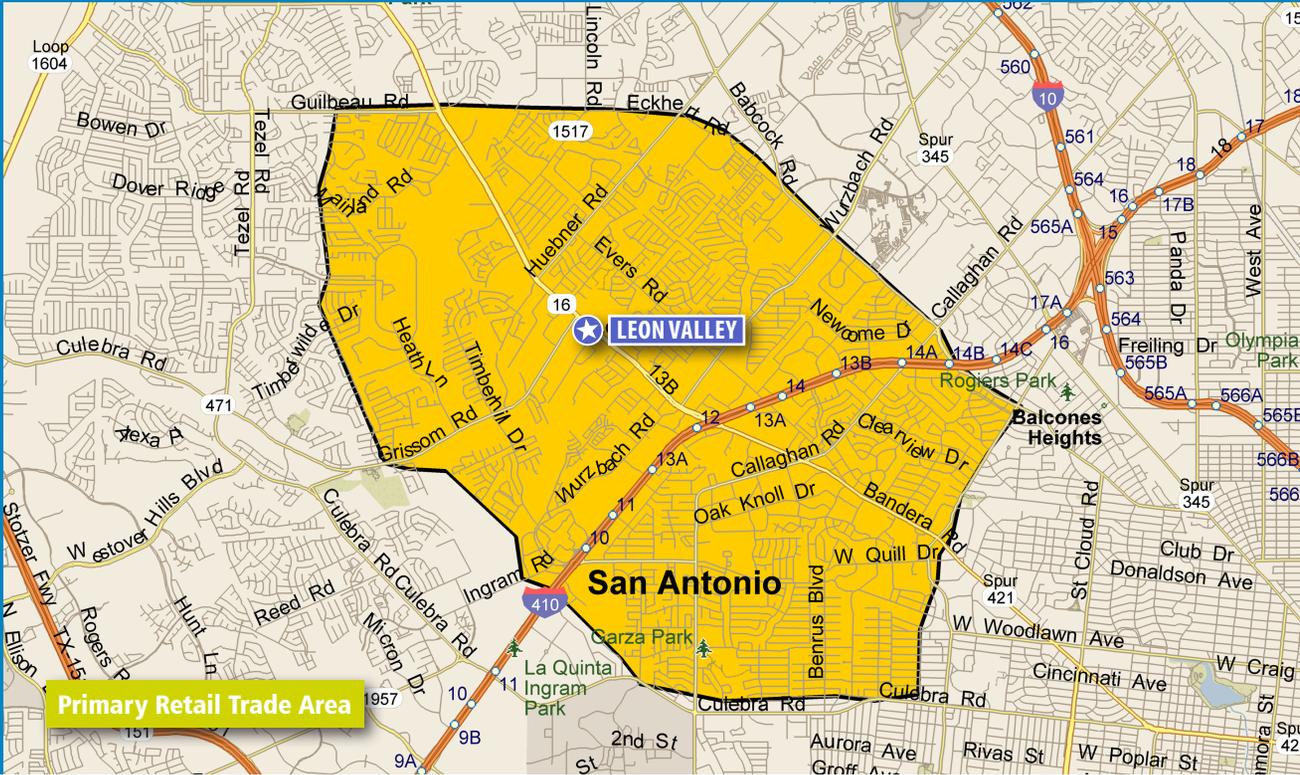


# Retail Market Profile 2015



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## Population

	2000	2010	2015 ESTIMATE	2020 PROJECTION
Primary Retail Trade Area	75,114	83,511	88,730	94,314

## Income

	2015 ESTIMATE
Average Household	\$56,689
Median Household	\$44,710
Per Capita	\$22,684

## Educational Attainment

	2015 ESTIMATE
Graduate or Professional	8.20%
Bachelor's Degree	14.88%
Associate Degree	7.60%
Some College, No Degree	28.06%
High School Graduate	26.04%
Some High School, No Degree	8.11%
Less than 9th Grade	7.10%

## Race Distribution

	2015 ESTIMATE
White	75.61%
Black or African American	5.69%
American Indian/Alaskan	0.91%
Asian	2.84%
Native Hawaiian/Islander	0.13%
Other Race	11.19%
Two or More Races	3.62%
Hispanic or Latino (of any race)	68.03%

## Age

GROUPS	2015 ESTIMATE
9 Years and Under	14.20%
10-17 Years	10.64%
18-24 Years	9.01%
25-34 Years	17.15%
35-44 Years	13.49%
45-54 Years	11.53%
55-64 Years	10.59%
65 Years and Over	13.39%
DISTRIBUTION	2015 ESTIMATE
Median Age	34.4
Average Age	36.8



