

RETAIL MARKET PROFILE 2014



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Population

	2000	2010	2014 ESTIMATE	2019 PROJECTION
Primary Retail Trade Area	29,574	63,549	73,486	83,992

Income

	2014 ESTIMATE
Average Household	\$88,440
Median Household	\$73,887

Educational Attainment

	2014 ESTIMATE
Graduate or Professional	9.28%
Bachelor's Degree	24.50%
Associate Degree	8.40%
Some College, No Degree	28.19%
High School Graduate	22.45%
Some High School, No Degree	4.52%
Less than 9th Grade	2.66%

Race Distribution

	2014 ESTIMATE
White	81.54%
Black or African American	4.52%
American Indian/Alaskan	0.73%
Asian	2.17%
Native Hawaiian/Islander	0.08%
Other Race	7.34%
Two or More Races	3.62%
Hispanic or Latino (of any race)	22.30%

Age

GROUPS	2014 ESTIMATE
Under 5 Years	7.99%
5-14 Years	17.61%
15-20 Years	9.13%
21-24 Years	4.48%
25-34 Years	11.56%
35-44 Years	16.98%
45-54 Years	14.62%
55 Years and Over	17.63%
DISTRIBUTION	2014 ESTIMATE
Median Age	34.30
Average Age	33.90

