



Retail Outlook Guide

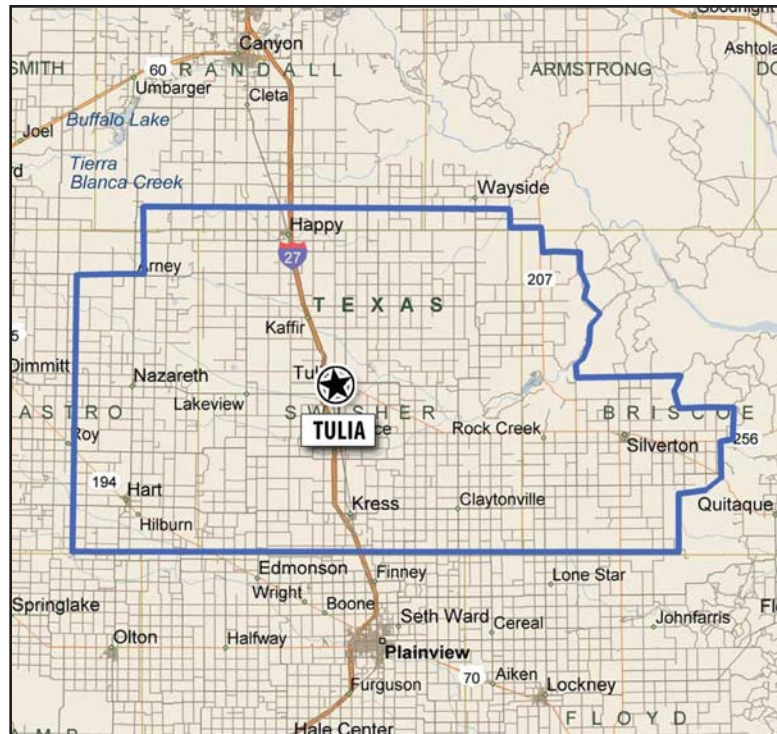
Tulia, Texas

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Retail Trade Area Summary

Population

	2000	2010	2013 Estimate	2018 Projection
Tulia	5,117	4,967	4,921	4,970
Retail Trade Area	12,053	11,325	11,255	11,385

Income

	2013 Estimate
Average Household	\$48,935
Median Household	\$37,832
Per Capita (2012)	\$16,750

Race Distribution

	2013 Estimate
White	76.05%
Black or African American	5.70%
American Indian/Alaskan	0.84%
Asian	0.15%
Native Hawaiian/Islander	0.04%
Other Race	15.27%
Two or More Races	1.96%
Hispanic or Latino (of any race)	41.47%

Age

Groups	2013 Estimate
Under 5 Years	8.02%
5-14 Years	14.48%
15-20 Years	8.07%
21-24 Years	5.60%
25-34 Years	11.92%
35-44 Years	10.64%
45-54 Years	12.63%
55 Years and Over	28.63%
Distribution	2013 Estimate
Median Age	36.80
Average Age	38.50

Educational Attainment

	2013 Estimate
Graduate or Professional	3.94%
Bachelor's Degree	10.89%
Associate Degree	5.26%
Some College, No Degree	20.43%
High School Graduate	34.92%
Some High School, No Degree	12.88%
Less than 9th Grade	11.68%

January 2013. 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.