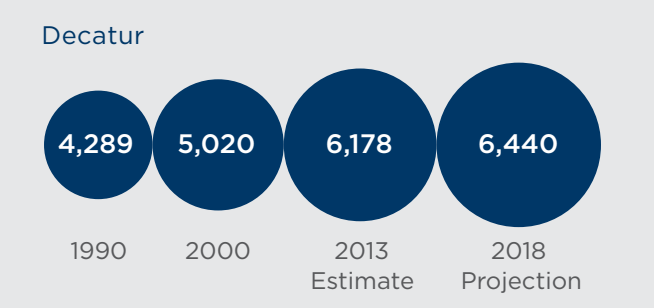


Retail Outlook

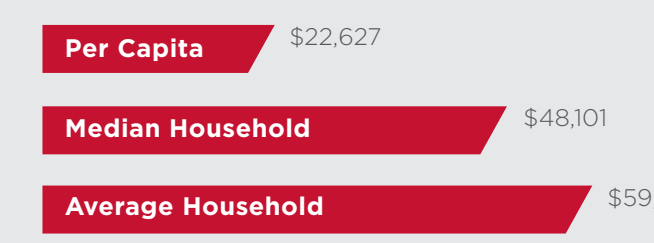


RETAIL TRADE AREA INFORMATION

POPULATION



INCOME 2013 Estimate



CONTACT INFORMATION

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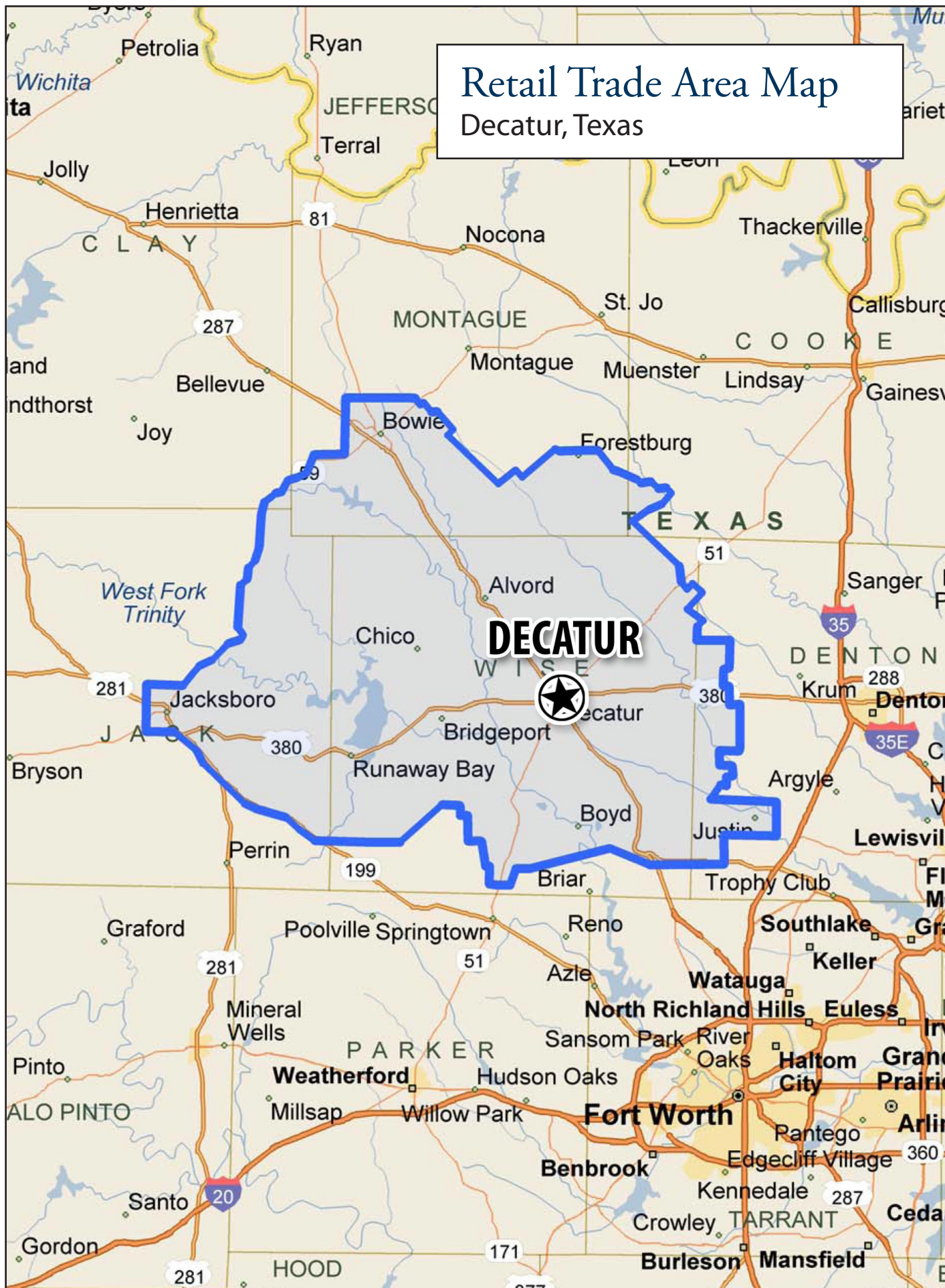
decatur-edc.com

