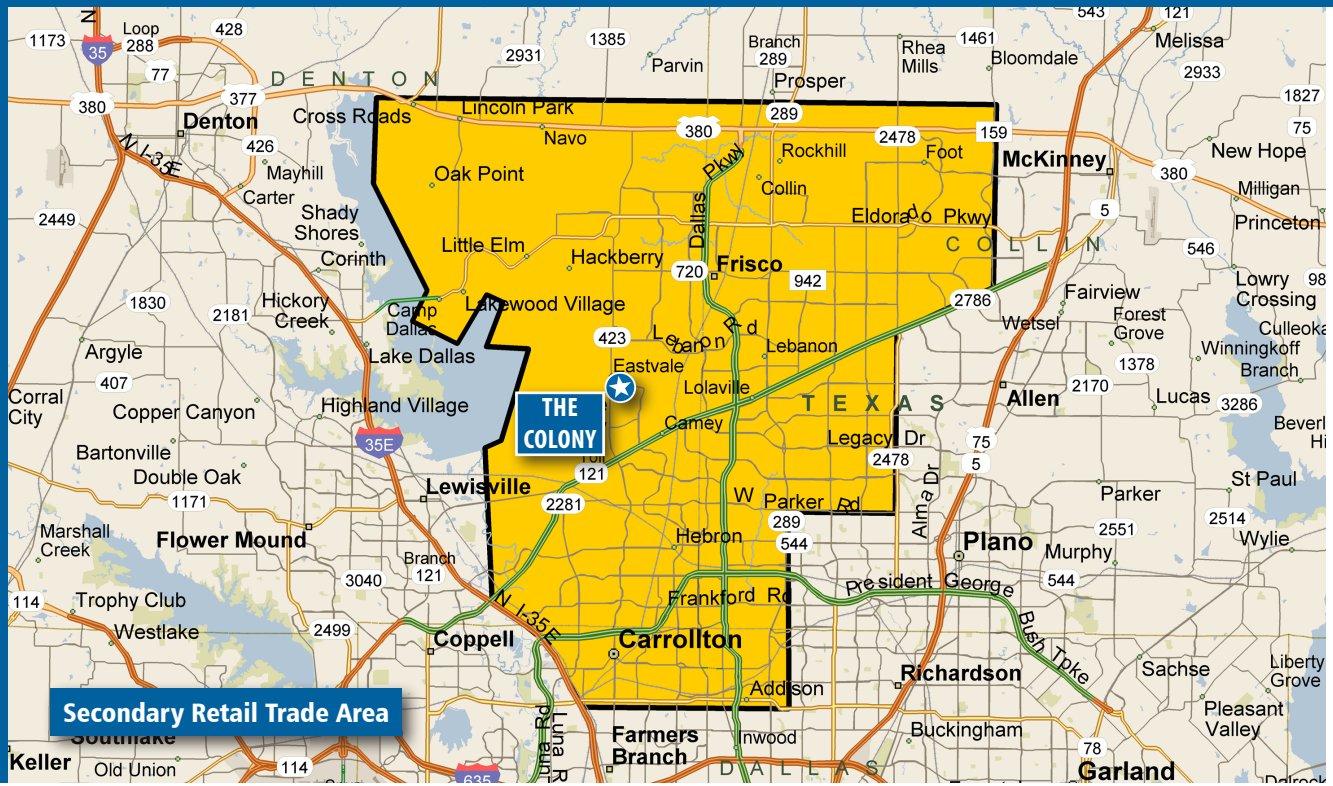
Retail Market Profile 2016



THE COLONY

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Population

	2000	2010	2016 ESTIMATE	2021 PROJECTION
Secondary Retail Trade Area	366,843	613,579	735,673	812,352

Income

	2016 ESTIMATE
Average Household	$110,205
Median Household	$84,657
Per Capita	$41,754

Educational Attainment

	2016 ESTIMATE
Graduate or Professional	16.80%
Bachelor's Degree	33.71%
Associate Degree	7.30%
Some College, No Degree	21.43%
High School Graduate	14.40%
Some High School, No Degree	3.26%
Less than 9th Grade	3.10%

Race Distribution

	2016 ESTIMATE
White	65.59%
Black or African American	11.44%
American Indian/ Alaskan	0.54%
Asian	13.44%
Native Hawaiian/ Islander	0.06%
Other Race	5.45%
Two or More Races	3.49%
Hispanic or Latino (of any race)	16.50%

