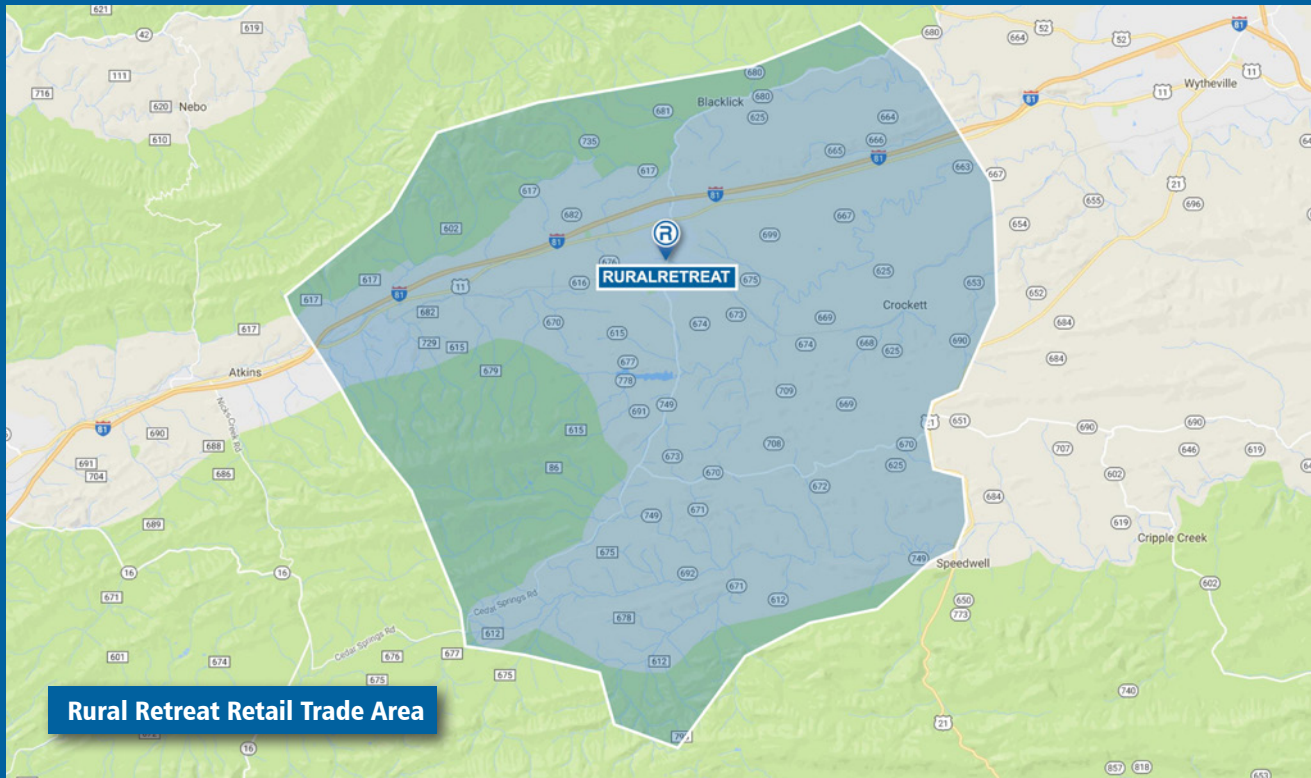


Retail Market Profile 2018



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June 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
Rural Retreat Retail Trade Area	6,586	6,932	7,092	7,265

Income

	2018 ESTIMATE
Average Household	\$64,733
Median Household	\$49,220
Per Capita	\$27,454

Educational Attainment

	2018 ESTIMATE
Graduate or Professional	5.6%
Bachelor's Degree	8.8%
Associate Degree	8.0%
Some College, No Degree	20.1%
High School Graduate	39.9%
Some High School, No Degree	10.7%
Less than 9th Grade	6.8%

