



The **Retail**Coach®

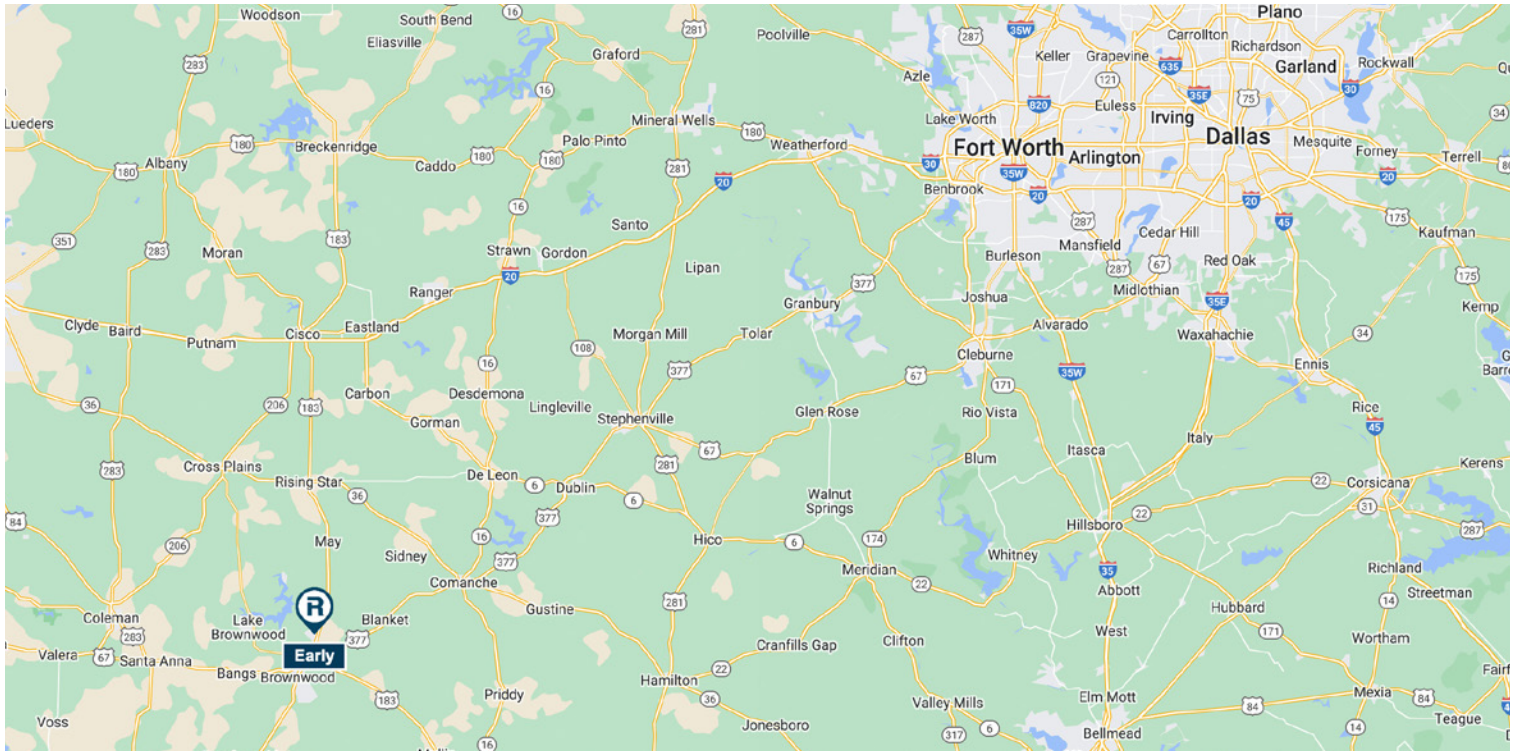
Community Demographic Profile

EARLY, TEXAS

Prepared for Early Municipal Development District
August 2023

Community • Demographic Snapshot

Early, Texas



Population

2020	3,087
2023	2,961
2028	3,008

Educational Attainment (%)

Graduate or Professional Degree	5.32%
Bachelors Degree	20.64%
Associate Degree	10.51%
Some College	24.85%
High School Graduate (or GED)	30.08%
Some High School, No Degree	5.23%
Less than 9th Grade	3.36%

