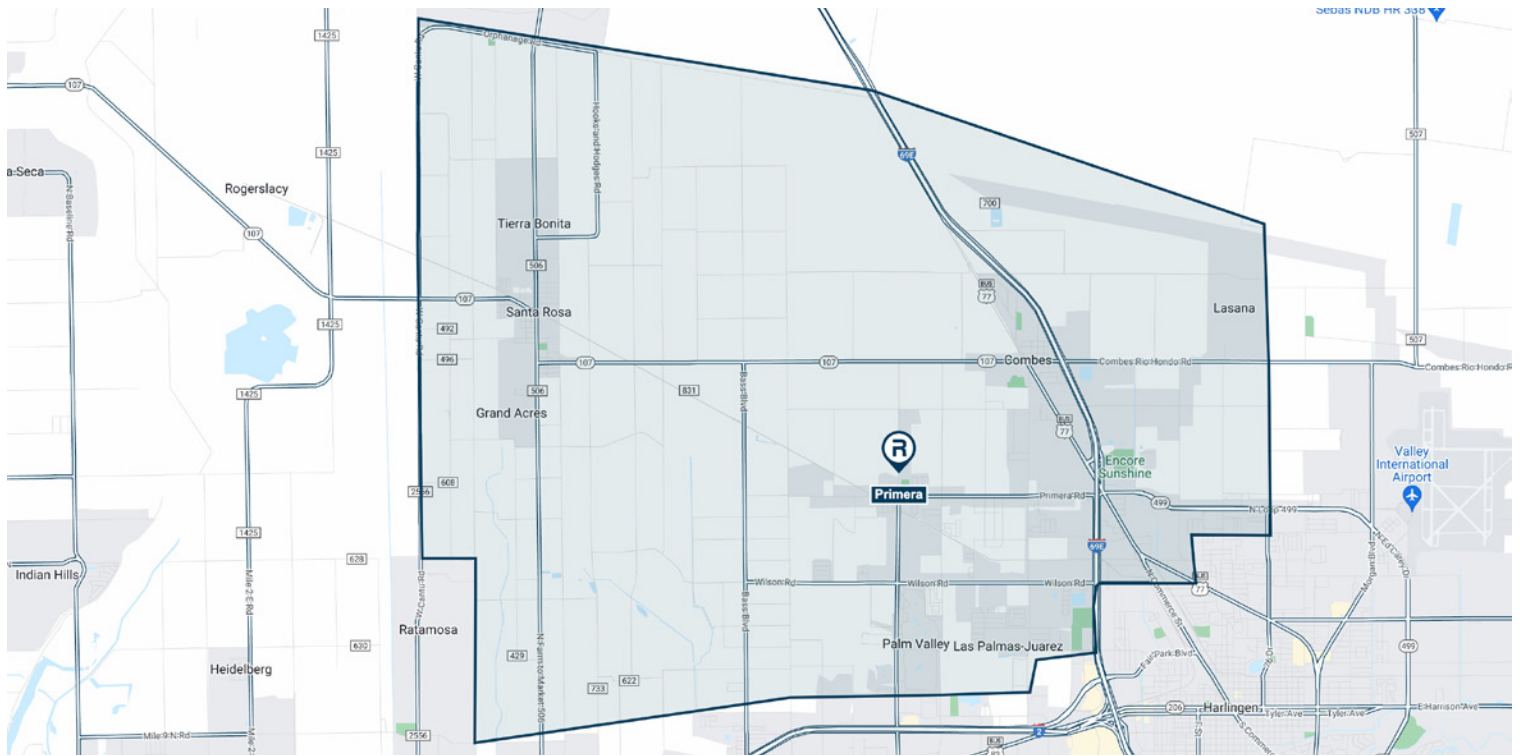


# Primary Retail Trade Area • Retail Market Profile

## Primera, Texas



### Population

2020	29,570
2023	30,395
2028	31,538

### Educational Attainment (%)

Graduate or Professional Degree	6.46%
Bachelors Degree	11.12%
Associate Degree	8.78%
Some College	15.53%
High School Graduate (GED)	30.24%
Some High School, No Degree	12.96%
Less than 9th Grade	14.91%

### Income

Average HH	\$74,851
Median HH	\$53,194
Per Capita	\$24,466

### Age

0 - 9 Years	14.93%
10 - 17 Years	12.55%
18 - 24 Years	10.37%
25 - 34 Years	12.80%
35 - 44 Years	11.08%
45 - 54 Years	10.90%
55 - 64 Years	10.41%
65 and Older	16.97%
Median Age	34.45
Average Age	37.49

### Race Distribution (%)

White	39.31%
Black/African American	0.79%
American Indian/Alaskan	0.69%
Asian	0.48%
Native Hawaiian/Islander	0.06%
Other Race	16.51%
Two or More Races	42.16%
Hispanic	89.05%



**Celina Gonzales, CPM**  
City of Primera  
City Manger  
EDC Executive Director

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Primera, Texas

