



The**Retail**Coach®

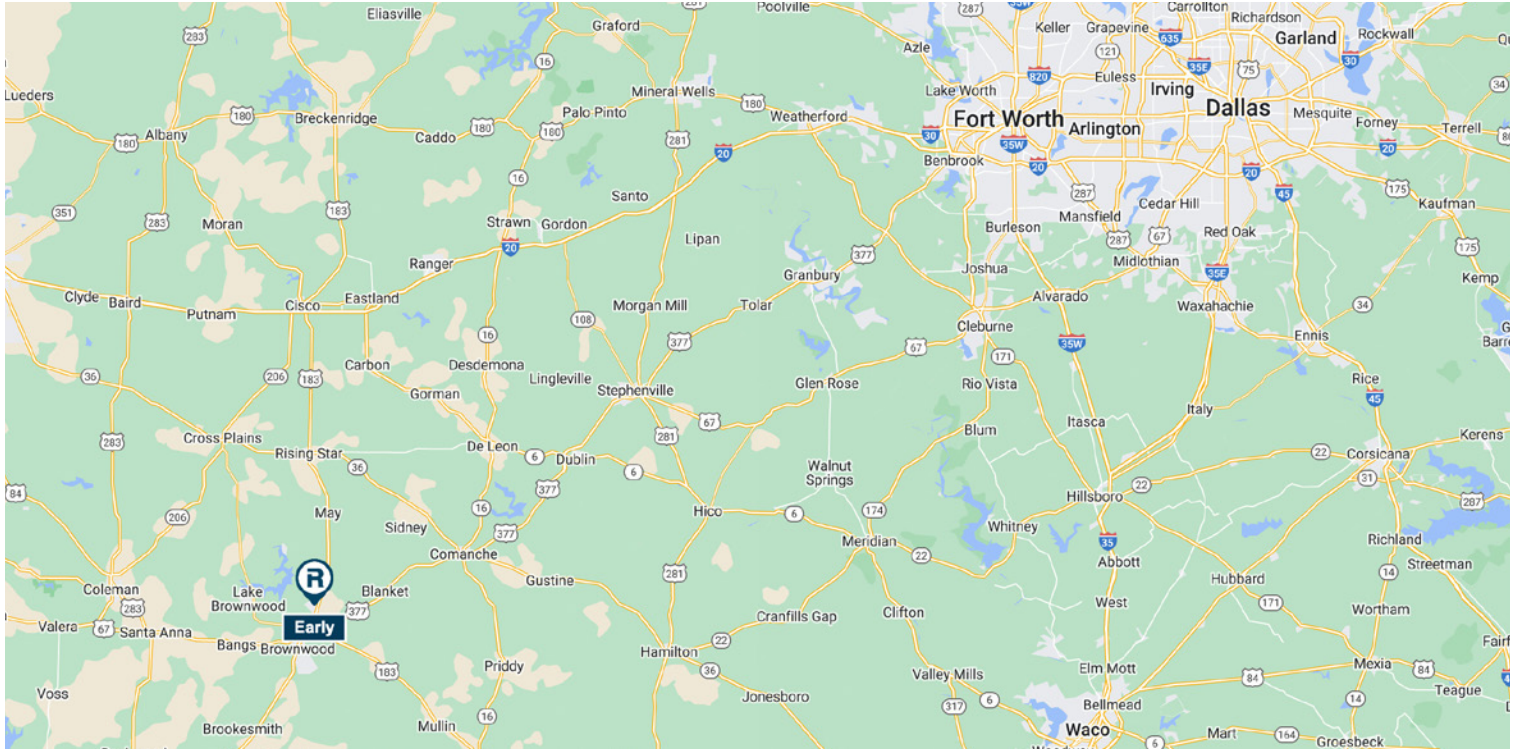
Community Demographic Profile

EARLY, TEXAS

Prepared for Early Municipal Development District
January 2025

Community • Demographic Snapshot

Early, Texas



Population

2020	3,087	0 - 9 Years	10.62%
2025	3,052	10 - 17 Years	10.12%
2030	3,147	18 - 24 Years	9.67%

Educational Attainment (%)

