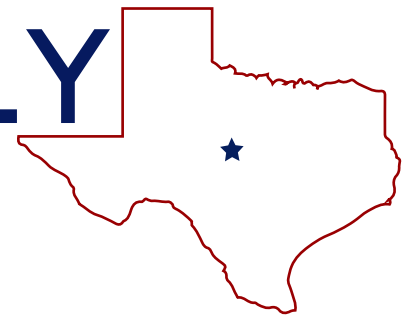


CITY OF EARLY TEXAS



POPULATION

85,456

2023 ESTIMATED RETAIL TRADE AREA POPULATION

EDUCATIONAL ATTAINMENT

GRADUATE OR PROFESSIONAL	5.3%
BACHELOR'S DEGREE	13.8%
ASSOCIATE DEGREE	6.7%
SOME COLLEGE, NO DEGREE	24.6%
HIGH SCHOOL GRADUATE	34.3%
SOME HIGH SCHOOL, NO DEGREE	8.4%
LESS THAN 9TH GRADE	6.79%

HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

\$ 7 6 , 8 0 7

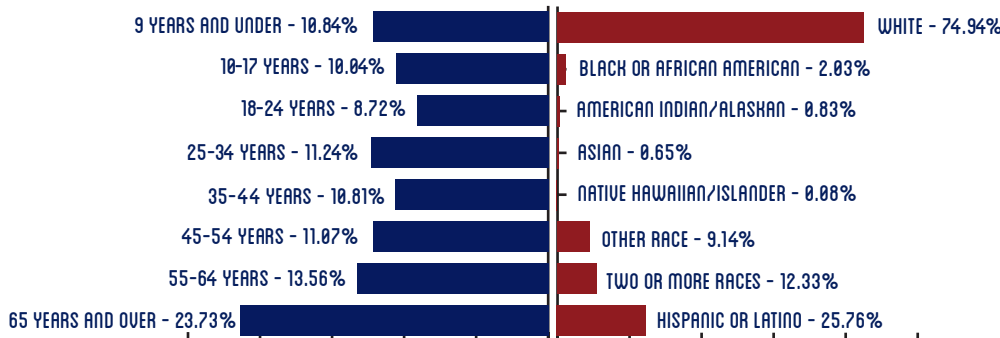
MEDIAN HOUSEHOLD INCOME

\$ 5 6 , 3 1 5

PER CAPITA INCOME

\$ 3 2 , 1 0 8

RACE DISTRIBUTION AND AGE



MEDIAN AGE 43.48

AVERAGE AGE 43.00

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

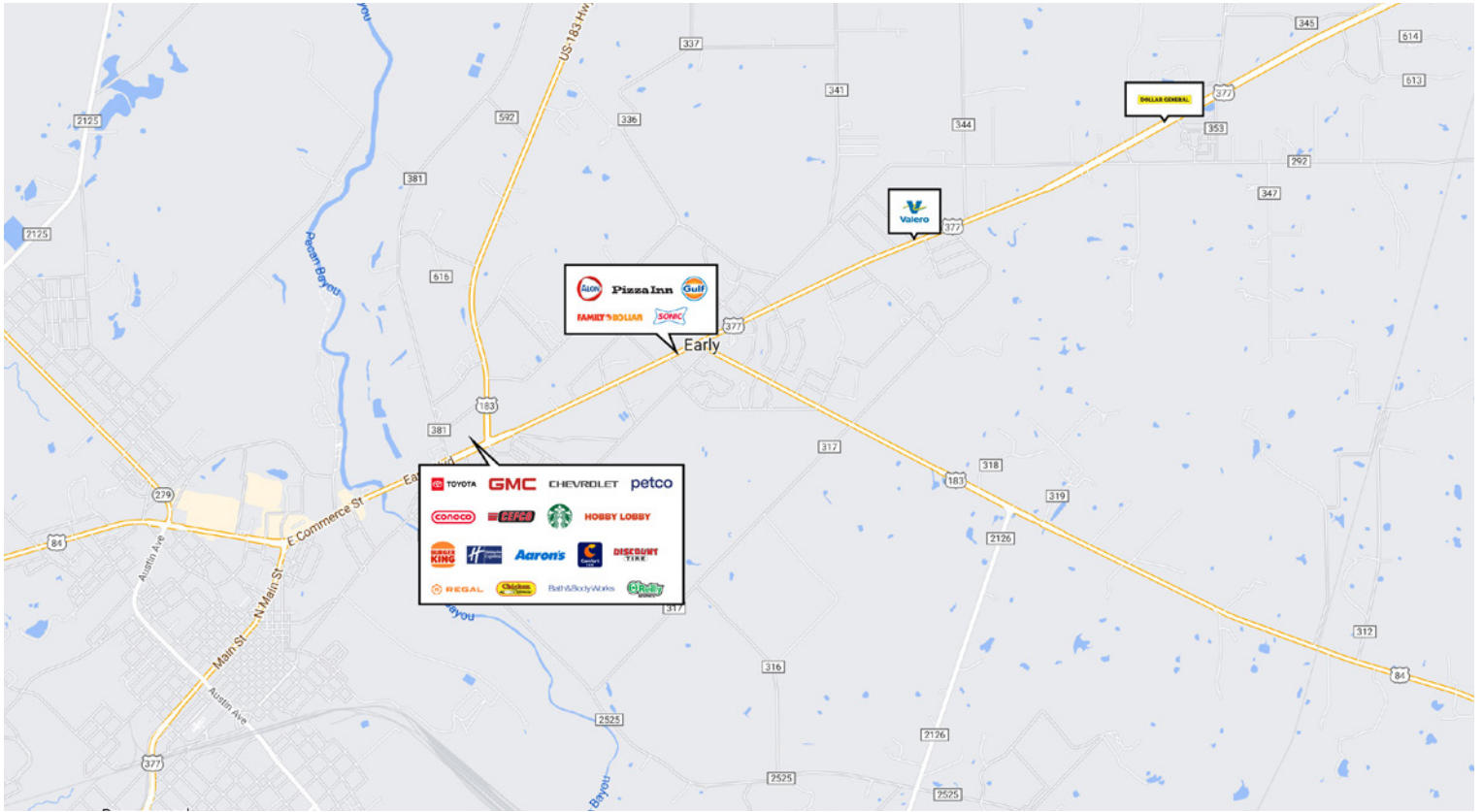
FOOD SERVICE & DRINKING PLACES
SALES LEAKAGE = \$71,685,544

