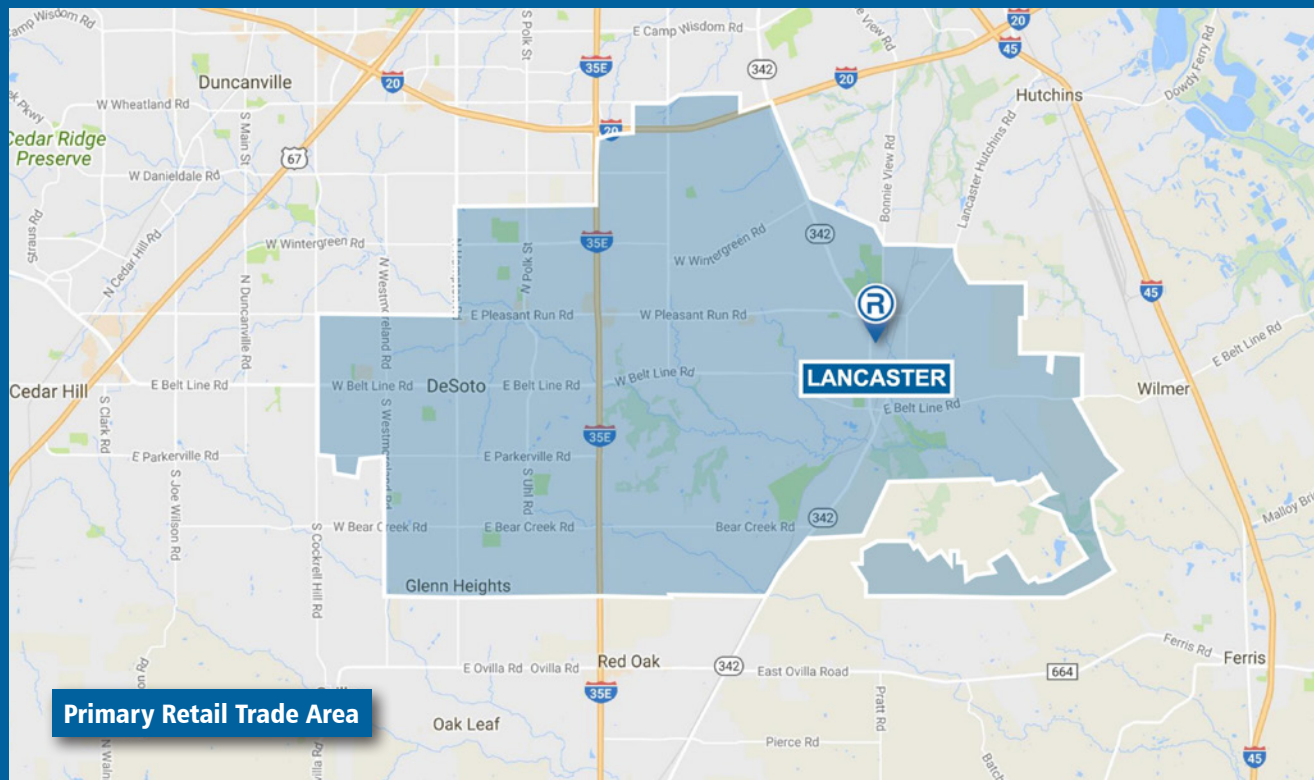


Retail Market Profile 2018



Contact Information

Shane Shepard
Economic Development Director
 City of Lancaster, Texas
 211 N. Henry St.
 Lancaster, TX 75146
 Phone 972.218.1314
 Cell 469.920.7448
 msshepard@lancaster-tx.com
 www.lancaster-tx.com

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
Primary Retail Trade Area	58,207	79,287	92,851	101,327

Income

	2018 ESTIMATE
Average Household	\$73,939
Median Household	\$61,457
Per Capita	\$25,297

Educational Attainment

	2018 ESTIMATE
Graduate or Professional	7.2%
Bachelor's Degree	16.3%
Associate Degree	8.6%
Some College, No Degree	30.9%
High School Graduate	25.5%
Some High School, No Degree	7.6%
Less than 9th Grade	4.0%

