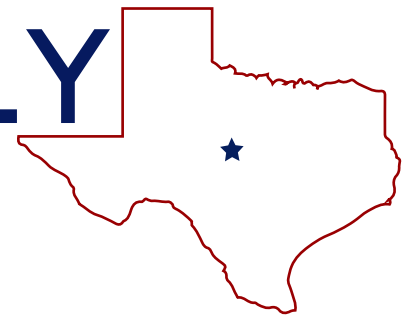


CITY OF EARLY TEXAS



POPULATION

83,412

2021 ESTIMATED RETAIL TRADE AREA POPULATION

EDUCATIONAL ATTAINMENT

GRADUATE OR PROFESSIONAL	5.3%
BACHELOR'S DEGREE	13.0%
ASSOCIATE DEGREE	6.3%
SOME COLLEGE, NO DEGREE	24.2%
HIGH SCHOOL GRADUATE	34.2%
SOME HIGH SCHOOL, NO DEGREE	8.7%
LESS THAN 9TH GRADE	8.3%

HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

\$ 6 8 , 0 9 3

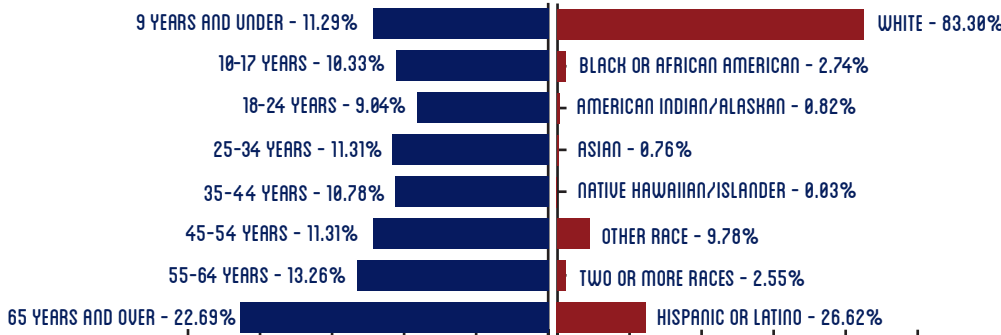
MEDIAN HOUSEHOLD INCOME

\$ 4 9 , 0 4 2

PER CAPITA INCOME

\$ 2 7 , 7 4 9

RACE DISTRIBUTION AND AGE



MEDIAN AGE 42.46

AVERAGE AGE 42.33

OPPORTUNITY IN EARLY

POTENTIAL RETAIL SALES	\$1,130,657,624
ACTUAL SALES	\$518,721,611
SALES LEAKAGE	\$611,936,013

CLOTHING & ACCESSORY STORES
SALES LEAKAGE = \$28,867,667

SPORTING GOODS SERVICES
SALES LEAKAGE = \$10,660,352

FOOD SERVICE & DRINKING PLACES
SALES LEAKAGE = \$71,685,544

*2017 SALES DATA

LARRY MCCONN
ASSISTANT CITY ADMINISTRATOR:
DIRECTOR OF ECONOMIC DEVELOPMENT
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