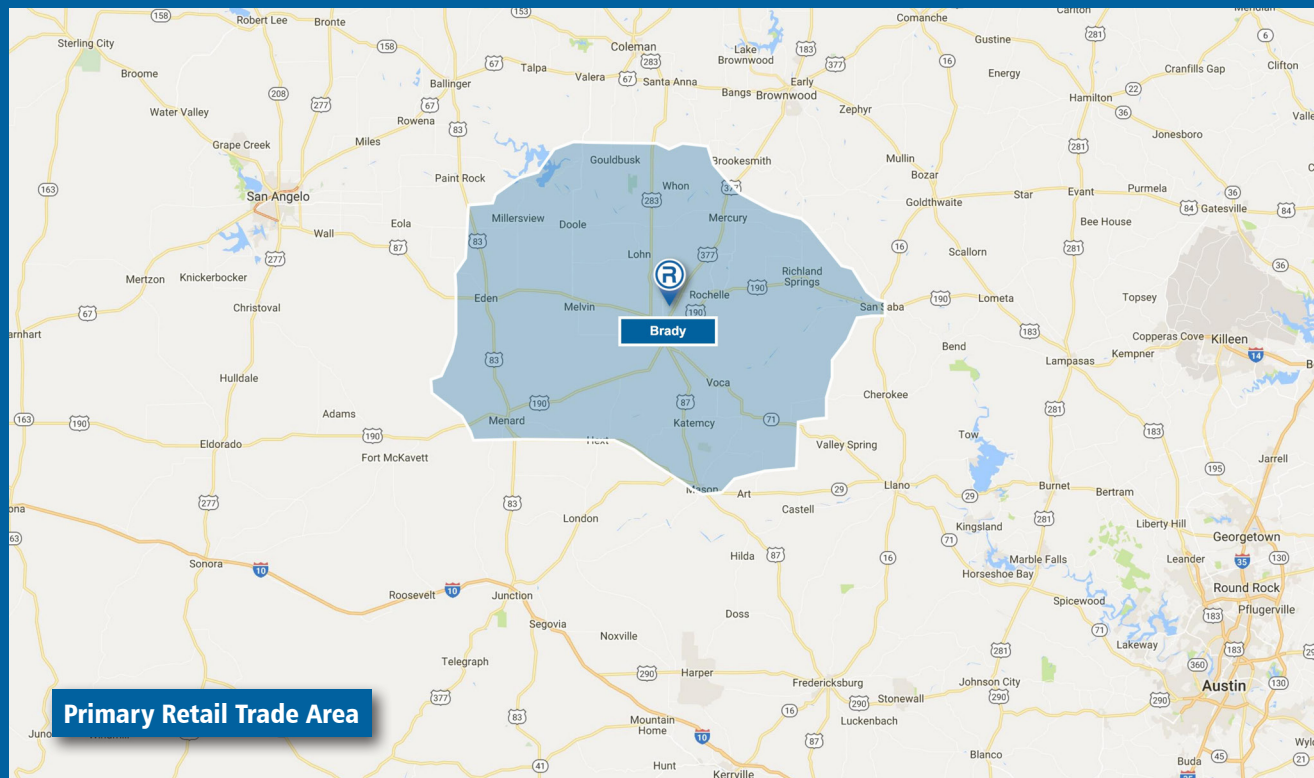


Retail Market Profile 2019



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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
Primary Retail Trade Area	20,235	20,427	19,486	19,673

Income

	2019 ESTIMATE
Average Household	\$57,802
Median Household	\$41,387
Per Capita	\$23,967

Educational Attainment

	2019 ESTIMATE
Graduate or Professional	5.2%
Bachelor's Degree	10.7%
Associate Degree	3.3%
Some College, No Degree	25.1%
High School Graduate	32.8%
Some High School, No Degree	10.9%
Less than 9th Grade	11.9%

Race Distribution

	2019 ESTIMATE
White	82.36%
Black or African American	2.15%
American Indian/Alaskan	0.83%
Asian	0.53%
Native Hawaiian/Islander	0.03%
Other Race	11.76%
Two or More Races	2.36%
Hispanic or Latino (of any race)	36.24%

Age

GROUPS	2019 ESTIMATE
9 Years and Under	11.52%
10-17 Years	10.11%
18-24 Years	8.36%
25-34 Years	10.62%
35-44 Years	9.75%
45-54 Years	11.07%
55-64 Years	13.75%
65 Years and Over	24.84%
DISTRIBUTION	2019 ESTIMATE
Median Age	44.67
Average Age	43.36

A map of Central Texas showing the location of Brady, Texas. Brady is marked with a blue location pin and a blue label 'Brady'. The map displays a network of roads, including major highways like I-35, I-10, and US-190. Surrounding towns and cities are labeled, such as Austin, Round Rock, Georgetown, and San Antonio. The map also shows geographical features like Lake Brownwood and various smaller lakes and rivers.

