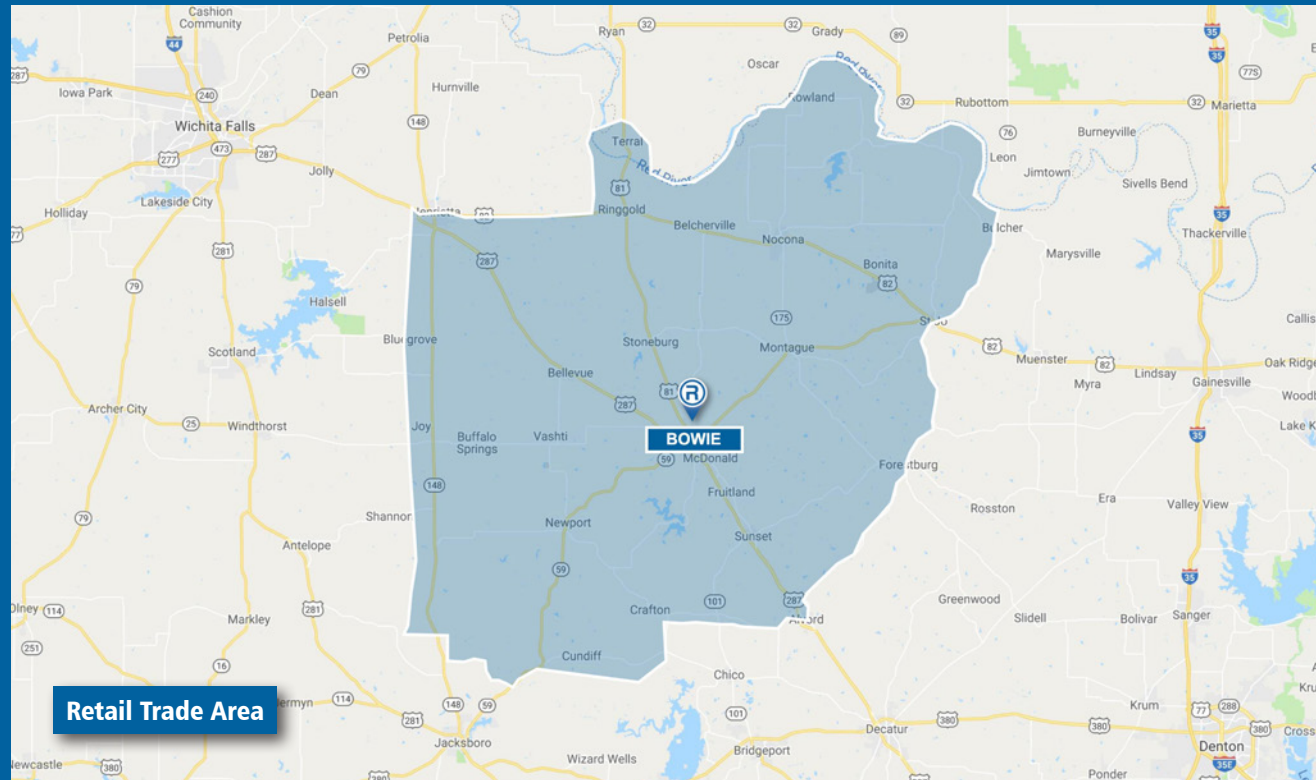


Retail Market Profile 2018



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Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Retail Trade Area	24,446	25,562	25,447	25,959

Income

	2018 ESTIMATE
Average Household	\$68,070
Median Household	\$49,514
Per Capita	\$27,684

Educational Attainment

	2018 ESTIMATE
Graduate or Professional	4.2%
Bachelor's Degree	11.0%
Associate Degree	5.7%
Some College, No Degree	26.4%
High School Graduate	36.2%
Some High School, No Degree	10.5%
Less than 9th Grade	6.1%

Race Distribution

	2018 ESTIMATE
White	90.78%
Black or African American	1.09%
American Indian/Alaskan	1.13%
Asian	0.39%
Native Hawaiian/Islander	0.02%
Other Race	4.58%
Two or More Races	2.00%
Hispanic or Latino (of any race)	11.06%

Age

GROUPS	2018 ESTIMATE
9 Years and Under	11.70%
10-17 Years	10.35%
18-24 Years	8.12%
25-34 Years	10.53%
35-44 Years	10.53%
45-54 Years	12.42%
55-64 Years	14.26%
65 Years and Over	22.10%
DISTRIBUTION	2018 ESTIMATE
Median Age	43.90
Average Age	42.47

