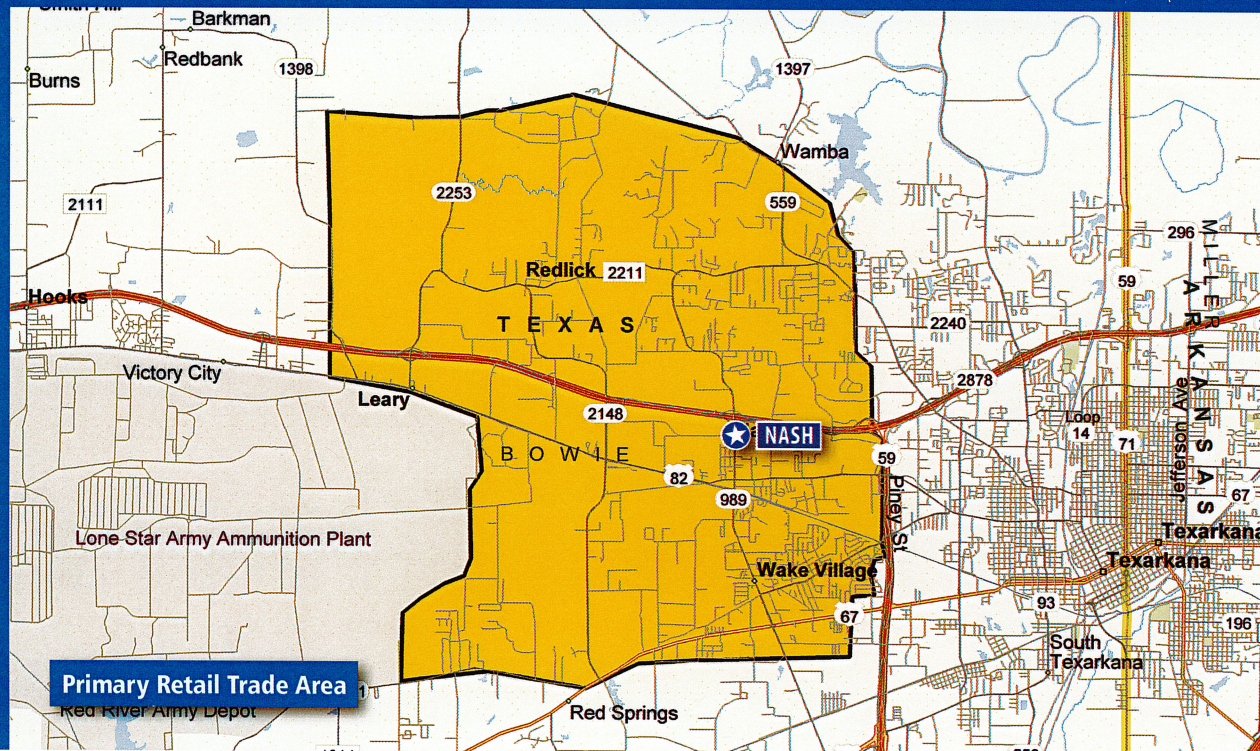


Retail Market Profile 2016



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Population

	2000	2010	2016 ESTIMATE	2021 PROJECTION
Primary Retail Trade Area	15,687	19,182	20,550	21,897

Income

	2016 ESTIMATE
Average Household	\$76,950
Median Household	\$56,558
Per Capita	\$29,891

Educational Attainment

	2016 ESTIMATE
Graduate or Professional	9.51%
Bachelor's Degree	16.29%
Associate Degree	6.59%
Some College, No Degree	29.40%
High School Graduate	31.43%
Some High School, No Degree	5.34%
Less than 9th Grade	1.44%

Race Distribution

	2016 ESTIMATE
White	74.38%
Black or African American	17.05%
American Indian/Alaskan	0.87%
Asian	1.55%
Native Hawaiian/Islander	0.10%
Other Race	3.54%
Two or More Races	2.51%
Hispanic or Latino (of any race)	7.35%

Age

GROUPS	2016 ESTIMATE
9 Years and Under	13.09%
10-17 Years	12.02%
18-24 Years	8.86%
25-34 Years	11.82%
35-44 Years	13.09%
45-54 Years	13.08%
55-64 Years	12.56%
65 Years and Over	15.48%
DISTRIBUTION	2016 ESTIMATE
Median Age	38.2
Average Age	38.7