



The **Retail**Coach®

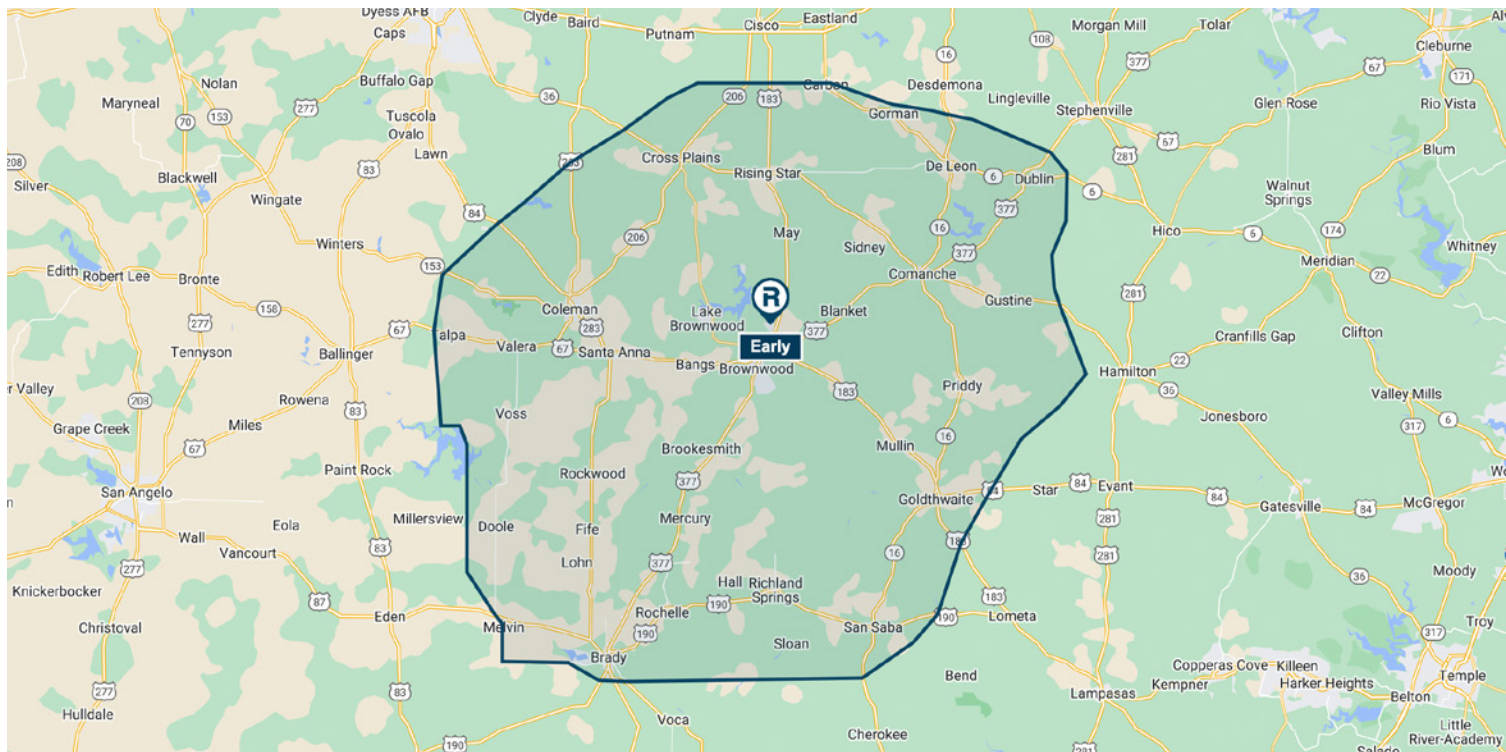
Retail Trade Area Demographic Profile

EARLY, TEXAS

Prepared for Early Municipal Development District
August 2023

Retail Trade Area • Demographic Snapshot

Early, Texas



Population

2020	85,516	0 - 9 Years	10.84%
2023	85,456	10 - 17 Years	10.04%
2028	84,890	18 - 24 Years	8.72%