Income

Average HH	\$94,844
Median HH	\$69,421
Per Capita	\$37,414

Age

0 - 9 Years	9.96%
10 - 17 Years	9.52%
18 - 24 Years	8.21%
25 - 34 Years	12.80%
35 - 44 Years	11.65%
45 - 54 Years	12.09%
55 - 64 Years	13.17%
65 and Older	22.59%
Median Age	43.16
Average Age	43.30

Race Distribution (%)

White	79.20%
Black/African American	1.25%
American Indian/Alaskan	1.35%
Asian	2.33%
Native Hawaiian/Islander	0.00%
Other Race	4.19%
Two or More Races	11.69%
Hispanic	16.45%



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Community • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	3,008	
2023 Estimate	2,961	
2020 Census	3,087	
2010 Census	2,851	
Growth 2023 - 2028		1.59%
Growth 2020 - 2023		-4.7%
Growth 2010 - 2020		8.28%
2023 Est. Population by Single-Classification Race	2,961	
White Alone	2,345	79.20%
Black or African American Alone	37	1.25%
Amer. Indian and Alaska Native Alone	40	1.35%
Asian Alone	69	2.33%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	124	4.19%
Two or More Races	346	11.69%
2023 Est. Population by Hispanic or Latino Origin	2,961	
Not Hispanic or Latino	2,474	83.55%
Hispanic or Latino	487	16.45%
Mexican	461	94.66%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	26	5.34%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	487	
White Alone	206	42.30%
Black or African American Alone	7	1.44%
American Indian and Alaska Native Alone	10	2.05%
Asian Alone	1	0.21%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	119	24.43%
Two or More Races	144	29.57%
2023 Est. Pop by Race, Asian Alone, by Category	69	
Chinese, except Taiwanese	2	2.90%
Filipino	0	0.00%
Japanese	12	17.39%
Asian Indian	51	73.91%
Korean	0	0.00%
Vietnamese	4	5.80%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	2,961	
Arab	11	0.37%
Czech	17	0.57%
Danish	0	0.00%
Dutch	17	0.57%
English	397	13.41%
French (except Basque)	82	2.77%
French Canadian	0	0.00%
German	299	10.10%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	267	9.02%
Italian	20	0.68%
Lithuanian	0	0.00%
United States or American	159	5.37%
Norwegian	6	0.20%
Polish	29	0.98%
Portuguese	1	0.03%
Russian	0	0.00%
Scottish	16	0.54%
Scotch-Irish	33	1.11%
Slovak	3	0.10%
Subsaharan African	0	0.00%
Swedish	18	0.61%
Swiss	0	0.00%
Ukrainian	1	0.03%
Welsh	5	0.17%
West Indian (except Hisp. groups)	4	0.14%
Other ancestries	1,104	37.28%
Ancestry Unclassified	472	15.94%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	2,433	86.34%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak Indo-European Language at Home	27	0.96%
Speak Spanish at Home	352	12.49%
Speak Other Language at Home	6	0.21%

Community • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	2,961	
Age 0 - 4	143	4.83%
Age 5 - 9	152	5.13%
Age 10 - 14	167	5.64%
Age 15 - 17	115	3.88%
Age 18 - 20	101	3.41%
Age 21 - 24	142	4.80%
Age 25 - 34	379	12.80%
Age 35 - 44	345	11.65%
Age 45 - 54	358	12.09%
Age 55 - 64	390	13.17%
Age 65 - 74	343	11.58%
Age 75 - 84	210	7.09%
Age 85 and over	116	3.92%
Age 16 and over	2,461	83.11%
Age 18 and over	2,384	80.51%
Age 21 and over	2,283	77.10%
Age 65 and over	669	22.59%
2023 Est. Median Age		43.16
2023 Est. Average Age		43.30
2023 Est. Population by Sex	2,961	
Male	1,422	48.02%
Female	1,539	51.98%
2023 Est. Male Population by Age	1,422	
Age 0 - 4	73	5.13%
Age 5 - 9	78	5.49%
Age 10 - 14	86	6.05%
Age 15 - 17	57	4.01%
Age 18 - 20	51	3.59%
Age 21 - 24	74	5.20%
Age 25 - 34	180	12.66%
Age 35 - 44	172	12.10%
Age 45 - 54	178	12.52%
Age 55 - 64	183	12.87%
Age 65 - 74	160	11.25%
Age 75 - 84	93	6.54%
Age 85 and over	37	2.60%
2023 Est. Median Age, Male		41.52
2023 Est. Average Age, Male		41.90
2023 Est. Female Population by Age	1,539	
Age 0 - 4	70	4.55%
Age 5 - 9	74	4.81%
Age 10 - 14	81	5.26%
Age 15 - 17	58	3.77%
Age 18 - 20	50	3.25%
Age 21 - 24	68	4.42%
Age 25 - 34	199	12.93%
Age 35 - 44	173	11.24%
Age 45 - 54	180	11.70%
Age 55 - 64	207	13.45%
Age 65 - 74	183	11.89%
Age 75 - 84	117	7.60%
Age 85 and over	79	5.13%
2023 Est. Median Age, Female		44.80
2023 Est. Average Age, Female		44.70