Age

GROUPS	2016 ESTIMATE
9 Years and Under	14.02%
10-17 Years	11.97%
18-24 Years	8.03%
25-34 Years	13.79%
35-44 Years	16.93%
45-54 Years	15.26%
55-64 Years	11.02%
65 Years and Over	8.99%
DISTRIBUTION	**2016 ESTIMATE**
Median Age	36.3
Average Age	35.8

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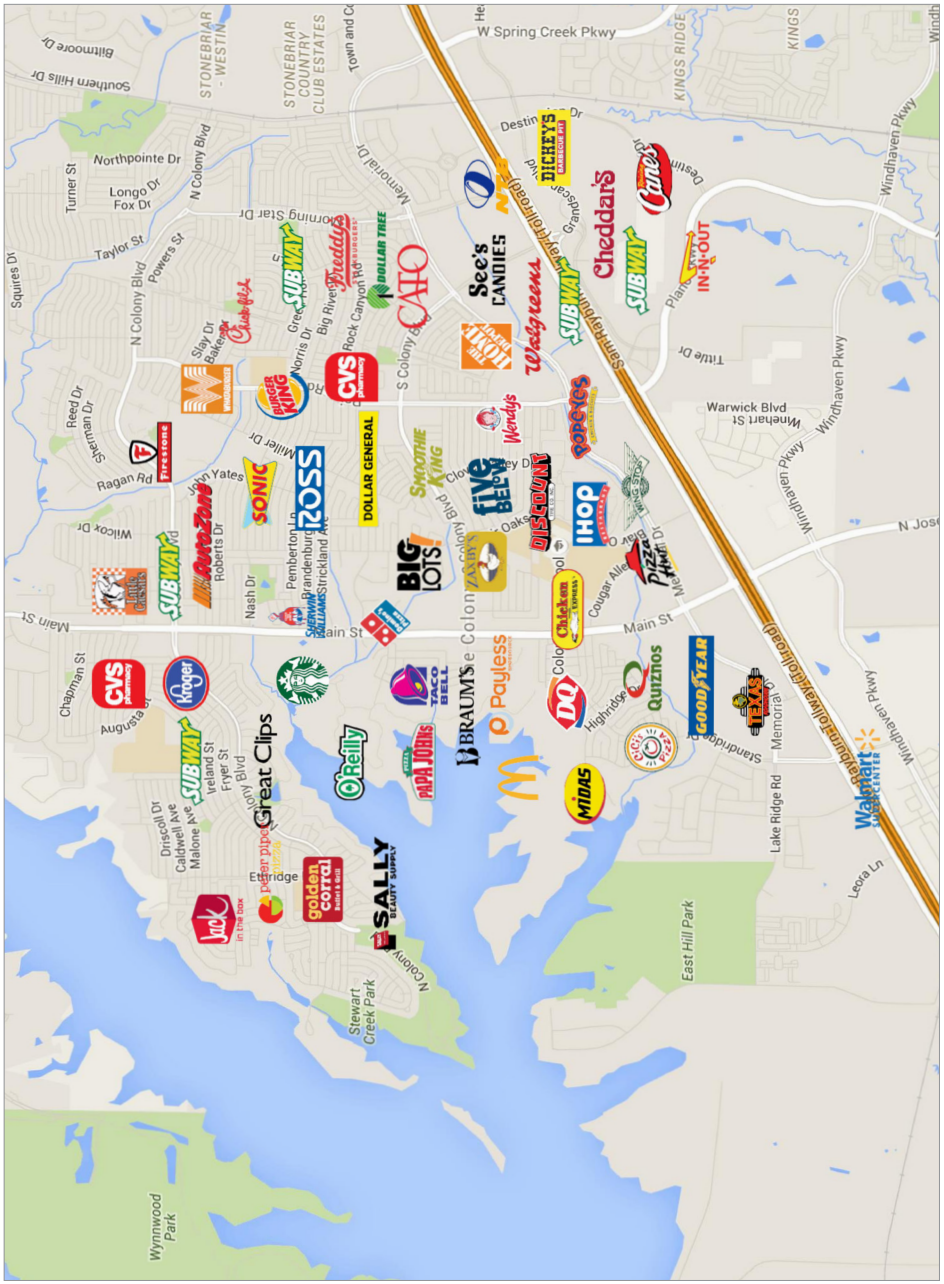
TRAFFIC COUNTS

EXISTING RETAIL



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Data souces used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.

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