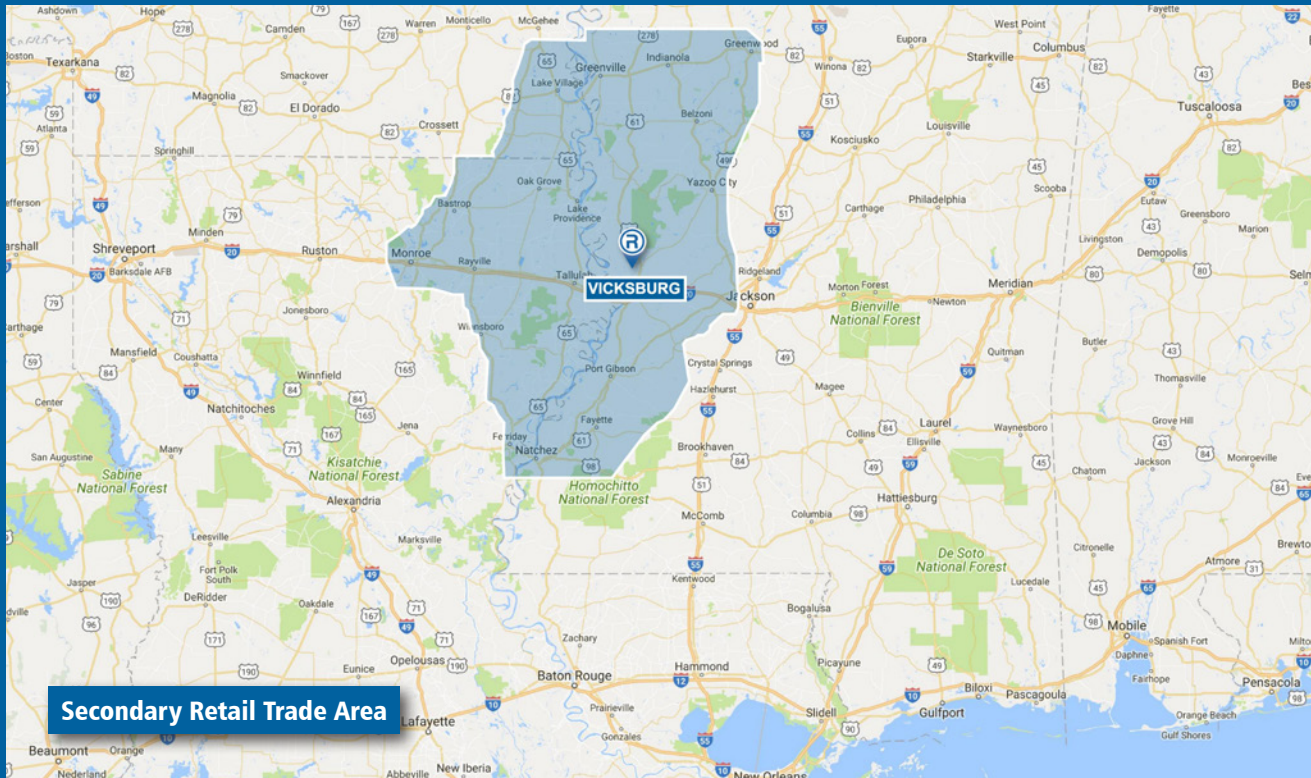


Retail Market Profile 2018



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May 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
Secondary Retail Trade Area	629,966	591,553	566,371	557,474

Income

	2018 ESTIMATE
Average Household	\$53,675
Median Household	\$34,319
Per Capita	\$21,145

Educational Attainment

	2018 ESTIMATE
Graduate or Professional	7.6%
Bachelor's Degree	12.8%
Associate Degree	5.9%
Some College, No Degree	21.5%
High School Graduate	33.3%
Some High School, No Degree	12.6%
Less than 9th Grade	6.2%