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	620	24.81%
Males, Never Married	362	14.49%
Females, Never Married	258	10.32%
Married, Spouse present	1,341	53.66%
Married, Spouse absent	69	2.76%
Widowed	195	7.80%
Males Widowed	67	2.68%
Females Widowed	128	5.12%
Divorced	274	10.96%
Males Divorced	95	3.80%
Females Divorced	179	7.16%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	72	3.36%
Some High School, no diploma	112	5.23%
High School Graduate (or GED)	644	30.08%
Some College, no degree	532	24.85%
Associate Degree	225	10.51%
Bachelor's Degree	442	20.64%
Master's Degree	87	4.06%
Professional School Degree	15	0.70%
Doctorate Degree	12	0.56%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	37	14.23%
High School Graduate	83	31.92%
Some College or Associate's Degree	105	40.39%
Bachelor's Degree or Higher	35	13.46%
Households		
2028 Projection	1,150	
2023 Estimate	1,129	
2020 Census	1,172	
2010 Census	1,076	
Growth 2023 - 2028		1.86%
Growth 2020 - 2023		-3.66%
Growth 2010 - 2020		8.92%
2023 Est. Households by Household Type	1,129	
Family Households	828	73.34%
Nonfamily Households	301	26.66%
2023 Est. Group Quarters Population	99	
2023 Households by Ethnicity, Hispanic/Latino	124	

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Early, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	1,129	
Income < \$15,000	68	6.02%
Income \$15,000 - \$24,999	85	7.53%
Income \$25,000 - \$34,999	120	10.63%
Income \$35,000 - \$49,999	148	13.11%
Income \$50,000 - \$74,999	179	15.86%
Income \$75,000 - \$99,999	141	12.49%
Income \$100,000 - \$124,999	122	10.81%
Income \$125,000 - \$149,999	101	8.95%
Income \$150,000 - \$199,999	84	7.44%
Income \$200,000 - \$249,999	23	2.04%
Income \$250,000 - \$499,999	38	3.37%
Income \$500,000+	20	1.77%
2023 Est. Average Household Income		\$94,844
2023 Est. Median Household Income		\$69,421
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$65,333
Black or African American Alone		\$12,819
American Indian and Alaska Native Alone		\$81,865
Asian Alone		\$125,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$54,570
Two or More Races		\$87,615
Hispanic or Latino		\$106,772
Not Hispanic or Latino		\$64,368
2023 Est. Family HH Type by Presence of Own Child.	828	
Married-Couple Family, own children	251	30.31%
Married-Couple Family, no own children	404	48.79%
Male Householder, own children	27	3.26%
Male Householder, no own children	18	2.17%
Female Householder, own children	75	9.06%
Female Householder, no own children	53	6.40%
2023 Est. Households by Household Size	1,129	
1-person	256	22.67%
2-person	362	32.06%
3-person	166	14.70%
4-person	155	13.73%
5-person	111	9.83%
6-person	37	3.28%
7-or-more-person	42	3.72%
2023 Est. Average Household Size		2.50
2023 Est. Households by Presence of People Under 18	1,129	
Households with 1 or More People under Age 18:	404	35.78%
Married-Couple Family	281	69.55%
Other Family, Male Householder	30	7.43%
Other Family, Female Householder	85	21.04%
Nonfamily, Male Householder	5	1.24%
Nonfamily, Female Householder	3	0.74%

