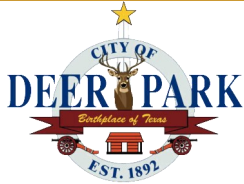


Retail Outlook Guide



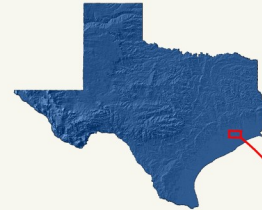
For more information, contact:

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- Named **"#10 in the U.S. by CNNMoney for most affordable places to live in 2011"**
- **"Best Affordable Suburb in Texas for 2010"** by Bloomberg BusinessWeek
- Contender spot on the CNN's list of **"100 Best Places to Live"** for 2011 and 2009
- DPISD has received a **Recognized** rating for academic achievement 10 times in the past 12 years
- Out of DPISD's 11 eligible campuses, 7 received an **Exemplary** rating, the State's highest

Deer Park, Texas

"The Birthplace of Texas"



Retail Trade Area Summary

Population				
	1990	2000	2010 Census	2015 Projection
Deer Park	27,653	28,520	32,010	32,964

Income	
2010 Census	
Median Household Income	\$75,557
Per Capita Income	\$29,192

Age	
Groups	2010 Census
Under 5 Years	7.0%
5-14 Years	15.9%
15-19 Years	7.7%
20-24 Years	7.1%
25-34 Years	12.0%
35-44 Years	14.2%
45-54 Years	13.4%
55 Years and Over	22.7%
Distribution	2010 Census
Median Age	35.2

Race Distribution	
2010 Census	
White	62.11%
Hispanic	26.29%
Black or African American	1.48%
American Indian/Alaskan	0.70%
Asian	1.50%
Native Hawaiian/Islander	0.08%
Other Race	7.81%

Educational Attainment	
2010 Census	
Graduate or Professional	5.4%
Bachelor's Degree	13.3%
Associate Degree	10.6%
Some College, No Degree	27.0%
High School Graduate	30.4%
Some High School, No Degree	9.0%
Less than 9th Grade	4.4%