*2017 SALES DATA

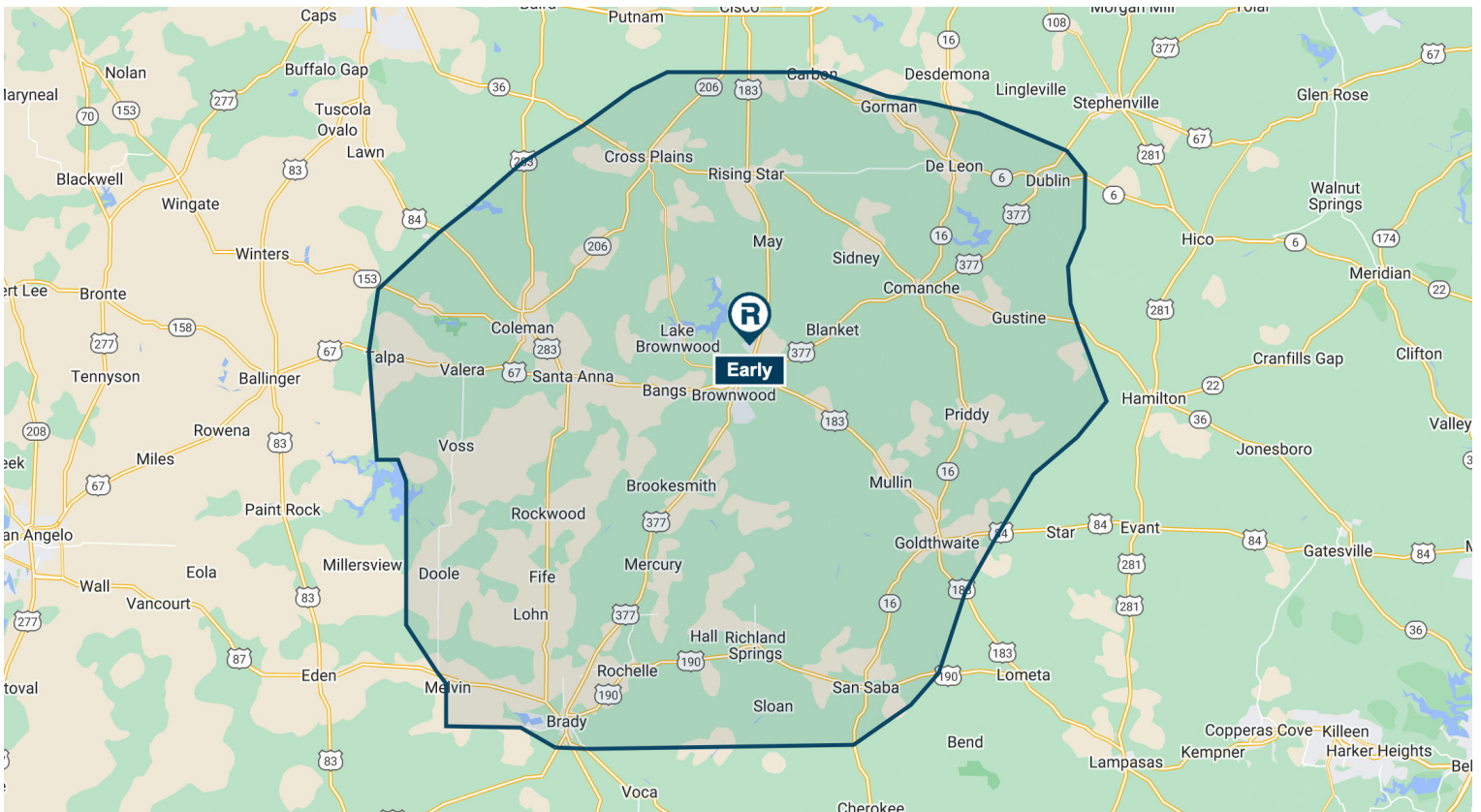
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EXISTING RETAIL



RETAIL TRADE AREA



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