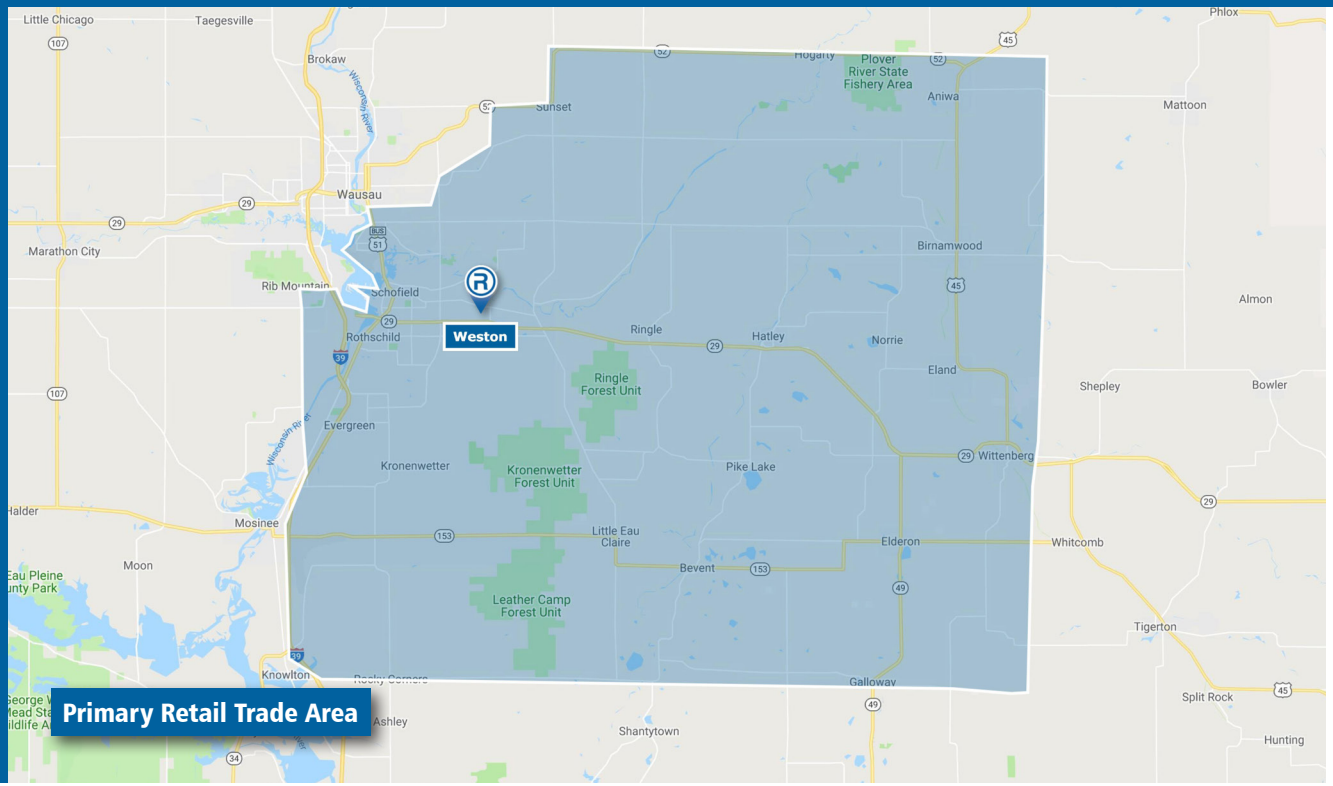
Retail Market Profile 2018



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Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Primary Retail Trade Area	46,765	52,060	53,636	54,657

Income

	2018 ESTIMATE
Average Household	$74,785
Median Household	$61,447
Per Capita	$30,302

Educational Attainment

	2018 ESTIMATE
Graduate or Professional	6.8%
Bachelor's Degree	17.8%
Associate Degree	12.3%
Some College, No Degree	18.7%
High School Graduate	36.6%
Some High School, No Degree	4.5%
Less than 9th Grade	3.3%