Race Distribution

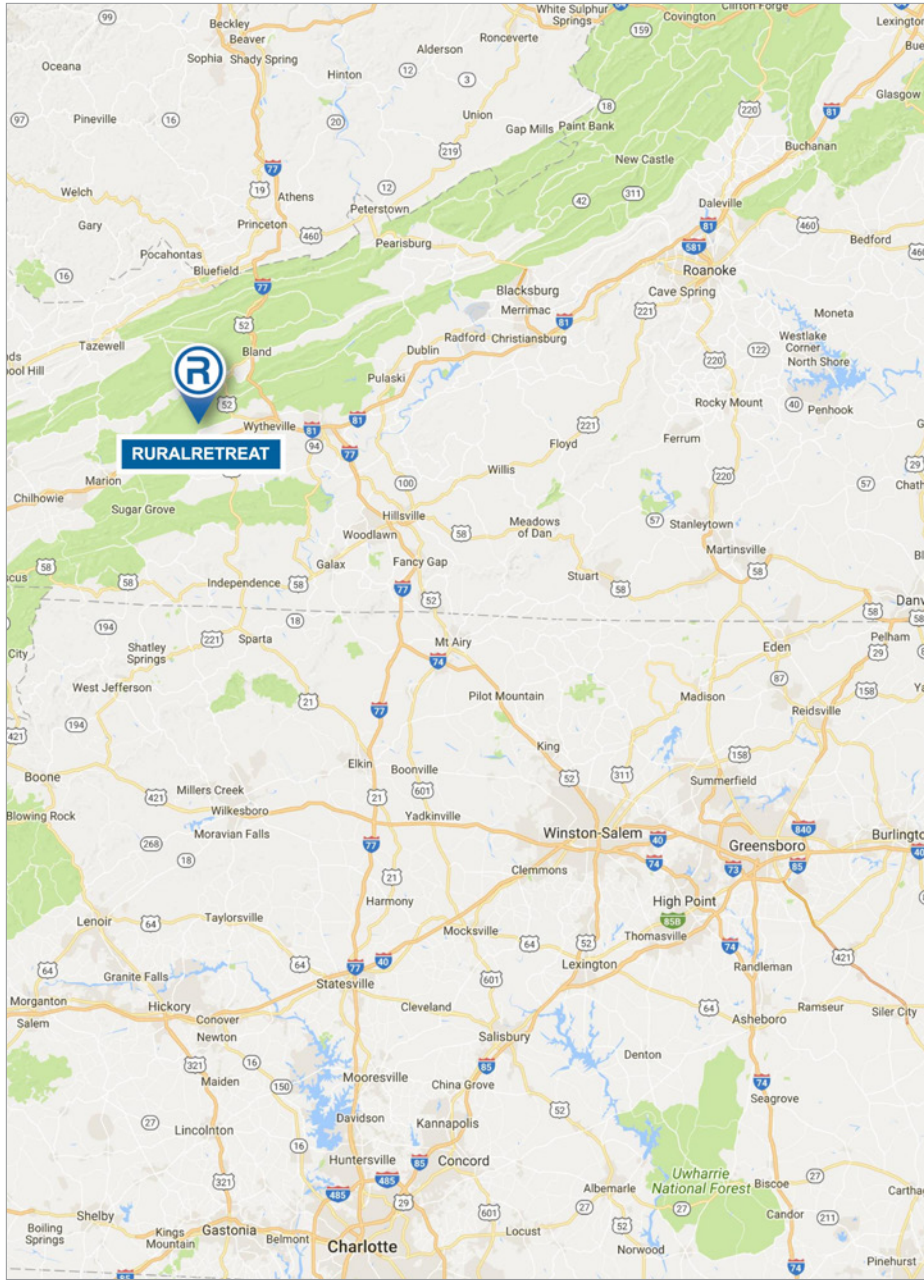
	2018 ESTIMATE
White	97.14%
Black or African American	0.85%
American Indian/Alaskan	0.25%
Asian	0.20%
Native Hawaiian/Islander	0.03%
Other Race	0.52%
Two or More Races	1.03%
Hispanic or Latino (of any race)	0.97%

