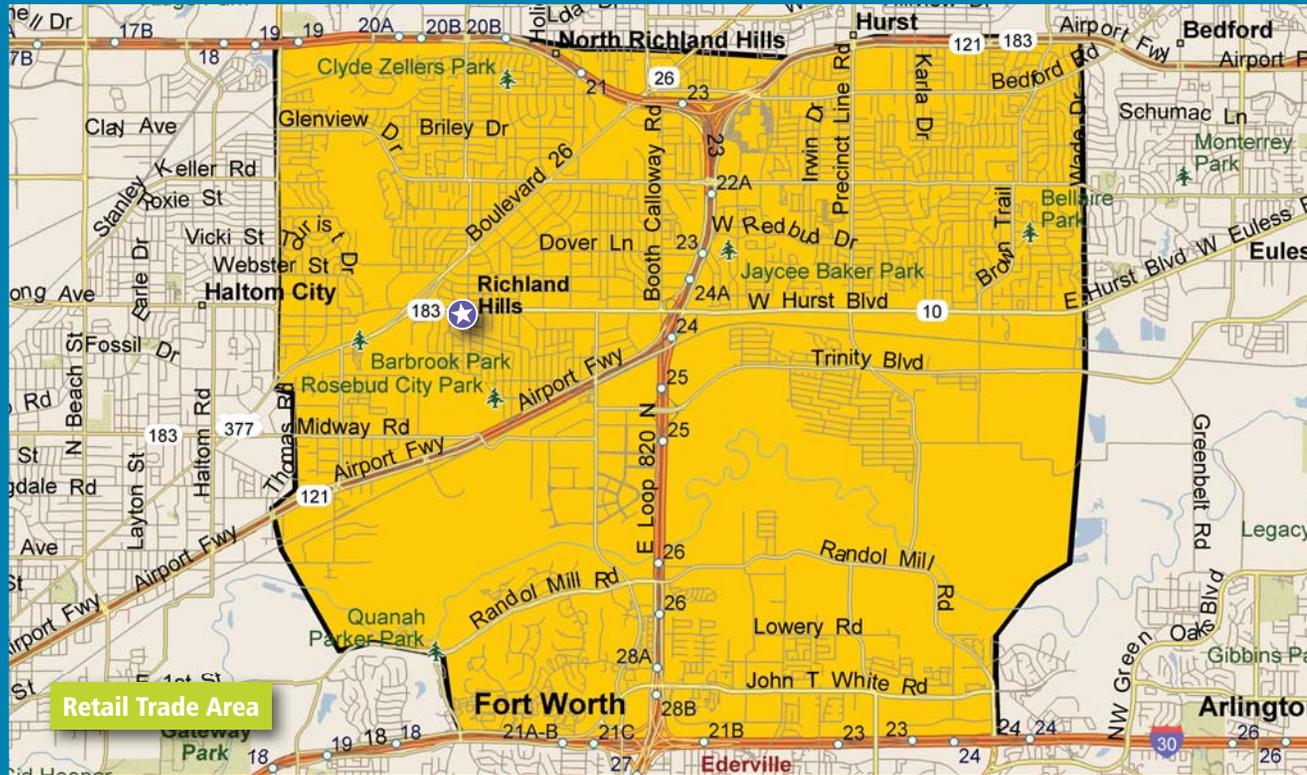


Retail Market Profile 2014



Contact Information

Jason Moore
 City of Richland Hills
 3200 Diana Dr
 Richland Hills, Texas 76118
 Phone 817.616.3745
 jmoore@richlandhills.com
 www.richlandhills.com

November 2014. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2014 ESTIMATE	2019 PROJECTION
Retail Trade Area	76,354	81,875	84,804	89,516

Income

	2014 ESTIMATE
Average Household	\$58,816
Median Household	\$45,399
Per Capita	\$23,488

Educational Attainment

	2014 ESTIMATE
Graduate or Professional	5.67%
Bachelor's Degree	15.93%
Associate Degree	8.11%
Some College, No Degree	26.36%
High School Graduate	29.21%
Some High School, No Degree	9.26%
Less than 9th Grade	5.46%

