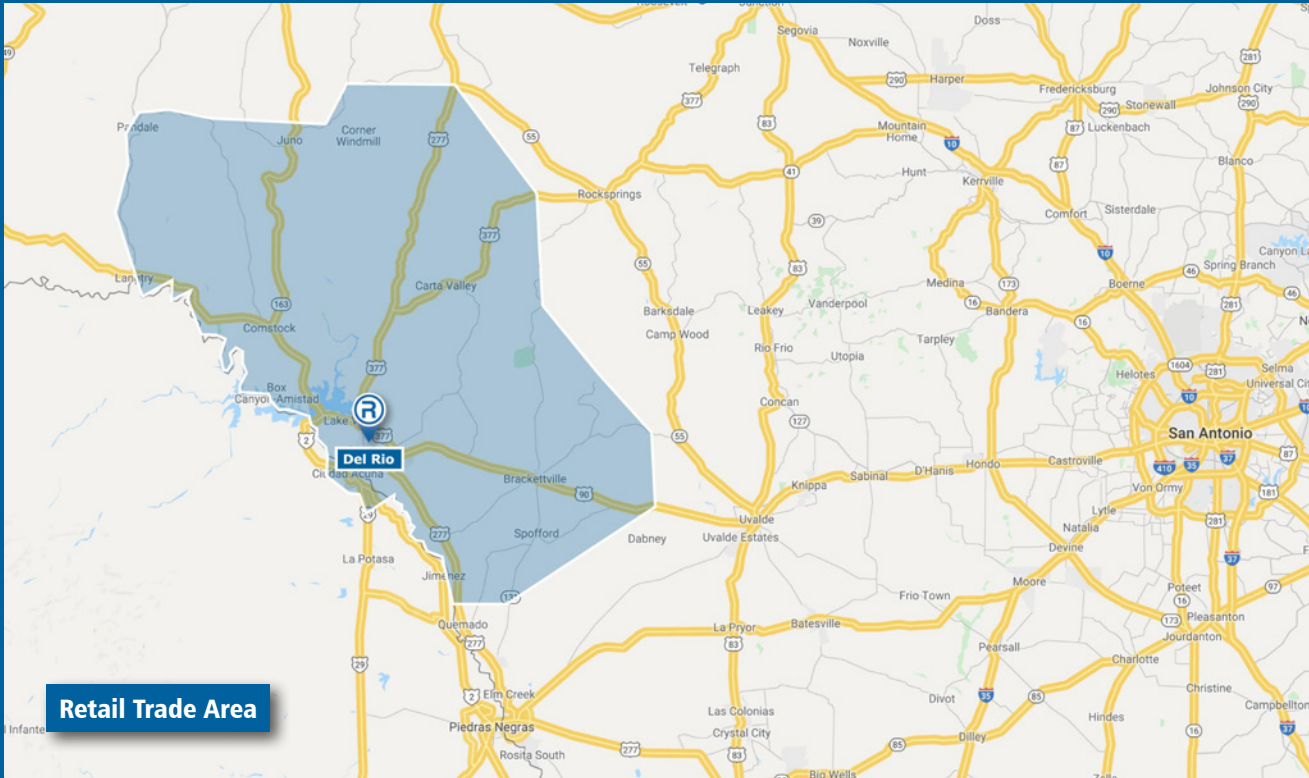


Retail Market Profile 2019



Contact Information

Ori Fernandez, MBA
Economic Development Director
 City of Del Rio
 109 West Broadway
 Del Rio, Texas 78840
 Phone 830.774.8638
 Cell 830.488.3023
 ofernandez@cityofdelrio.com
 www.cityofdelrio.com

November 2019. 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	2019 ESTIMATE	2024 PROJECTION
Retail Trade Area	48,299	52,530	52,804	54,174

Income

	2019 ESTIMATE
Average Household	\$66,679
Median Household	\$47,550
Per Capita	\$23,026

Educational Attainment

	2019 ESTIMATE
Graduate or Professional	4.7%
Bachelor's Degree	12.4%
Associate Degree	6.0%
Some College, No Degree	18.1%
High School Graduate	25.8%
Some High School, No Degree	11.7%
Less than 9th Grade	21.3%