Graduate or Professional Degree	4.66%	25 - 34 Years	10.52%
Bachelors Degree	21.37%	35 - 44 Years	13.14%
Associate Degree	7.77%	45 - 54 Years	12.42%
Some College	29.38%	55 - 64 Years	12.06%
High School Graduate (or GED)	26.65%	65 and Older	21.46%
Some High School, No Degree	7.91%	Median Age	41.95
Less than 9th Grade	2.26%	Average Age	42.20

Income

Average HH	\$93,285	Race Distribution (%)	
Median HH	\$70,132	White	81.72%
Per Capita	\$37,061	Black/African American	1.38%
		American Indian/Alaskan	1.08%
		Asian	1.74%
		Native Hawaiian/Islander	0.00%
		Other Race	4.16%
		Two or More Races	9.93%
		Hispanic	16.38%



Larry McConn

Early Municipal Development District
Assistant City Administrator
Director of Economic Development

960 Early Boulevard
P.O. Box 3100
Early, Texas 76803

Phone 325.643.5451
Cell 325.642.7568
LMcConn@EarlyTX.net
www.EarlyTX.net

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@TheRetailCoach.com
www.TheRetailCoach.com



Community • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	3,147	
2025 Estimate	3,052	
2020 Census	3,087	
2010 Census	2,851	
Growth 2025 - 2030		3.11%
Growth 2020 - 2025		-1.12%
Growth 2010 - 2020		8.28%
2025 Est. Population by Single-Classification Race	3,052	
White Alone	2,494	81.72%
Black or African American Alone	42	1.38%
Amer. Indian and Alaska Native Alone	33	1.08%
Asian Alone	53	1.74%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	127	4.16%
Two or More Races	303	9.93%
2025 Est. Population by Hispanic or Latino Origin	3,052	
Not Hispanic or Latino	2,552	83.62%
Hispanic or Latino	500	16.38%
Mexican	442	88.40%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	58	11.60%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	500	
White Alone	210	42.00%
Black or African American Alone	7	1.40%
American Indian and Alaska Native Alone	9	1.80%
Asian Alone	1	0.20%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	122	24.40%
Two or More Races	151	30.20%
2025 Est. Pop by Race, Asian Alone, by Category	53	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	13	24.53%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	40	75.47%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	3,052	
Arab	10	0.33%
Czech	15	0.49%
Danish	0	0.00%
Dutch	18	0.59%
English	313	10.26%
French (except Basque)	44	1.44%
French Canadian	0	0.00%
German	324	10.62%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	291	9.54%
Italian	46	1.51%
Lithuanian	0	0.00%
United States or American	182	5.96%
Norwegian	6	0.20%
Polish	22	0.72%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	4	0.13%
Scotch-Irish	58	1.90%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	27	0.89%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	2	0.07%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,097	35.94%
Ancestry Unclassified	593	19.43%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	2,402	83.14%
Speak Asian/Pacific Island Language at Home	42	1.45%
Speak IndoEuropean Language at Home	34	1.18%
Speak Spanish at Home	405	14.02%
Speak Other Language at Home	6	0.21%

Community • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	3,052	
Age 0 - 4	163	5.34%
Age 5 - 9	161	5.28%
Age 10 - 14	182	5.96%
Age 15 - 17	127	4.16%
Age 18 - 20	128	4.19%
Age 21 - 24	167	5.47%
Age 25 - 34	321	10.52%
Age 35 - 44	401	13.14%
Age 45 - 54	379	12.42%
Age 55 - 64	368	12.06%
Age 65 - 74	318	10.42%
Age 75 - 84	243	7.96%
Age 85 and over	94	3.08%
Age 16 and over	2,504	82.04%
Age 18 and over	2,419	79.26%
Age 21 and over	2,291	75.07%
Age 65 and over	655	21.46%
2025 Est. Median Age		41.95
2025 Est. Average Age		42.20
2025 Est. Population by Sex	3,052	
Male	1,487	48.72%
Female	1,565	51.28%
2025 Est. Male Population by Age	1,487	
Age 0 - 4	83	5.58%
Age 5 - 9	90	6.05%
Age 10 - 14	87	5.85%
Age 15 - 17	63	4.24%
Age 18 - 20	64	4.30%
Age 21 - 24	86	5.78%
Age 25 - 34	163	10.96%
Age 35 - 44	197	13.25%
Age 45 - 54	182	12.24%
Age 55 - 64	185	12.44%
Age 65 - 74	140	9.41%
Age 75 - 84	116	7.80%
Age 85 and over	31	2.08%
2025 Est. Median Age, Male		40.50
2025 Est. Average Age, Male		41.00
2025 Est. Female Population by Age	1,565	
Age 0 - 4	80	5.11%
Age 5 - 9	71	4.54%
Age 10 - 14	95	6.07%
Age 15 - 17	64	4.09%
Age 18 - 20	64	4.09%
Age 21 - 24	81	5.18%
Age 25 - 34	158	10.10%
Age 35 - 44	204	13.04%
Age 45 - 54	197	12.59%
Age 55 - 64	183	11.69%
Age 65 - 74	178	11.37%
Age 75 - 84	127	8.12%
Age 85 and over	63	4.03%
2025 Est. Median Age, Female		43.34
2025 Est. Average Age, Female		43.40

