



2018 Montgomery Primary Retail Trade Area Demographic Profile*

Population	53,859
Projected Population Growth (2016-2021)	11.42%
Race Classification (%)	
White Alone	90.35%
Black or African American Alone	2.88%
Other	6.78%
Hispanic or Latino by Origin	9.99%
Average Household Income	\$116,727
Median Household Income	\$82,033
Median Age	42
Households	21,059
Projected Household Growth (2016-2021)	11.85%

**Study conducted by The Retail Coach® 2018*