Age

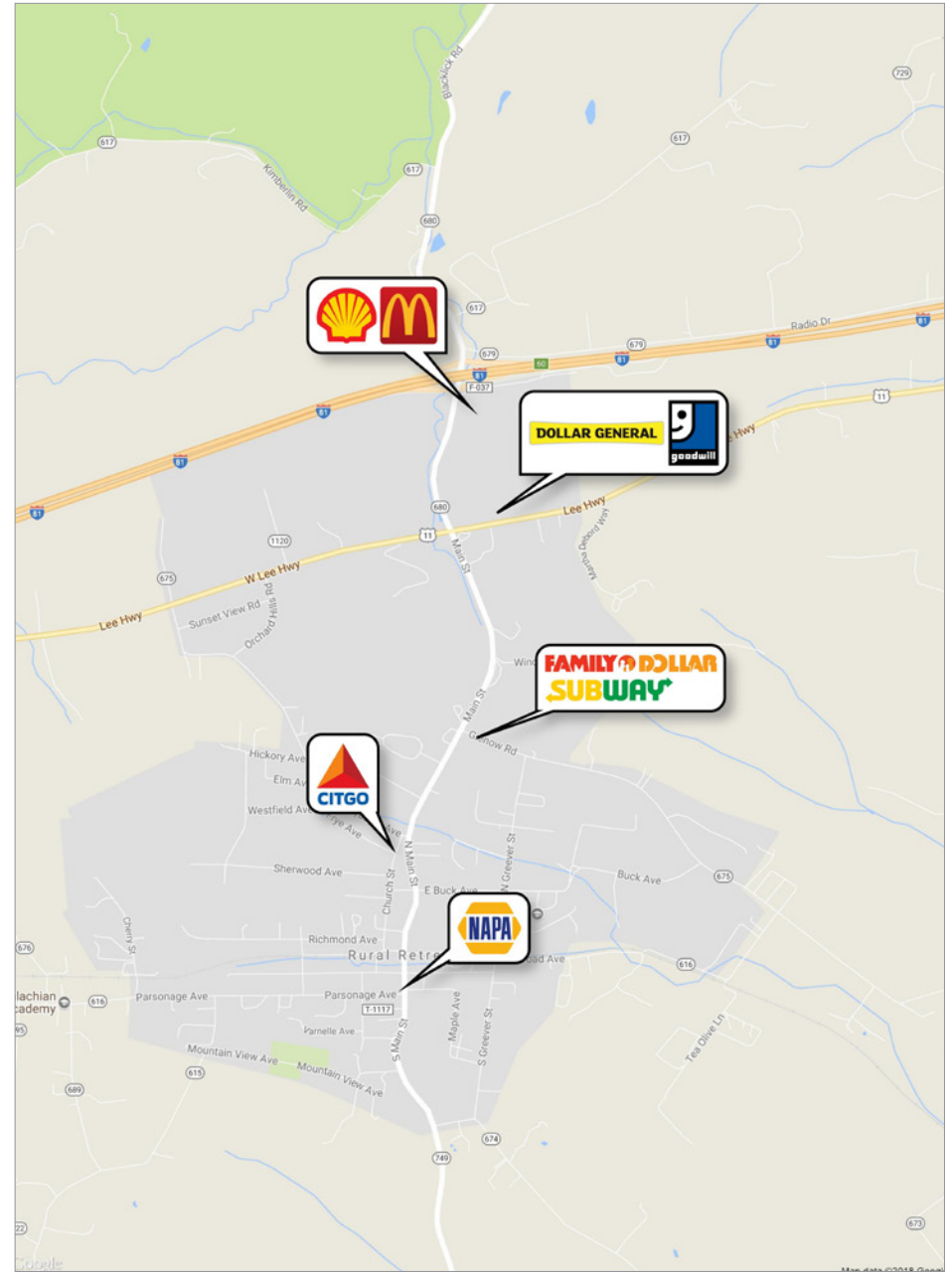
GROUPS	2018 ESTIMATE
9 Years and Under	10.05%
10-17 Years	9.76%
18-24 Years	7.52%
25-34 Years	11.04%
35-44 Years	12.00%
45-54 Years	14.19%
55-64 Years	15.40%
65 Years and Over	20.05%
DISTRIBUTION	2018 ESTIMATE
Median Age	44.72
Average Age	42.88



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.