Educational Attainment (%)

Graduate or Professional Degree	5.29%	25 - 34 Years	11.24%
Bachelors Degree	13.83%	35 - 44 Years	10.81%
Associate Degree	6.72%	45 - 54 Years	11.07%
Some College	24.64%	55 - 64 Years	13.56%
High School Graduate (or GED)	34.30%	65 and Older	23.73%
Some High School, No Degree	8.44%	Median Age	43.48
Less than 9th Grade	6.79%	Average Age	43.00

Income

Average HH	\$76,807
Median HH	\$56,315
Per Capita	\$32,108

Race Distribution (%)

White	74.94%
Black/African American	2.03%
American Indian/Alaskan	0.83%
Asian	0.65%
Native Hawaiian/Islander	0.08%
Other Race	9.14%
Two or More Races	12.33%
Hispanic	25.76%



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Retail Trade Area • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	84,890	
2023 Estimate	85,456	
2020 Census	85,516	
2010 Census	88,953	
Growth 2023 - 2028		-0.65%
Growth 2020 - 2023		-0.6%
Growth 2010 - 2020		-3.85%
2023 Est. Population by Single-Classification Race	85,456	
White Alone	64,041	74.94%
Black or African American Alone	1,731	2.03%
Amer. Indian and Alaska Native Alone	709	0.83%
Asian Alone	556	0.65%
Native Hawaiian and Other Pacific Island Alone	68	0.08%
Some Other Race Alone	7,813	9.14%
Two or More Races	10,538	12.33%
2023 Est. Population by Hispanic or Latino Origin	85,456	
Not Hispanic or Latino	63,441	74.24%
Hispanic or Latino	22,015	25.76%
Mexican	20,542	93.31%
Puerto Rican	109	0.50%
Cuban	16	0.07%
All Other Hispanic or Latino	1,347	6.12%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	22,015	
White Alone	6,995	31.77%
Black or African American Alone	173	0.79%
American Indian and Alaska Native Alone	312	1.42%
Asian Alone	11	0.05%
Native Hawaiian and Other Pacific Islander Alone	2	0.01%
Some Other Race Alone	7,608	34.56%
Two or More Races	6,914	31.41%
2023 Est. Pop by Race, Asian Alone, by Category	556	
Chinese, except Taiwanese	95	17.09%
Filipino	61	10.97%
Japanese	18	3.24%
Asian Indian	126	22.66%
Korean	2	0.36%
Vietnamese	218	39.21%
Cambodian	8	1.44%
Hmong	0	0.00%
Laotian	1	0.18%
Thai	1	0.18%
All Other Asian Races Including 2+ Category	25	4.50%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	85,456	
Arab	29	0.03%
Czech	614	0.72%
Danish	39	0.05%
Dutch	800	0.94%
English	6,724	7.87%
French (except Basque)	1,374	1.61%
French Canadian	81	0.10%
German	8,345	9.77%
Greek	61	0.07%
Hungarian	27	0.03%
Irish	7,396	8.66%
Italian	509	0.60%
Lithuanian	16	0.02%
United States or American	5,380	6.30%
Norwegian	241	0.28%
Polish	864	1.01%
Portuguese	116	0.14%
Russian	49	0.06%
Scottish	1,448	1.69%
Scotch-Irish	1,447	1.69%
Slovak	16	0.02%
Subsaharan African	169	0.20%
Swedish	681	0.80%
Swiss	64	0.08%
Ukrainian	7	0.01%
Welsh	392	0.46%
West Indian (except Hisp. groups)	127	0.15%
Other ancestries	31,402	36.75%
Ancestry Unclassified	17,037	19.94%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	65,318	80.75%
Speak Asian/Pacific Island Language at Home	323	0.40%
Speak Indo-European Language at Home	541	0.67%
Speak Spanish at Home	14,672	18.14%
Speak Other Language at Home	37	0.05%

