawaiian/Islander	0.03%
Other Race	1.02%
Two or More Races	2.17%
Hispanic or Latino (of any race)	3.10%

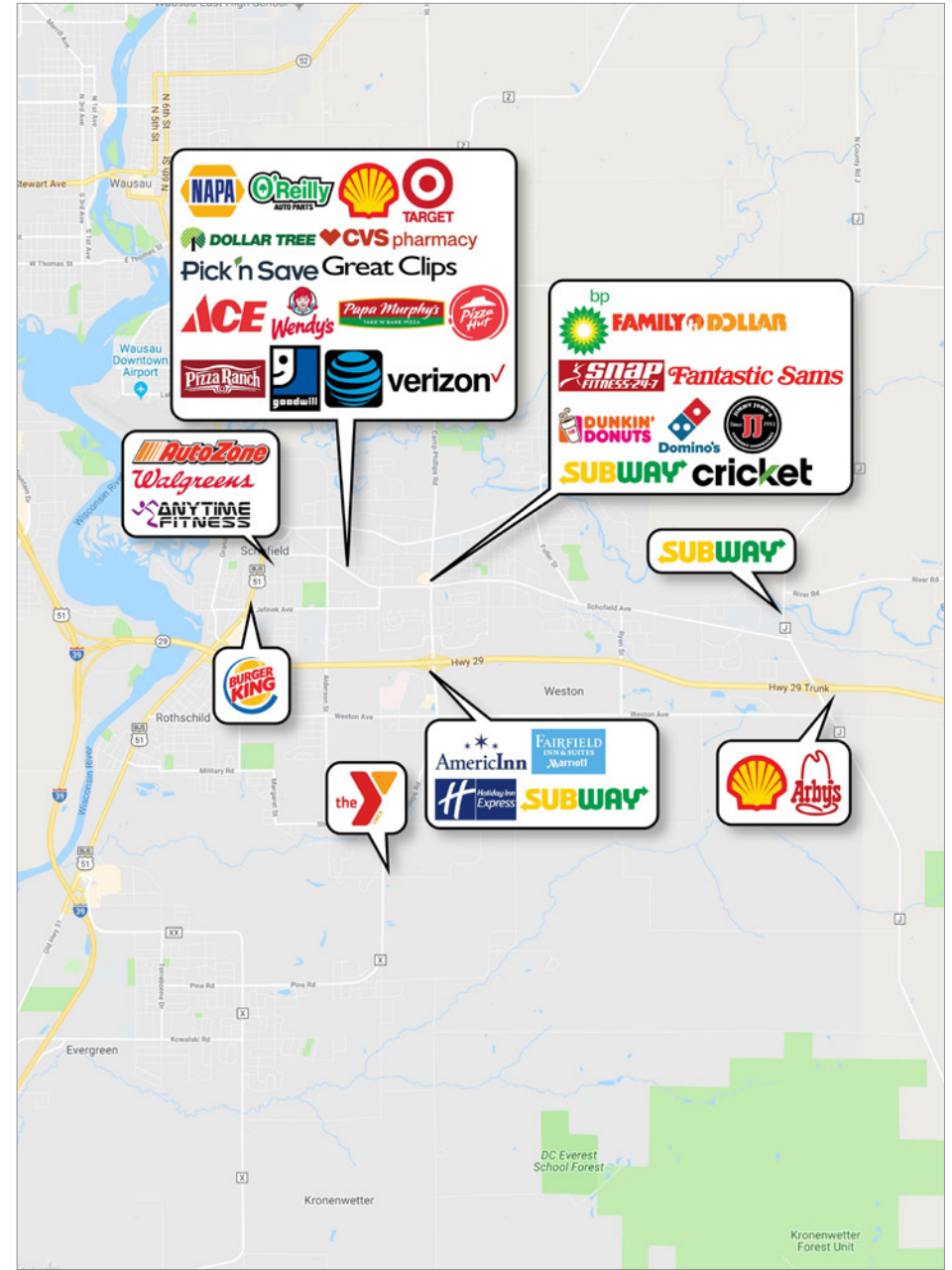
## Age

GROUPS	2018 ESTIMATE
9 Years and Under	12.05%
10-17 Years	10.28%
18-24 Years	8.28%
25-34 Years	11.48%
35-44 Years	11.95%
45-54 Years	13.04%
55-64 Years	14.27%
65 Years and Over	18.64%
DISTRIBUTION	2018 ESTIMATE
Median Age	41.70
Average Age	41.22

# 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.