Race Distribution

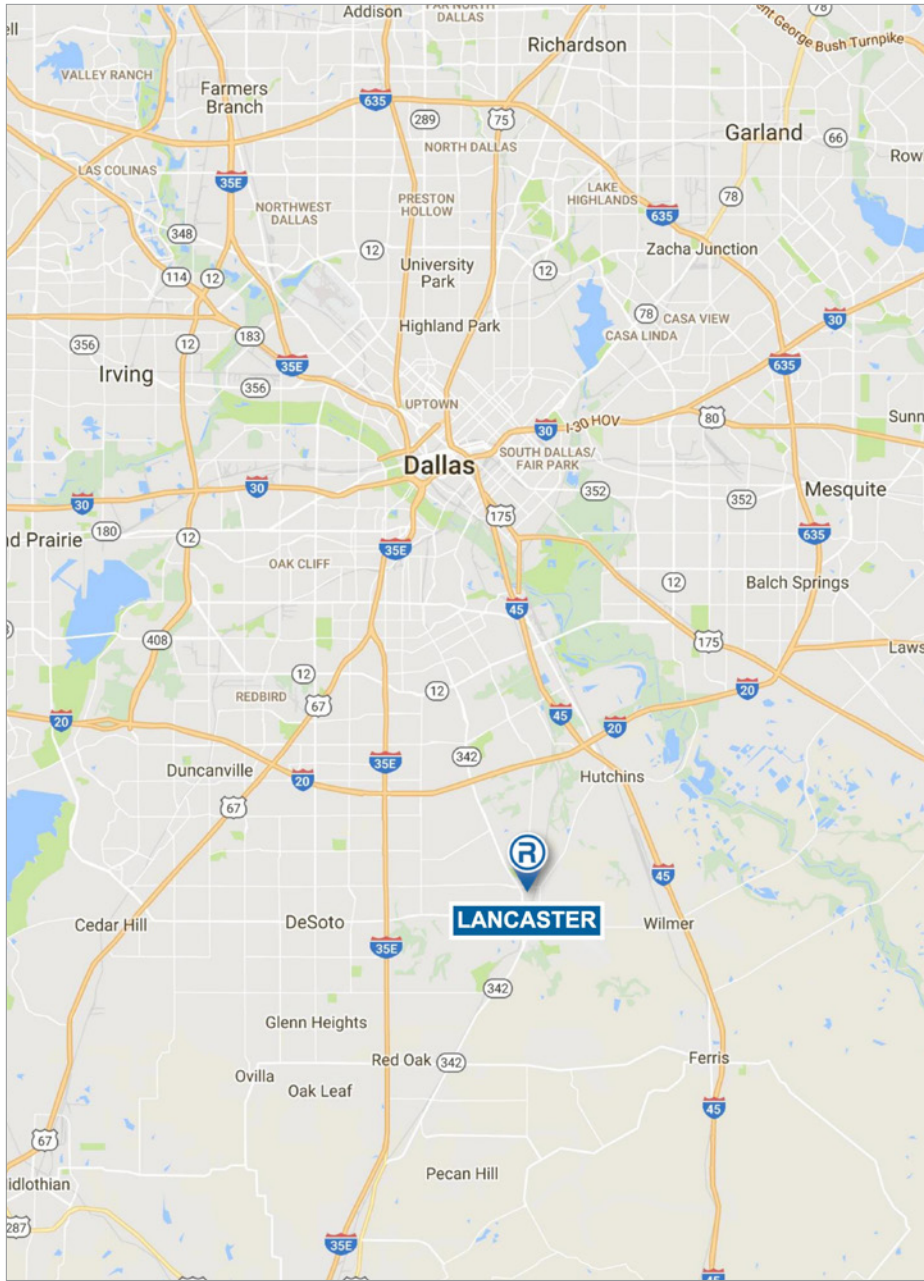
	2018 ESTIMATE
White	18.36%
Black or African American	70.01%
American Indian/Alaskan	0.36%
Asian	0.57%
Native Hawaiian/Islander	0.03%
Other Race	8.17%
Two or More Races	2.50%
Hispanic or Latino (of any race)	16.90%

Age

GROUPS	2018 ESTIMATE
9 Years and Under	14.71%
10-17 Years	12.83%
18-24 Years	10.17%
25-34 Years	12.77%
35-44 Years	13.82%
45-54 Years	13.52%
55-64 Years	11.74%
65 Years and Over	10.44%
DISTRIBUTION	2018 ESTIMATE
Median Age	34.63
Average Age	35.56



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.