Retail Trade Area • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	85,456	
Age 0 - 4	4,565	5.34%
Age 5 - 9	4,694	5.49%
Age 10 - 14	5,186	6.07%
Age 15 - 17	3,390	3.97%
Age 18 - 20	3,334	3.90%
Age 21 - 24	4,121	4.82%
Age 25 - 34	9,605	11.24%
Age 35 - 44	9,238	10.81%
Age 45 - 54	9,457	11.07%
Age 55 - 64	11,589	13.56%
Age 65 - 74	11,663	13.65%
Age 75 - 84	6,232	7.29%
Age 85 and over	2,382	2.79%
Age 16 and over	69,904	81.80%
Age 18 and over	67,621	79.13%
Age 21 and over	64,287	75.23%
Age 65 and over	20,277	23.73%
2023 Est. Median Age		43.48
2023 Est. Average Age		43.00
2023 Est. Population by Sex	85,456	
Male	42,668	49.93%
Female	42,788	50.07%
2023 Est. Male Population by Age	42,668	
Age 0 - 4	2,343	5.49%
Age 5 - 9	2,428	5.69%
Age 10 - 14	2,683	6.29%
Age 15 - 17	1,726	4.04%
Age 18 - 20	1,757	4.12%
Age 21 - 24	2,188	5.13%
Age 25 - 34	5,025	11.78%
Age 35 - 44	4,589	10.76%
Age 45 - 54	4,637	10.87%
Age 55 - 64	5,717	13.40%
Age 65 - 74	5,645	13.23%
Age 75 - 84	2,972	6.96%
Age 85 and over	958	2.25%
2023 Est. Median Age, Male		41.91
2023 Est. Average Age, Male		42.00
2023 Est. Female Population by Age	42,788	
Age 0 - 4	2,223	5.20%
Age 5 - 9	2,266	5.30%
Age 10 - 14	2,503	5.85%
Age 15 - 17	1,664	3.89%
Age 18 - 20	1,577	3.69%
Age 21 - 24	1,933	4.52%
Age 25 - 34	4,579	10.70%
Age 35 - 44	4,649	10.87%
Age 45 - 54	4,820	11.27%
Age 55 - 64	5,872	13.72%
Age 65 - 74	6,017	14.06%
Age 75 - 84	3,260	7.62%
Age 85 and over	1,424	3.33%
2023 Est. Median Age, Female		45.00
2023 Est. Average Age, Female		44.00

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	17,486	24.62%
Males, Never Married	9,867	13.90%
Females, Never Married	7,619	10.73%
Married, Spouse present	35,268	49.67%
Married, Spouse absent	3,335	4.70%
Widowed	5,746	8.09%
Males Widowed	1,534	2.16%
Females Widowed	4,211	5.93%
Divorced	9,176	12.92%
Males Divorced	4,836	6.81%
Females Divorced	4,340	6.11%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,083	6.79%
Some High School, no diploma	5,077	8.44%
High School Graduate (or GED)	20,635	34.30%
Some College, no degree	14,822	24.64%
Associate Degree	4,045	6.72%
Bachelor's Degree	8,318	13.83%
Master's Degree	2,515	4.18%
Professional School Degree	331	0.55%
Doctorate Degree	339	0.56%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,061	35.27%
High School Graduate	3,906	33.92%
Some College or Associate's Degree	2,581	22.42%
Bachelor's Degree or Higher	965	8.38%
Households		
2028 Projection	34,580	
2023 Estimate	34,682	
2020 Census	34,573	
2010 Census	35,134	
Growth 2023 - 2028		-0.28%
Growth 2020 - 2023		0.32%
Growth 2010 - 2020		-1.59%
2023 Est. Households by Household Type	34,682	
Family Households	23,711	68.37%
Nonfamily Households	10,971	31.63%
2023 Est. Group Quarters Population	2,492	
2023 Households by Ethnicity, Hispanic/Latino	6,605	



