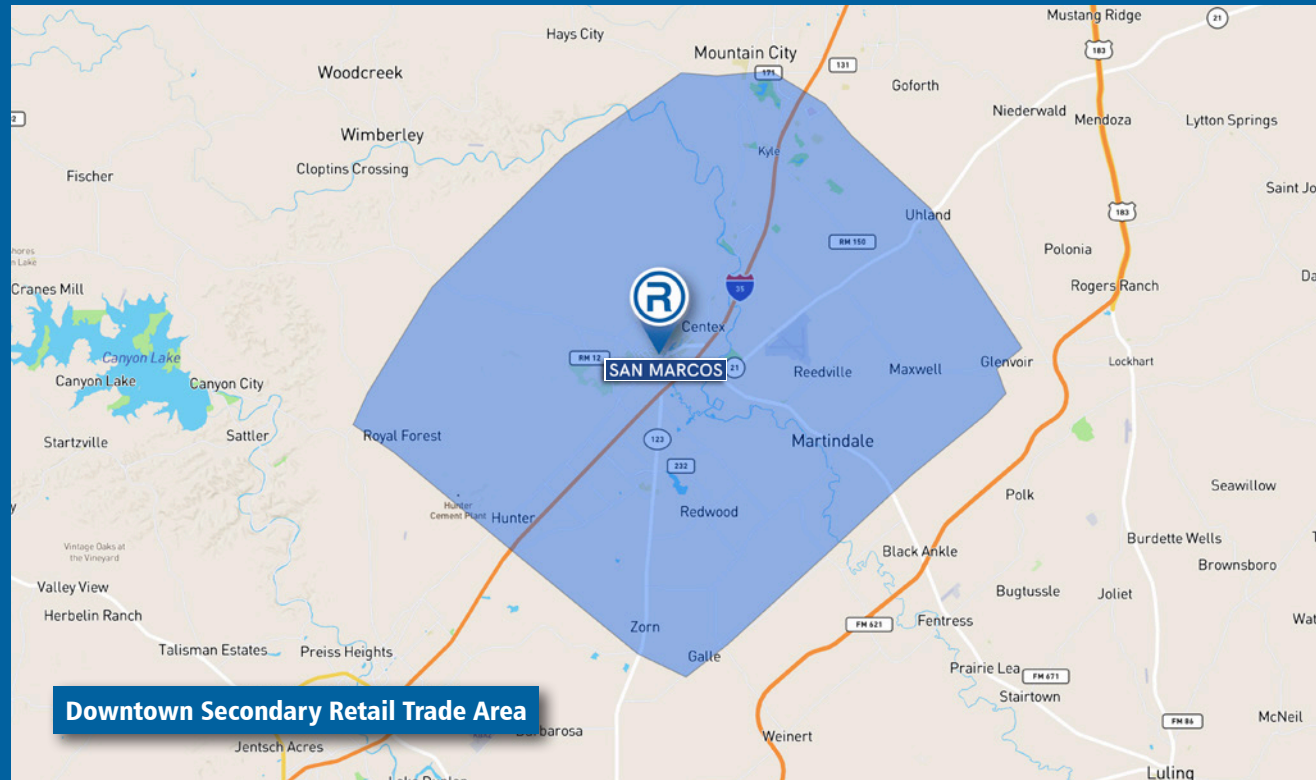


Retail Market Profile 2017





**GREATER
SAN MARCOS**
PARTNERSHIP



THE CITY OF
SAN MARCOS

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Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Downtown Secondary Retail Trade Area	61,522	96,744	121,189	134,170

Income

	2017 ESTIMATE
Average Household	\$60,023
Median Household	\$44,114
Per Capita	\$22,569

Educational Attainment

	2017 ESTIMATE
Graduate or Professional	8.00%
Bachelor's Degree	20.03%
Associate Degree	7.00%
Some College, No Degree	25.64%
High School Graduate	24.23%
Some High School, No Degree	8.74%
Less than 9th Grade	6.36%