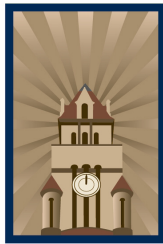


* Sources: The Retail Coach, LLC | TXDOT | U.S. Census Bureau | Claritas 2011, 2012 February 2012. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155

Retail Trade Area Map

Decatur, Texas





DECATUR

Economic Development Corporation

For more information, contact:

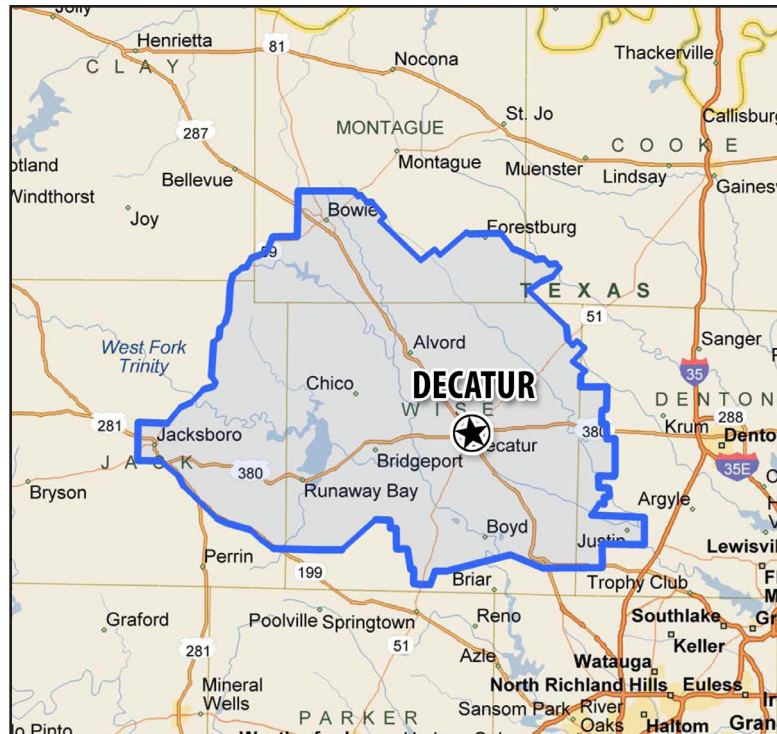
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Retail Outlook Guide

Decatur, Texas



Retail Trade Area Summary

Population

	1990	2000	2010 Estimate	2015 Projection
Decatur	4,289	5,201	6,577	7,279
Retail Trade Area	43,932	59,035	72,090	78,443

Income

	2010 Estimate
Average Household	\$66,536
Median Household	\$55,212
Per Capita	\$24,094

Race Distribution

	2010 Estimate
White	87.53%
Black or African American	2.18%
American Indian/Alaskan	0.00%
Asian	0.51%
Native Hawaiian/Islander	0.00%
Other Race	6.70%
Two or More Races	2.23%
Hispanic or Latino (of any race)	14.44%

Age

Groups	2010 Estimate
Under 5 Years	6.68%
5 - 14 Years	13.46%
15 - 20 Years	8.15%
21 - 24 Years	5.19%
25 - 34 Years	14.59%
35 - 44 Years	13.27%
45 - 54 Years	14.39%
55 Years and over	24.25%
Distribution	2010 Estimate
Median Age	36.45
Average Age	37.60

Educational Attainment

	2010 Estimate
Graduate or Professional	4.89%
Bachelor's Degree	10.12%
Associate Degree	6.04%
Some College, no degree	23.12%
High School Graduate	35.43%
Some High School, no degree	12.94%
Less than 9th grade	7.46%