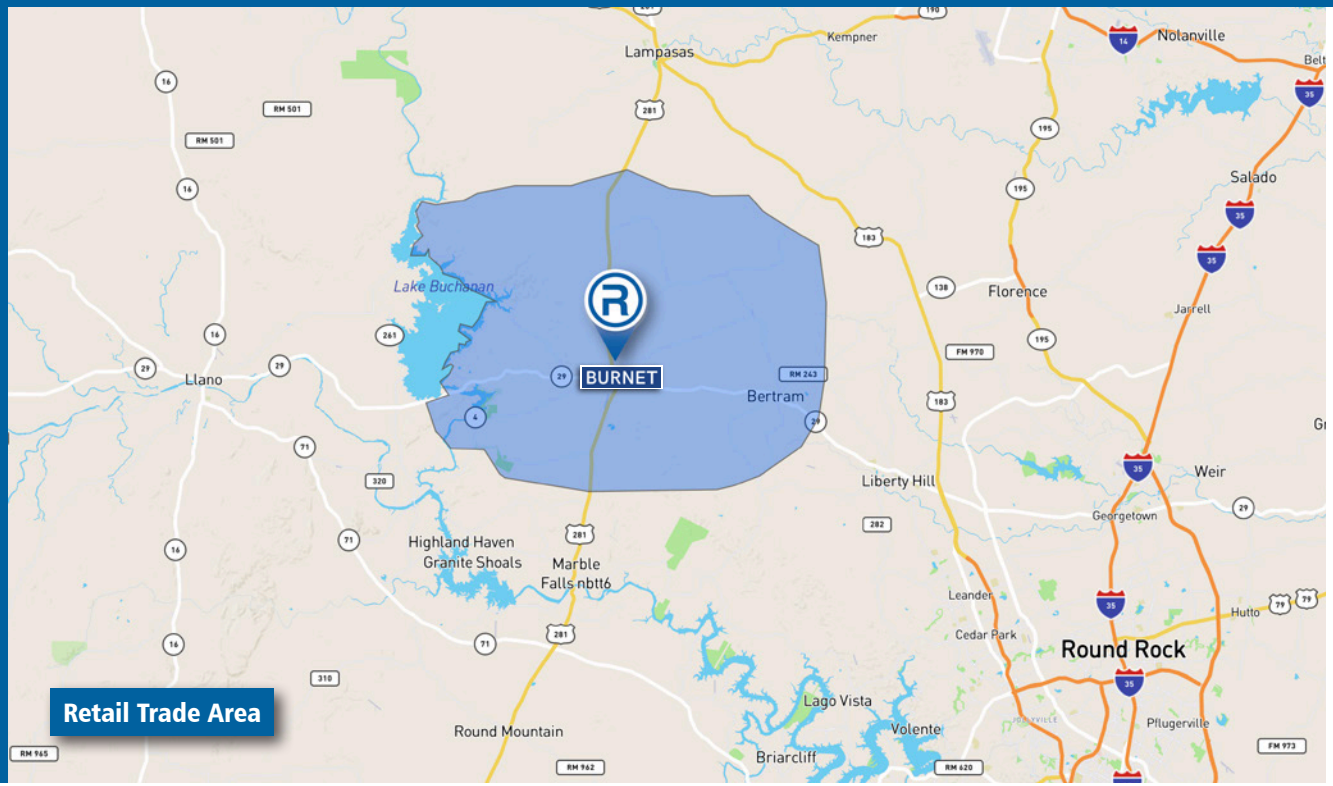
Retail Market Profile 2017



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September 2017. 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	2017 ESTIMATE	2022 PROJECTION
Retail Trade Area	13,223	17,176	19,117	20,559

Income

	2017 ESTIMATE
Average Household	$70,045
Median Household	$54,691
Per Capita	$27,789

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Educational Attainment

	2017 ESTIMATE
Graduate or Professional	6.38%
Bachelor's Degree	13.78%
Associate Degree	3.99%
Some College, No Degree	23.69%
High School Graduate	35.85%
Some High School, No Degree	9.52%
Less than 9th Grade	6.78%