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Early, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	34,682	
Income < \$15,000	3,495	10.08%
Income \$15,000 - \$24,999	3,771	10.87%
Income \$25,000 - \$34,999	3,463	9.99%
Income \$35,000 - \$49,999	4,771	13.76%
Income \$50,000 - \$74,999	6,573	18.95%
Income \$75,000 - \$99,999	4,325	12.47%
Income \$100,000 - \$124,999	2,950	8.51%
Income \$125,000 - \$149,999	2,014	5.81%
Income \$150,000 - \$199,999	1,593	4.59%
Income \$200,000 - \$249,999	744	2.14%
Income \$250,000 - \$499,999	646	1.86%
Income \$500,000+	338	0.98%
2023 Est. Average Household Income		\$76,807
2023 Est. Median Household Income		\$56,315
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$56,771
Black or African American Alone		\$57,417
American Indian and Alaska Native Alone		\$44,113
Asian Alone		\$84,642
Native Hawaiian and Other Pacific Islander Alone		\$45,537
Some Other Race Alone		\$48,077
Two or More Races		\$60,287
Hispanic or Latino		\$54,561
Not Hispanic or Latino		\$56,765
2023 Est. Family HH Type by Presence of Own Child.	23,711	
Married-Couple Family, own children	6,216	26.22%
Married-Couple Family, no own children	12,122	51.12%
Male Householder, own children	825	3.48%
Male Householder, no own children	797	3.36%
Female Householder, own children	2,106	8.88%
Female Householder, no own children	1,644	6.93%
2023 Est. Households by Household Size	34,682	
1-person	9,460	27.28%
2-person	13,394	38.62%
3-person	4,798	13.83%
4-person	3,991	11.51%
5-person	1,839	5.30%
6-person	785	2.26%
7-or-more-person	416	1.20%
2023 Est. Average Household Size		2.40
2023 Est. Households by Presence of People Under 18	34,682	
Households with 1 or More People under Age 18:	10,701	30.85%
Married-Couple Family	7,027	65.67%
Other Family, Male Householder	967	9.04%
Other Family, Female Householder	2,562	23.94%
Nonfamily, Male Householder	115	1.07%
Nonfamily, Female Householder	30	0.28%

DESCRIPTION	DATA	%
Households with No People under Age 18:	23,981	
Married-Couple Family	11,304	47.14%
Other Family, Male Householder	654	2.73%
Other Family, Female Householder	1,193	4.97%
Nonfamily, Male Householder	5,138	21.42%
Nonfamily, Female Householder	5,692	23.74%
2023 Est. Households by Number of Vehicles	34,682	
No Vehicles	1,846	5.32%
1 Vehicle	10,088	29.09%
2 Vehicles	13,843	39.91%
3 Vehicles	6,324	18.23%
4 Vehicles	1,755	5.06%
5 or more Vehicles	827	2.38%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	23,654	
2023 Estimate	23,711	
2010 Census	23,986	
Growth 2023 - 2028		-0.23%
Growth 2010 - 2023		-1.14%
2023 Est. Families by Poverty Status	23,711	
2023 Families at or Above Poverty	21,284	89.76%
2023 Families at or Above Poverty with Children	8,151	34.38%
2023 Families Below Poverty	2,426	10.23%
2023 Families Below Poverty with Children	1,558	6.57%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	37,497	53.64%
Civilian Labor Force, Unemployed	1,722	2.46%
Armed Forces	42	0.06%
Not in Labor Force	30,643	43.84%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	37,379	
For-Profit Private Workers	24,619	65.86%
Non-Profit Private Workers	1,982	5.30%
Local Government Workers	498	1.33%
State Government Workers	2,016	5.39%
Federal Government Workers	3,296	8.82%
Self-Employed Workers	4,865	13.02%
Unpaid Family Workers	103	0.28%