Race Distribution

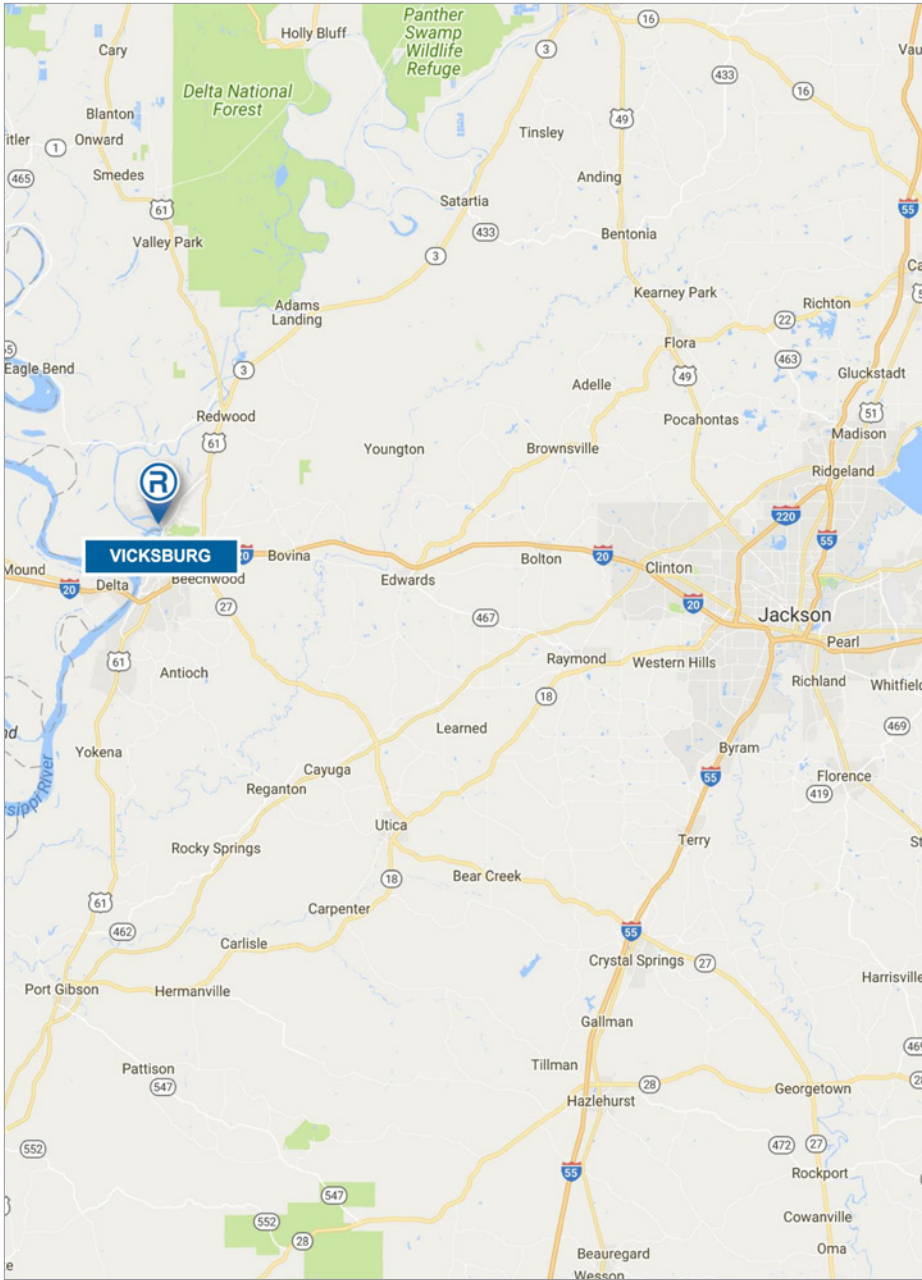
	2018 ESTIMATE
White	41.81%
Black or African American	54.72%
American Indian/Alaskan	0.27%
Asian	0.88%
Native Hawaiian/Islander	0.03%
Other Race	1.01%
Two or More Races	1.28%
Hispanic or Latino (of any race)	2.85%

Age

GROUPS	2018 ESTIMATE
9 Years and Under	13.64%
10-17 Years	10.98%
18-24 Years	10.06%
25-34 Years	13.39%
35-44 Years	11.94%
45-54 Years	11.54%
55-64 Years	12.86%
65 Years and Over	15.59%
DISTRIBUTION	2018 ESTIMATE
Median Age	36.56
Average Age	38.32



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.