DESCRIPTION	DATA	%
Households with No People under Age 18:	725	
Married-Couple Family	375	51.72%
Other Family, Male Householder	16	2.21%
Other Family, Female Householder	43	5.93%
Nonfamily, Male Householder	123	16.97%
Nonfamily, Female Householder	168	23.17%
2023 Est. Households by Number of Vehicles	1,129	
No Vehicles	33	2.92%
1 Vehicle	304	26.93%
2 Vehicles	417	36.94%
3 Vehicles	264	23.38%
4 Vehicles	85	7.53%
5 or more Vehicles	26	2.30%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	843	
2023 Estimate	828	
2010 Census	789	
Growth 2023 - 2028		1.81%
Growth 2010 - 2023		4.94%
2023 Est. Families by Poverty Status	828	
2023 Families at or Above Poverty	772	93.24%
2023 Families at or Above Poverty with Children	373	45.05%
2023 Families Below Poverty	56	6.76%
2023 Families Below Poverty with Children	46	5.56%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	1,564	63.55%
Civilian Labor Force, Unemployed	10	0.41%
Armed Forces	5	0.20%
Not in Labor Force	882	35.84%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	1,564	
For-Profit Private Workers	989	63.24%
Non-Profit Private Workers	97	6.20%
Local Government Workers	35	2.24%
State Government Workers	135	8.63%
Federal Government Workers	141	9.02%
Self-Employed Workers	167	10.68%
Unpaid Family Workers	0	0.00%

Community • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	1,564	
Architect/Engineer	14	0.90%
Arts/Entertainment/Sports	52	3.33%
Building Grounds Maintenance	35	2.24%
Business/Financial Operations	42	2.69%
Community/Social Services	72	4.60%
Computer/Mathematical	22	1.41%
Construction/Extraction	62	3.96%
Education/Training/Library	126	8.06%
Farming/Fishing/Forestry	19	1.21%
Food Prep/Serving	85	5.43%
Health Practitioner/Technician	71	4.54%
Healthcare Support	86	5.50%
Maintenance Repair	37	2.37%
Legal	3	0.19%
Life/Physical/Social Science	0	0.00%
Management	180	11.51%
Office/Admin. Support	158	10.10%
Production	89	5.69%
Protective Services	42	2.69%
Sales/Related	257	16.43%
Personal Care/Service	21	1.34%
Transportation/Moving	91	5.82%
2023 Est. Pop 16+ by Occupation Classification	1,564	
White Collar	997	63.75%
Blue Collar	279	17.84%
Service and Farm	288	18.41%
2023 Est. Workers Age 16+ by Transp. to Work	1,550	
Drove Alone	1,238	79.87%
Car Pooled	176	11.36%
Public Transportation	13	0.84%
Walked	25	1.61%
Bicycle	12	0.77%
Other Means	1	0.07%
Worked at Home	85	5.48%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	870	
15 - 29 Minutes	466	
30 - 44 Minutes	38	
45 - 59 Minutes	22	
60 or more Minutes	64	
2023 Est. Avg Travel Time to Work in Minutes		17
2023 Est. Occupied Housing Units by Tenure	1,129	
Owner Occupied	875	77.50%
Renter Occupied	254	22.50%
2023 Owner Occ. HUs: Avg. Length of Residence		15.50 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.30 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	1,129	
Value Less than \$20,000	14	1.60%
Value \$20,000 - \$39,999	19	2.17%
Value \$40,000 - \$59,999	70	8.00%
Value \$60,000 - \$79,999	32	3.66%
Value \$80,000 - \$99,999	69	7.89%
Value \$100,000 - \$149,999	158	18.06%
Value \$150,000 - \$199,999	100	11.43%
Value \$200,000 - \$299,999	258	29.49%
Value \$300,000 - \$399,999	115	13.14%
Value \$400,000 - \$499,999	22	2.51%
Value \$500,000 - \$749,999	12	1.37%
Value \$750,000 - \$999,999	2	0.23%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	4	0.46%
2023 Est. Median All Owner-Occupied Housing Value		\$187,473
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	942	74.00%
1 Unit Attached	12	0.94%
2 Units	27	2.12%
3 or 4 Units	52	4.08%
5 to 19 Units	31	2.43%
20 to 49 Units	3	0.24%
50 or More Units	0	0.00%
Mobile Home or Trailer	206	16.18%
Boat, RV, Van, etc.	0	0.00%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	66	5.18%
Housing Units Built 2010 to 2014	31	2.43%
Housing Units Built 2000 to 2009	91	7.15%
Housing Units Built 1990 to 1999	133	10.45%
Housing Units Built 1980 to 1989	251	19.72%
Housing Units Built 1970 to 1979	400	31.42%
Housing Units Built 1960 to 1969	87	6.83%
Housing Units Built 1950 to 1959	90	7.07%
Housing Units Built 1940 to 1949	89	6.99%
Housing Unit Built 1939 or Earlier	35	2.75%
2023 Est. Median Year Structure Built		1978

[†] Years



About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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