Retail Trade Area • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	37,379	
Architect/Engineer	299	0.80%
Arts/Entertainment/Sports	624	1.67%
Building Grounds Maintenance	1,437	3.84%
Business/Financial Operations	1,164	3.11%
Community/Social Services	627	1.68%
Computer/Mathematical	386	1.03%
Construction/Extraction	2,761	7.39%
Education/Training/Library	2,052	5.49%
Farming/Fishing/Forestry	1,009	2.70%
Food Prep/Serving	1,805	4.83%
Health Practitioner/Technician	2,169	5.80%
Healthcare Support	1,398	3.74%
Maintenance Repair	1,460	3.91%
Legal	210	0.56%
Life/Physical/Social Science	232	0.62%
Management	4,007	10.72%
Office/Admin. Support	3,771	10.09%
Production	3,084	8.25%
Protective Services	1,080	2.89%
Sales/Related	3,321	8.89%
Personal Care/Service	965	2.58%
Transportation/Moving	3,517	9.41%
2023 Est. Pop 16+ by Occupation Classification	37,379	
White Collar	18,861	50.46%
Blue Collar	10,823	28.95%
Service and Farm	7,695	20.59%
2023 Est. Workers Age 16+ by Transp. to Work	36,751	
Drove Alone	29,938	81.46%
Car Pooled	4,139	11.26%
Public Transportation	64	0.17%
Walked	565	1.54%
Bicycle	116	0.32%
Other Means	261	0.71%
Worked at Home	1,668	4.54%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	18,002	
15 - 29 Minutes	9,496	
30 - 44 Minutes	4,210	
45 - 59 Minutes	1,480	
60 or more Minutes	1,829	
2023 Est. Avg Travel Time to Work in Minutes		21
2023 Est. Occupied Housing Units by Tenure	34,682	
Owner Occupied	26,010	75.00%
Renter Occupied	8,672	25.00%
2023 Owner Occ. HUs: Avg. Length of Residence		17.20 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.60 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	34,682	
Value Less than \$20,000	575	2.21%
Value \$20,000 - \$39,999	1,237	4.76%
Value \$40,000 - \$59,999	2,017	7.75%
Value \$60,000 - \$79,999	2,044	7.86%
Value \$80,000 - \$99,999	2,340	9.00%
Value \$100,000 - \$149,999	4,774	18.35%
Value \$150,000 - \$199,999	3,118	11.99%
Value \$200,000 - \$299,999	4,334	16.66%
Value \$300,000 - \$399,999	2,132	8.20%
Value \$400,000 - \$499,999	1,084	4.17%
Value \$500,000 - \$749,999	1,080	4.15%
Value \$750,000 - \$999,999	511	1.97%
Value \$1,000,000 or \$1,499,999	367	1.41%
Value \$1,500,000 or \$1,999,999	155	0.60%
Value \$2,000,000+	242	0.93%
2023 Est. Median All Owner-Occupied Housing Value		\$150,238
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	33,946	76.28%
1 Unit Attached	429	0.96%
2 Units	1,144	2.57%
3 or 4 Units	628	1.41%
5 to 19 Units	1,075	2.42%
20 to 49 Units	456	1.02%
50 or More Units	271	0.61%
Mobile Home or Trailer	6,453	14.50%
Boat, RV, Van, etc.	99	0.22%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,360	3.06%
Housing Units Built 2010 to 2014	1,018	2.29%
Housing Units Built 2000 to 2009	4,372	9.82%
Housing Units Built 1990 to 1999	5,107	11.48%
Housing Units Built 1980 to 1989	6,447	14.49%
Housing Units Built 1970 to 1979	6,819	15.32%
Housing Units Built 1960 to 1969	4,567	10.26%
Housing Units Built 1950 to 1959	4,651	10.45%
Housing Units Built 1940 to 1949	4,602	10.34%
Housing Unit Built 1939 or Earlier	5,559	12.49%
2023 Est. Median Year Structure Built		1974

[†] 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.



The**RetailCoach**.®

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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