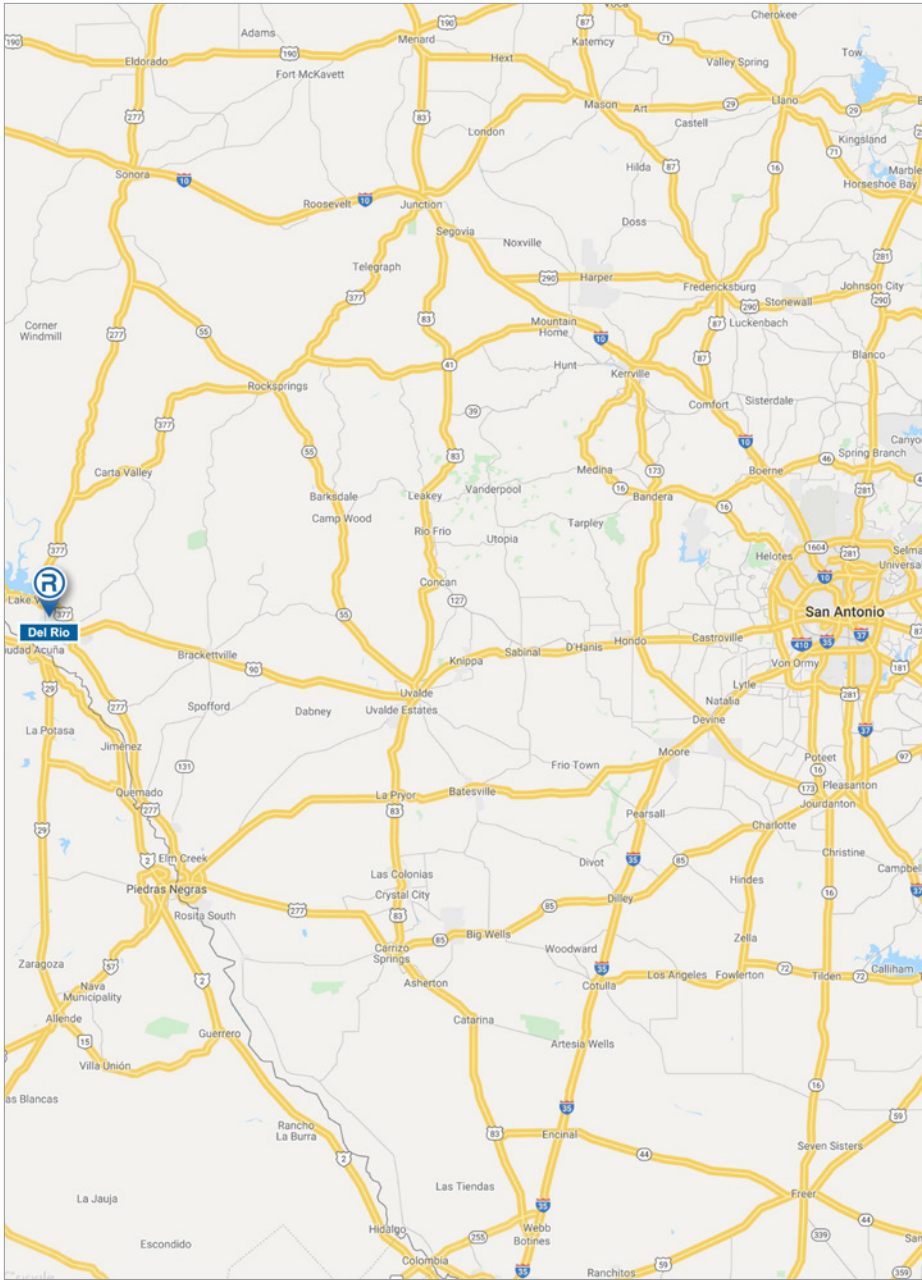
Race Distribution

	2019 ESTIMATE
White	84.26%
Black or African American	1.63%
American Indian/Alaskan	0.64%
Asian	0.70%
Native Hawaiian/Islander	0.09%
Other Race	10.37%
Two or More Races	2.32%
Hispanic or Latino (of any race)	80.55%

Age

GROUPS	2019 ESTIMATE
9 Years and Under	15.77%
10-17 Years	12.01%
18-24 Years	10.98%
25-34 Years	14.05%
35-44 Years	11.73%
45-54 Years	10.73%
55-64 Years	9.42%
65 Years and Over	15.30%
DISTRIBUTION	2019 ESTIMATE
Median Age	32.84
Average Age	36.28

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.