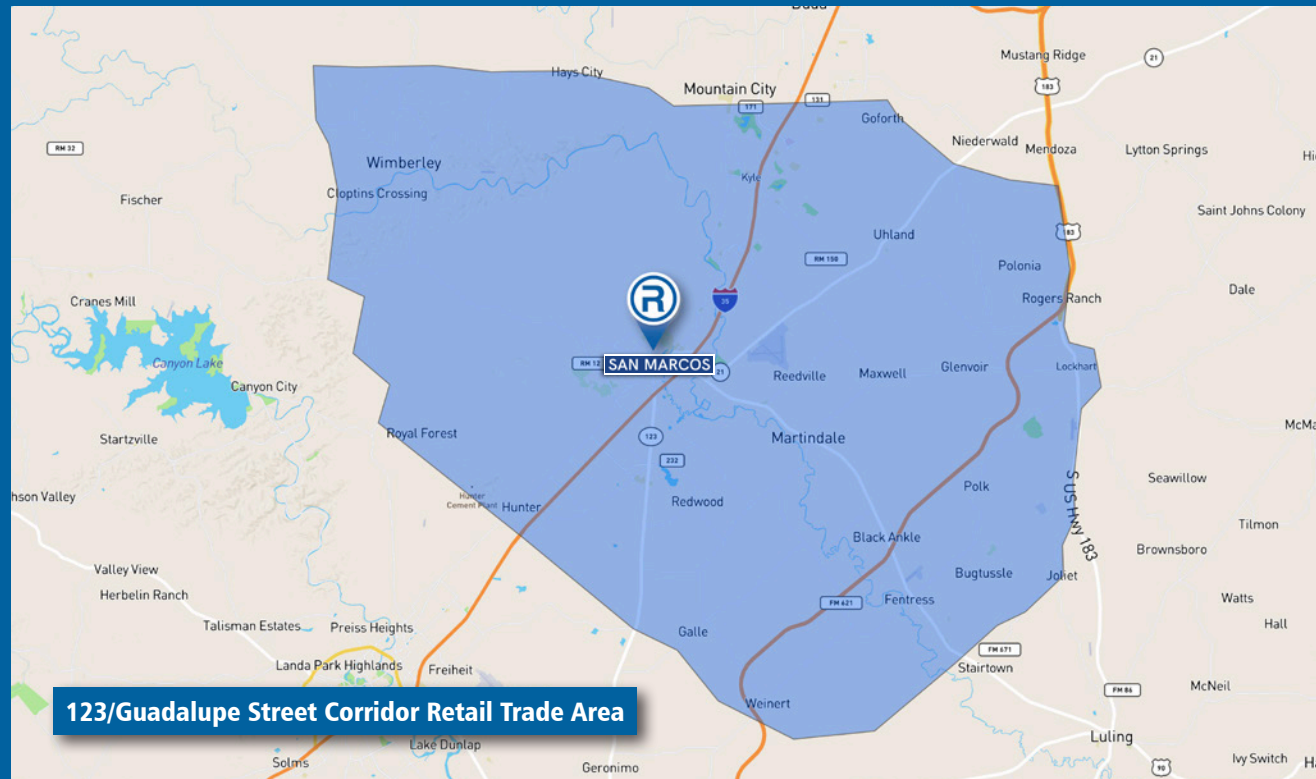


# Retail Market Profile 2017





**GREATER  
SAN MARCOS**  
PARTNERSHIP



THE CITY OF  
**SAN MARCOS**

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## Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
123/Guadalupe Street Corridor Retail Trade Area	88,334	133,073	163,979	181,254

## Income

	2017 ESTIMATE
Average Household	\$63,751
Median Household	\$48,111
Per Capita	\$23,492

## Educational Attainment

	2017 ESTIMATE
Graduate or Professional	7.95%
Bachelor's Degree	19.56%
Associate Degree	6.84%
Some College, No Degree	24.62%
High School Graduate	25.37%
Some High School, No Degree	8.68%
Less than 9th Grade	6.97%