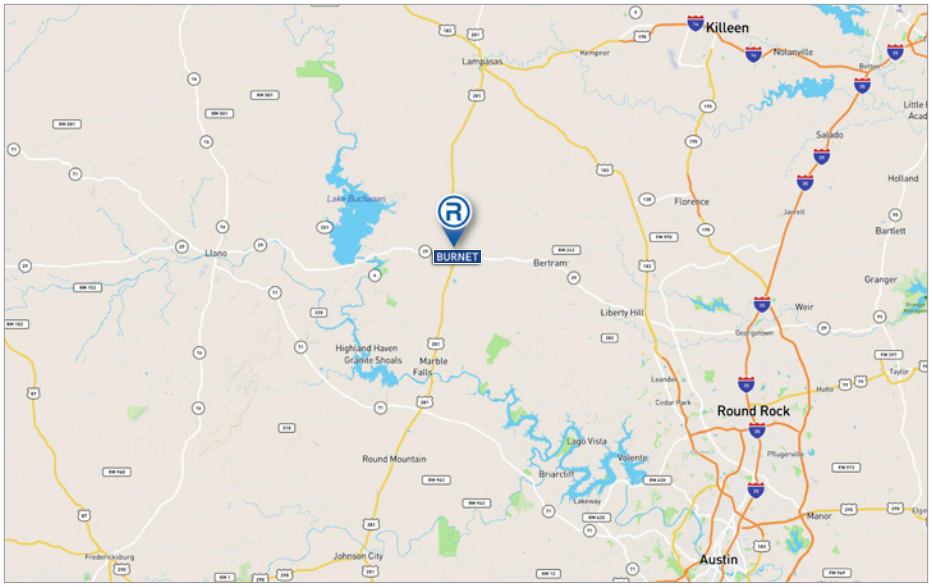
Race Distribution

	2017 ESTIMATE
White	88.61%
Black or African American	2.84%
American Indian/ Alaskan	0.85%
Asian	0.49%
Native Hawaiian/ Islander	0.04%
Other Race	5.24%
Two or More Races	1.94%
Hispanic or Latino (of any race)	18.00%

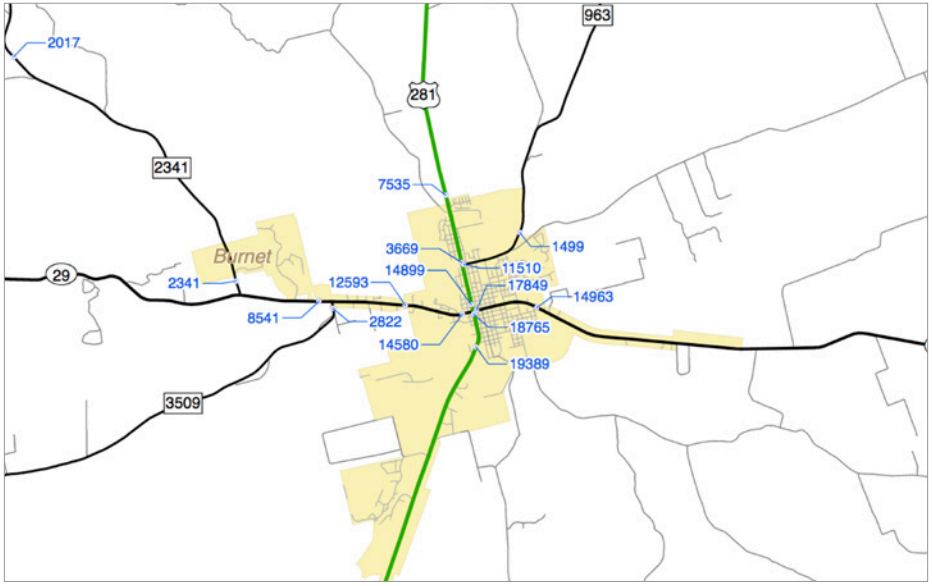
Age

GROUPS	2017 ESTIMATE
9 Years and Under	10.36%
10-17 Years	10.16%
18-24 Years	9.32%
25-34 Years	11.40%
35-44 Years	10.96%
45-54 Years	11.86%
55-64 Years	14.02%
65 Years and Over	21.93%
DISTRIBUTION	**2017 ESTIMATE**
Median Age	43.0
Average Age	42.5

