

Retail Market Profile 2016



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Population

	2000	2010	2016 ESTIMATE	2021 PROJECTION
Primary Retail Trade Area	134,219	142,530	145,815	150,807

Income

	2016 ESTIMATE
Average Household	\$56,424
Median Household	\$40,773
Per Capita	\$21,594

Educational Attainment

	2016 ESTIMATE
Graduate or Professional	4.03%
Bachelor's Degree	9.88%
Associate Degree	6.67%
Some College, No Degree	23.77%
High School Graduate	33.59%
Some High School, No Degree	13.26%
Less than 9th Grade	8.79%

Race Distribution

	2016 ESTIMATE
White	72.93%
Black or African American	11.56%
American Indian/Alaskan	0.73%
Asian	0.72%
Native Hawaiian/Islander	0.33%
Other Race	11.29%
Two or More Races	2.45%
Hispanic or Latino (of any race)	22.85%

Age

GROUPS	2016 ESTIMATE
9 Years and Under	13.18%
10-17 Years	11.21%
18-24 Years	9.13%
25-34 Years	11.57%
35-44 Years	11.27%
45-54 Years	12.33%
55-64 Years	12.97%
65 Years and Over	18.34%
DISTRIBUTION	2016 ESTIMATE
Median Age	39.4
Average Age	39.9