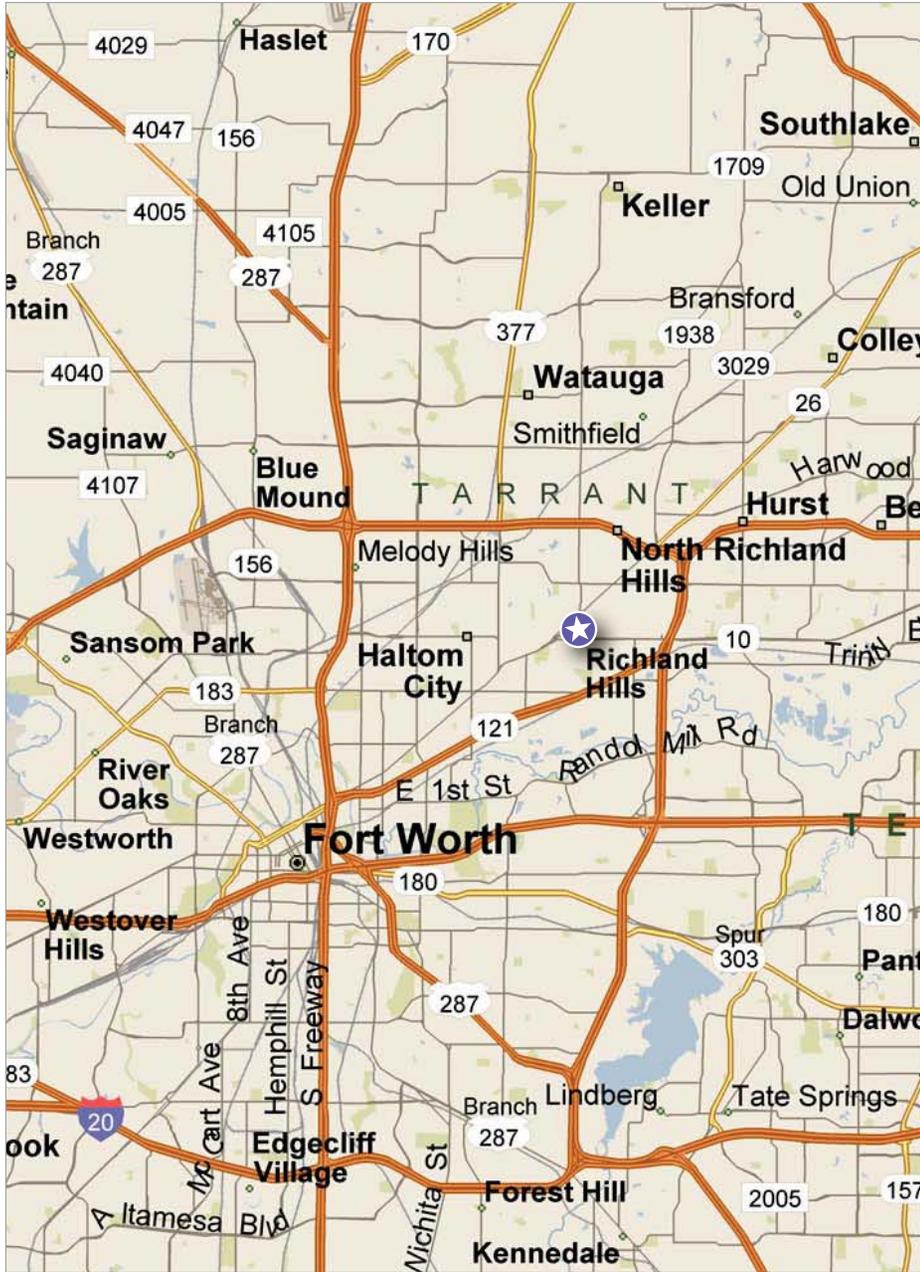
Race Distribution

	2014 ESTIMATE
White	67.47%
Black or African American	13.93%
American Indian/Alaskan	0.71%
Asian	3.99%
Native Hawaiian/Islander	0.34%
Other Race	9.80%
Two or More Races	3.75%
Hispanic or Latino (of any race)	25.84%

