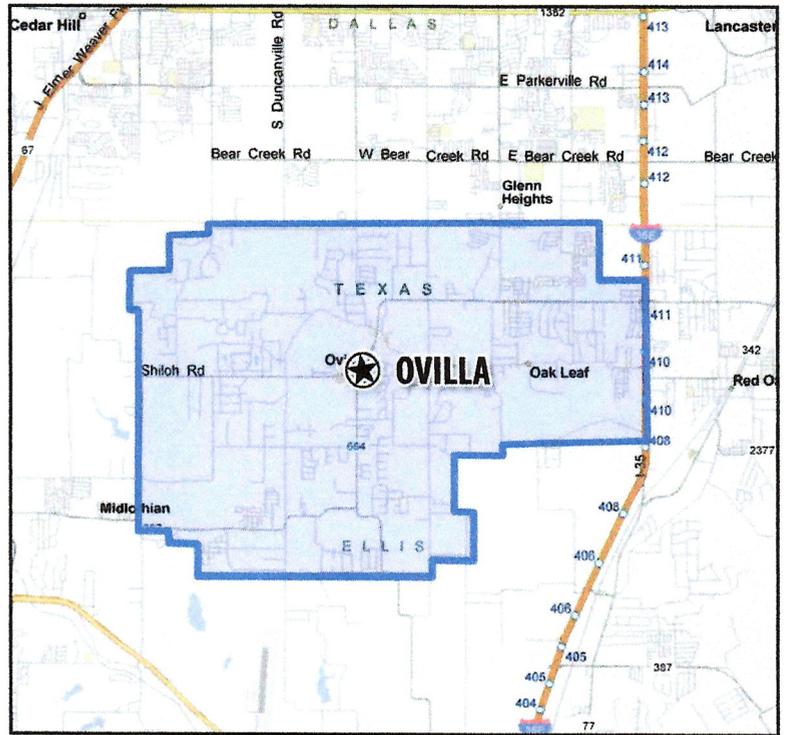




Retail Outlook Guide

Ovilla, Texas



Retail Trade Area Summary

Population

| | 1990 | 2000 | 2010 Estimate | 2015 Projection |
|-------------------|-------|--------|---------------|-----------------|
| Ovilla | 2,032 | 3,405 | 4,166 | 4,634 |
| Retail Trade Area | 6,320 | 10,852 | 16,508 | 18,927 |

Income

| | 2010 Estimate |
|-------------------|---------------|
| Average Household | \$97,628 |
| Median Household | \$81,773 |
| Per Capita | \$31,398 |

Race Distribution

| | 2010 Estimate |
|----------------------------------|---------------|
| White | 82.18% |
| Black or African American | 9.76% |
| American Indian/Alaskan | 0.49% |
| Asian | 0.54% |
| Native Hawaiian/Islander | 0.01% |
| Other Race | 4.59% |
| Two or More Races | 2.42% |
| Hispanic or Latino (of any race) | 10.33% |

Age

| Groups | 2010 Estimate |
|-------------------|---------------|
| Under 5 Years | 7.89% |
| 5 - 14 Years | 15.30% |
| 15 - 20 Years | 9.10% |
| 21 - 24 Years | 5.15% |
| 25 - 34 Years | 12.97% |
| 35 - 44 Years | 13.35% |
| 45 - 54 Years | 15.43% |
| 55 Years and over | 20.81% |
| Distribution | 2010 Estimate |
| Median Age | 34.68 |
| Average Age | 35.10 |

Educational Attainment

| | 2010 Estimate |
|-----------------------------|---------------|
| Graduate or Professional | 9.43% |
| Bachelor's Degree | 24.92% |
| Associate Degree | 7.90% |
| Some College, no degree | 28.24% |
| High School Graduate | 21.95% |
| Some High School, no degree | 5.39% |
| Less than 9th grade | 2.15% |