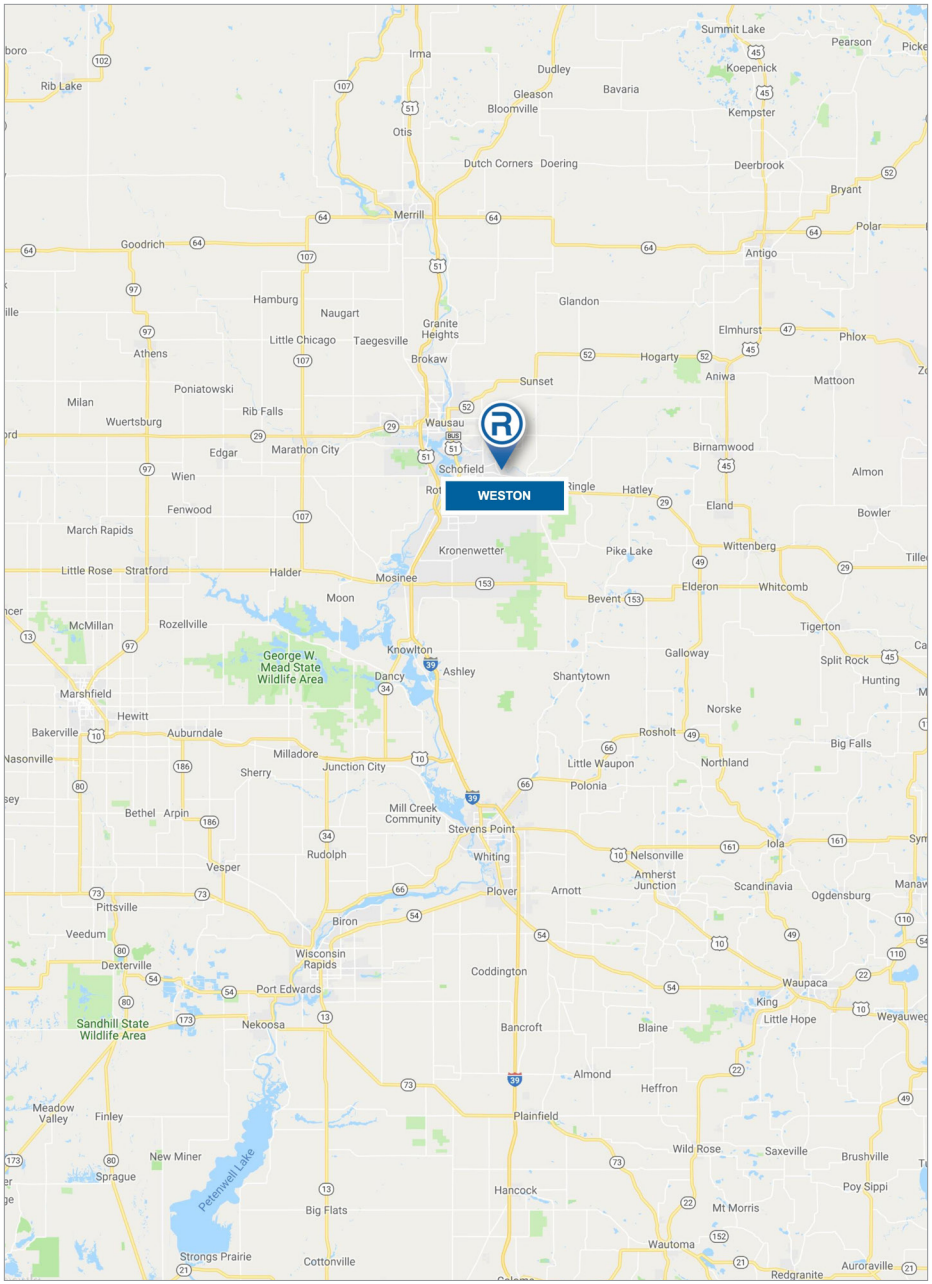
Race Distribution

	2018 ESTIMATE
White	89.44%
Black or African American	0.81%
American Indian/ Alaskan	0.74%
Asian	6.20%
Native Hawaiian/ Islander	0.05%
Other Race	0.98%
Two or More Races	1.78%
Hispanic or Latino (of any race)	2.51%

