



# CITY OF DICKINSON

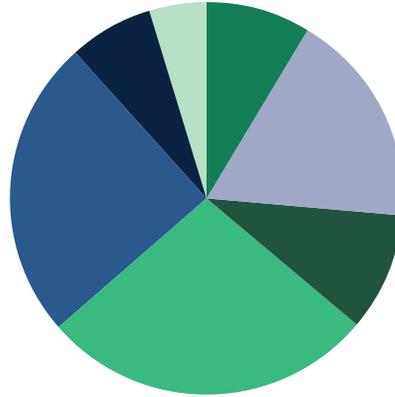
## TEXAS



### POPULATION

# 133,177

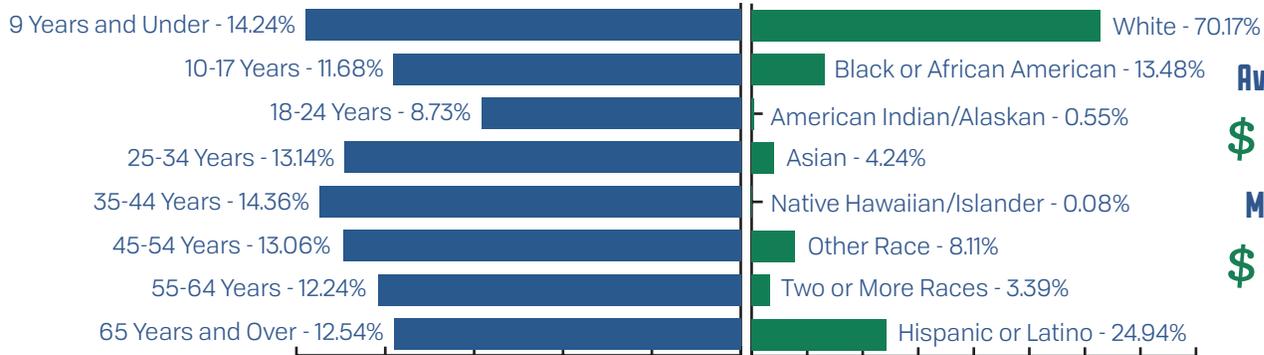
2018 Estimated Retail Trade Area Population



- Graduate or Professional 8.4%
- Bachelor's Degree 18.8%
- Associate Degree 8.8%
- Some College, No Degree 25.9%
- High School Graduate 26.5%
- Some High School, No Degree 7.1%
- Less than 9th Grade 4.5%

61.9% of RTA has some college education or higher

## AGE DISTRIBUTION AND RACE



Median Age 36.55  
Average Age 37.08

## HOUSEHOLD INCOME

**AVERAGE HOUSEHOLD INCOME**  
\$ 1 0 4 , 6 8 9

**MEDIAN HOUSEHOLD INCOME**  
\$ 8 2 , 6 3 2

**PER CAPITA INCOME**  
\$ 3 7 , 3 0 1

## OPPORTUNITY IN DICKINSON

- Clothing & Accessory Stores**  
Sales Leakage = \$101,305,873
- Sporting Goods Stores**  
Sales Leakage = \$30,605,414
- Food Service & Drinking Places**  
Sales Leakage = \$271,902,169

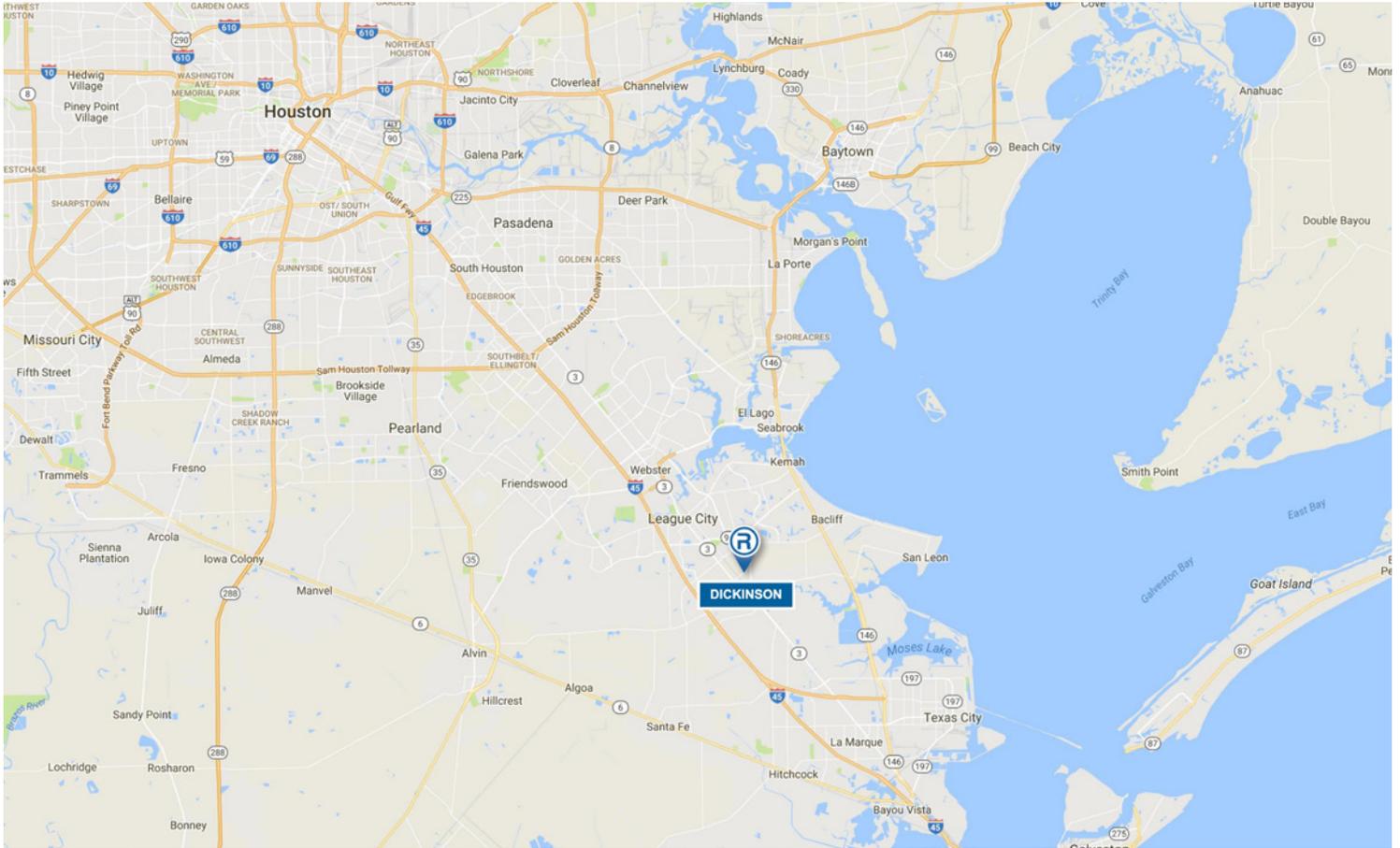
Potential Retail Sales	\$2,529,041,853
Actual Sales	\$418,950,269
Sales Leakage	\$2,110,091,584

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# LOCATION MAP



# EXISTING RETAIL



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