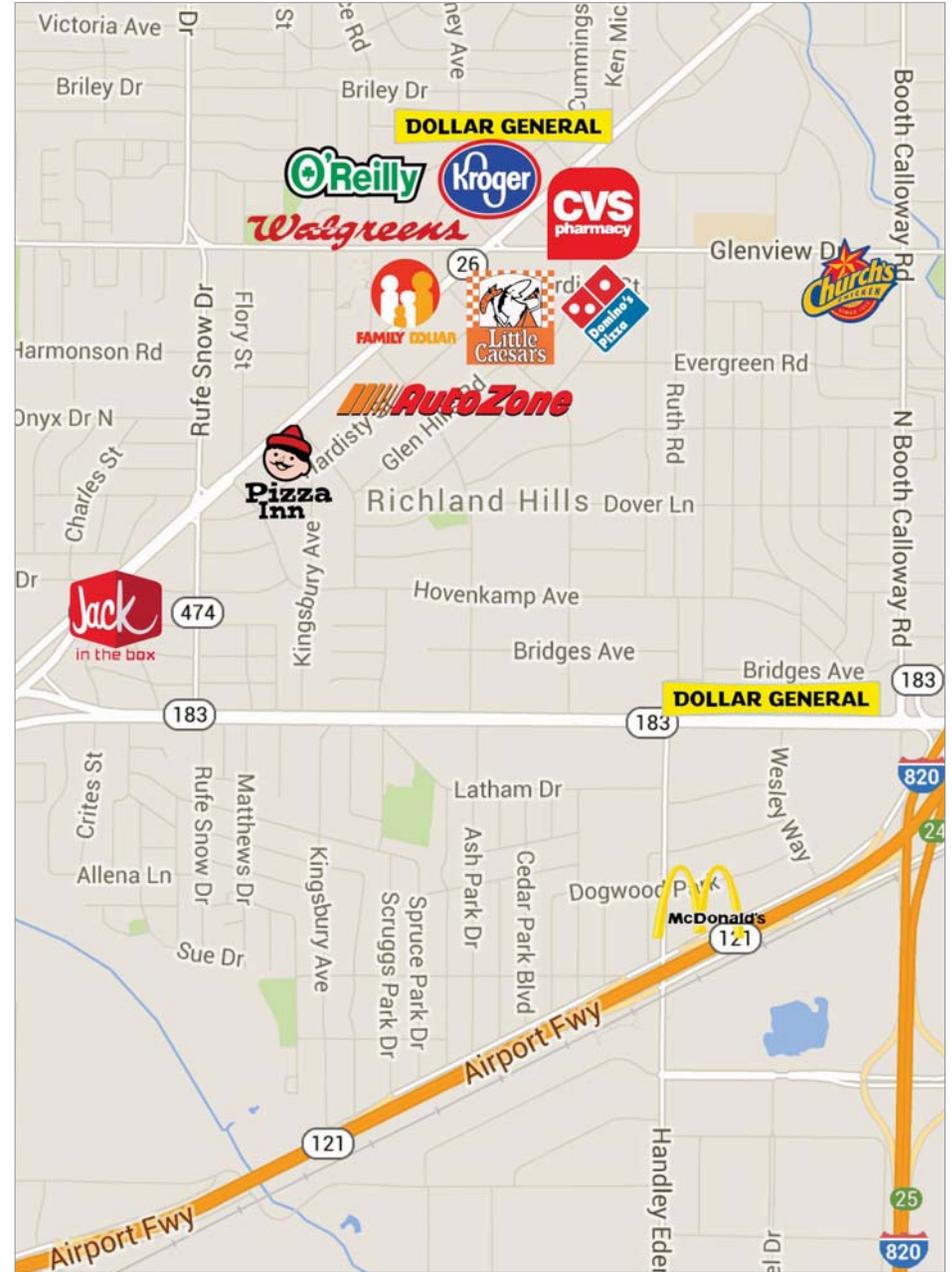
Age

GROUPS	2014 ESTIMATE
9 Years and Under	14.84%
10-17 Years	10.67%
18-24 Years	8.25%
25-34 Years	14.75%
35-44 Years	13.72%
45-54 Years	13.45%
55-64 Years	11.42%
65 Years and Over	12.91%
DISTRIBUTION	2014 ESTIMATE
Median Age	36.1
Average Age	37.2

LOCATION MAP



EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.