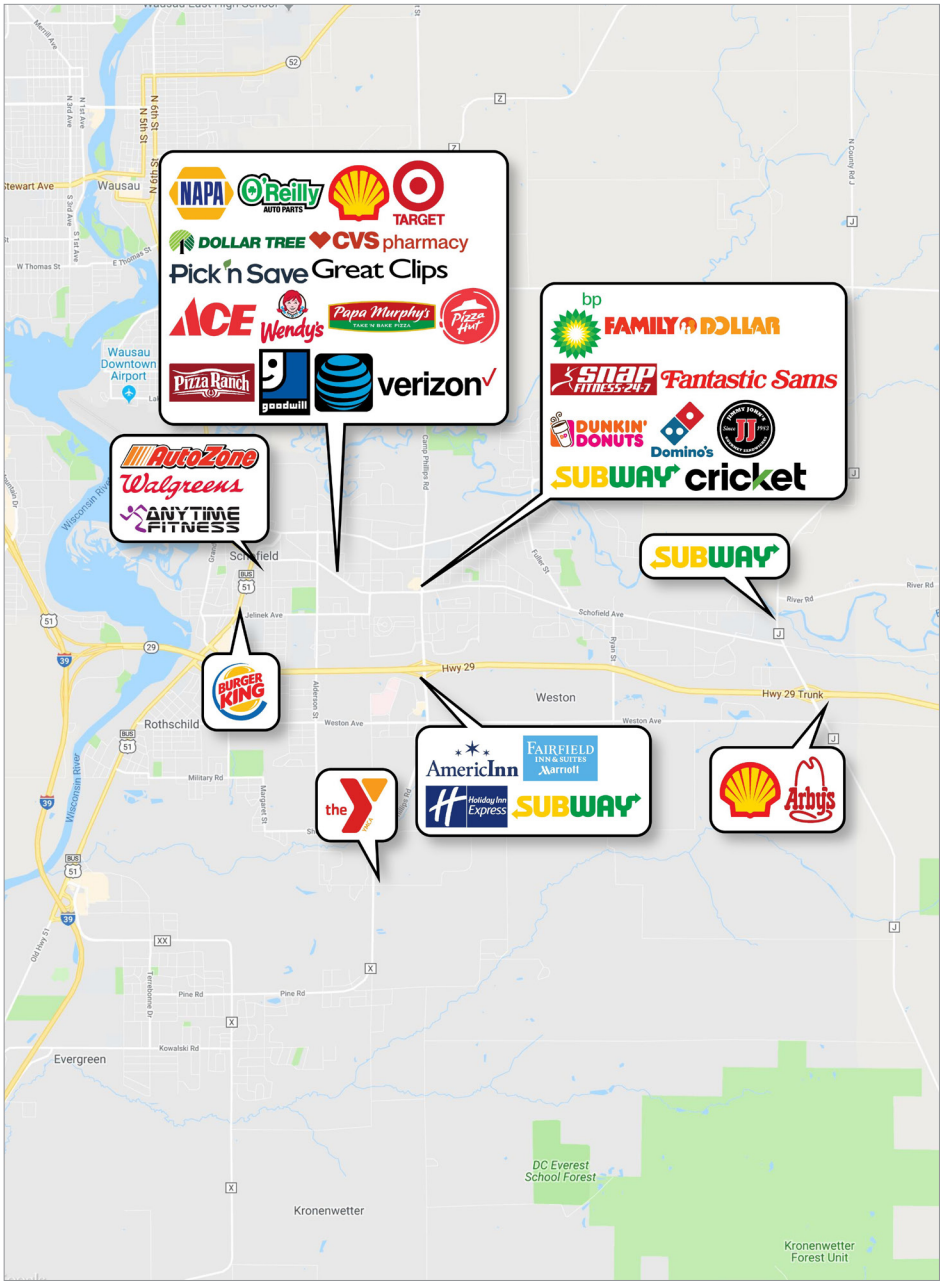
Age

GROUPS	2018 ESTIMATE
9 Years and Under	12.09%
10-17 Years	10.53%
18-24 Years	8.41%
25-34 Years	11.18%
35-44 Years	12.45%
45-54 Years	13.95%
55-64 Years	14.24%
65 Years and Over	17.15%
DISTRIBUTION	**2018 ESTIMATE**
Median Age	41.39
Average Age	40.63

LOCATION MAP



EXISTING RETAIL



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