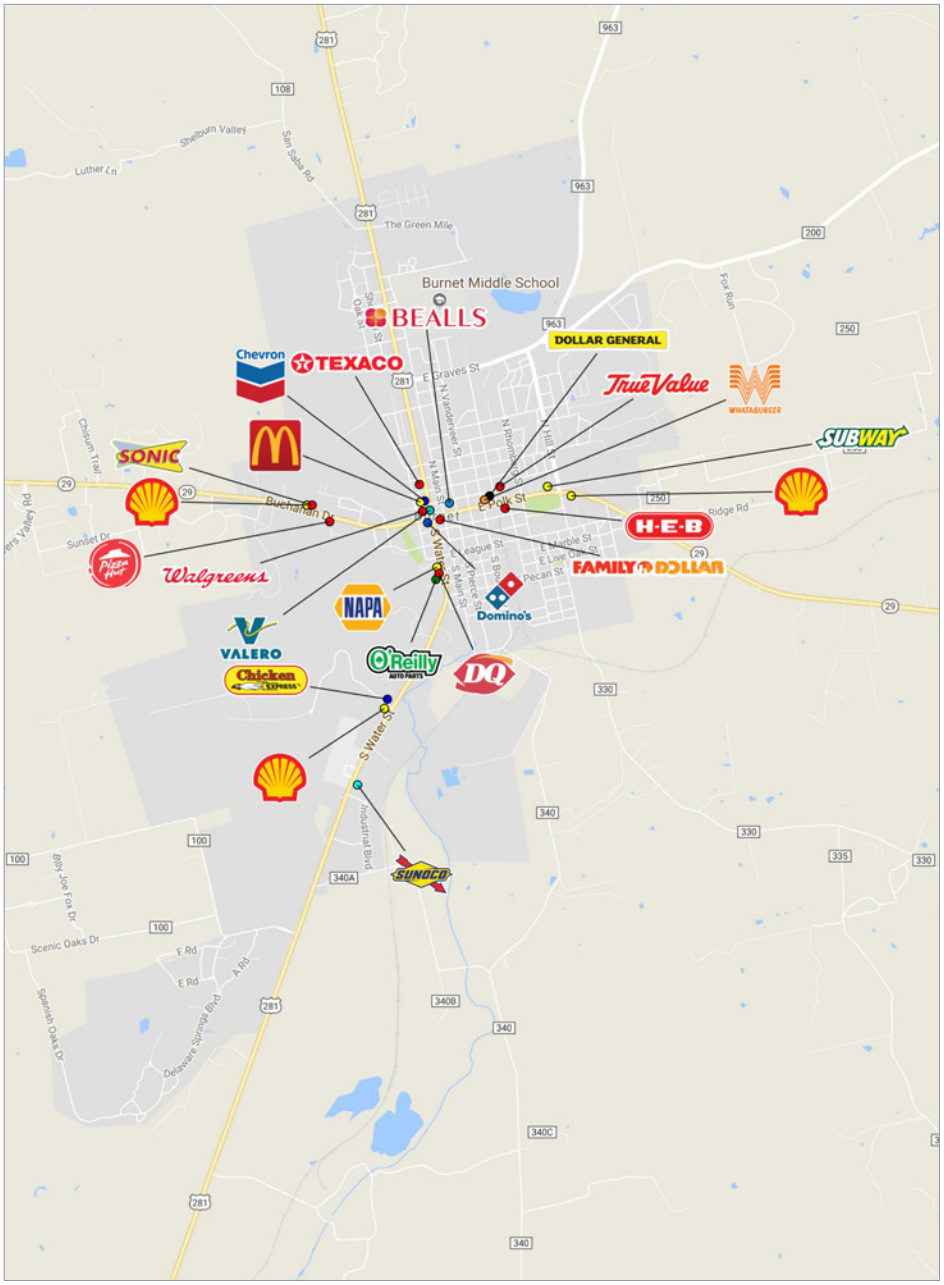
LOCATION MAP



TRAFFIC COUNT MAP



EXISTING RETAIL



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