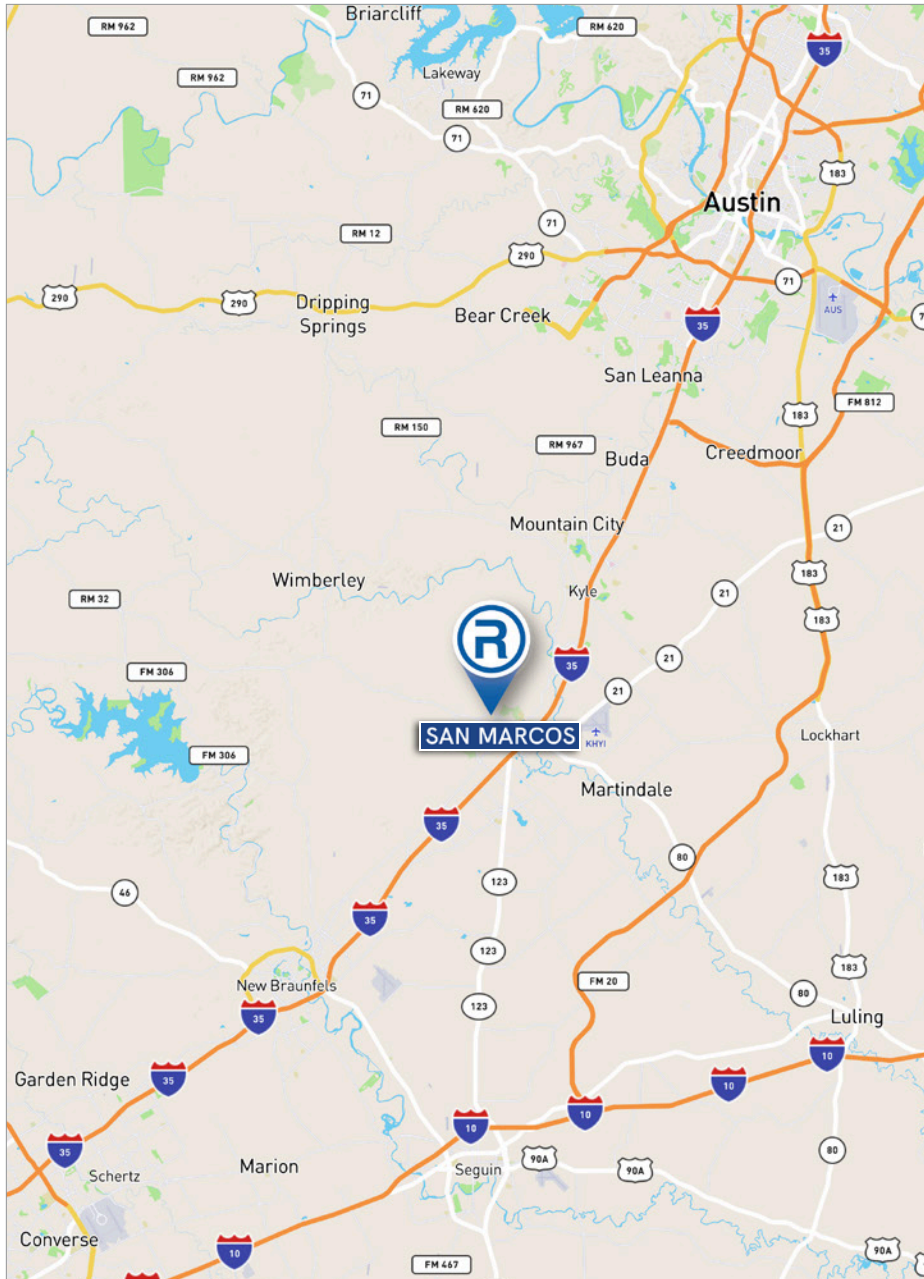
## Race Distribution

	2017 ESTIMATE
White	75.55%
Black or African American	4.98%
American Indian/Alaskan	0.94%
Asian	1.42%
Native Hawaiian/Islander	0.13%
Other Race	13.87%
Two or More Races	3.11%
Hispanic or Latino (of any race)	45.43%

## Age

GROUPS	2017 ESTIMATE
9 Years and Under	12.04%
10-17 Years	10.93%
18-24 Years	18.90%
25-34 Years	15.15%
35-44 Years	12.76%
45-54 Years	10.42%
55-64 Years	9.23%
65 Years and Over	10.56%
DISTRIBUTION	2017 ESTIMATE
Median Age	30.4
Average Age	34.4

## 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.