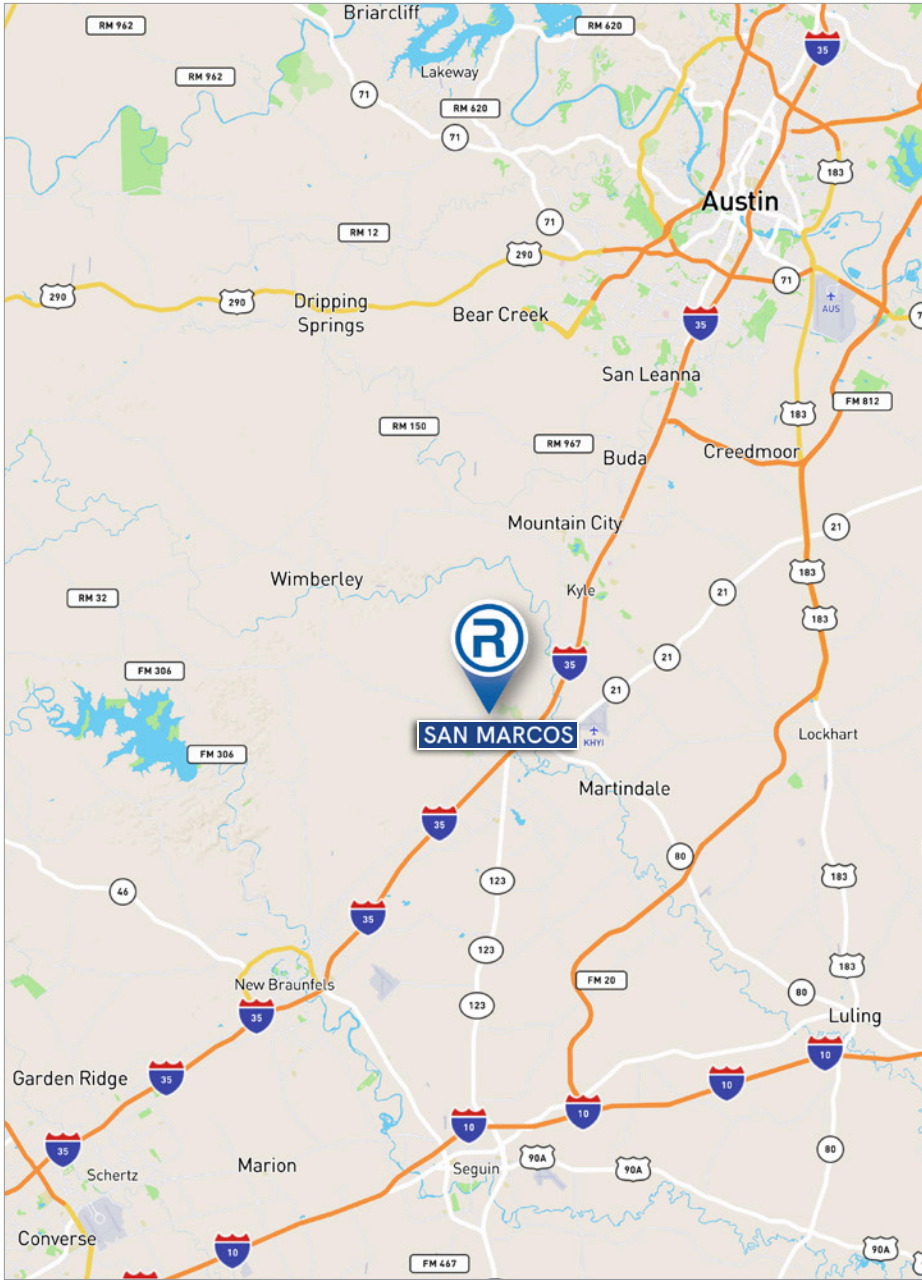
Race Distribution

	2017 ESTIMATE
White	76.10%
Black or African American	5.31%
American Indian/Alaskan	0.93%
Asian	1.65%
Native Hawaiian/Islander	0.16%
Other Race	12.71%
Two or More Races	3.14%
Hispanic or Latino (of any race)	44.23%

Age

GROUPS	2017 ESTIMATE
9 Years and Under	11.59%
10-17 Years	10.71%
18-24 Years	22.28%
25-34 Years	15.89%
35-44 Years	12.78%
45-54 Years	9.74%
55-64 Years	8.04%
65 Years and Over	8.98%
DISTRIBUTION	2017 ESTIMATE
Median Age	28.4
Average Age	33.1

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.