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	592	23.25%
Males, Never Married	300	11.78%
Females, Never Married	292	11.47%
Married, Spouse present	1,358	53.34%
Married, Spouse absent	132	5.18%
Widowed	199	7.82%
Males Widowed	74	2.91%
Females Widowed	125	4.91%
Divorced	265	10.41%
Males Divorced	112	4.40%
Females Divorced	153	6.01%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	48	2.26%
Some High School, no diploma	168	7.91%
High School Graduate (or GED)	566	26.65%
Some College, no degree	624	29.38%
Associate Degree	165	7.77%
Bachelor's Degree	454	21.37%
Master's Degree	63	2.97%
Professional School Degree	20	0.94%
Doctorate Degree	16	0.75%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	50	18.38%
High School Graduate	69	25.37%
Some College or Associate's Degree	119	43.75%
Bachelor's Degree or Higher	34	12.50%
Households		
2030 Projection	1,219	
2025 Estimate	1,174	
2020 Census	1,172	
2010 Census	1,076	
Growth 2025 - 2030		3.83%
Growth 2020 - 2025		0.17%
Growth 2010 - 2020		8.92%
2025 Est. Households by Household Type	1,174	
Family Households	844	71.89%
Nonfamily Households	330	28.11%
2025 Est. Group Quarters Population	97	
2025 Households by Ethnicity, Hispanic/Latino	145	

Community • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	1,174	
Income < \$15,000	65	5.54%
Income \$15,000 - \$24,999	62	5.28%
Income \$25,000 - \$34,999	110	9.37%
Income \$35,000 - \$49,999	174	14.82%
Income \$50,000 - \$74,999	211	17.97%
Income \$75,000 - \$99,999	141	12.01%
Income \$100,000 - \$124,999	125	10.65%
Income \$125,000 - \$149,999	89	7.58%
Income \$150,000 - \$199,999	110	9.37%
Income \$200,000 - \$249,999	45	3.83%
Income \$250,000 - \$499,999	34	2.90%
Income \$500,000+	8	0.68%
2025 Est. Average Household Income		\$93,285
2025 Est. Median Household Income		\$70,132
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$75,287
Black or African American Alone		\$50,000
American Indian and Alaska Native Alone		\$79,374
Asian Alone		\$48,569
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$63,921
Two or More Races		\$34,323
Hispanic or Latino		\$68,872
Not Hispanic or Latino		\$70,311
2025 Est. HH by Type and Presence of Own Child.	1,174	
Family Households with Children	395	33.65%
Family Households without Children	779	66.35%
Married-Couple Families	636	54.17%
Married-Couple Family, own children	258	21.98%
Married-Couple Family, no own children	378	32.20%
Cohabiting-Couple Families	14	1.19%
Cohabiting-Couple Family, own children	5	0.43%
Cohabiting-Couple Family, no own children	9	0.77%
Male Householder Families	189	16.10%
Male Householder, own children	45	3.83%
Male Householder, no own children	10	0.85%
Male Householder, only Nonrelatives	2	0.17%
Male Householder, Living Alone	132	11.24%
Female Householder Families	335	28.53%
Female Householder, own children	87	7.41%
Female Householder, no own children	19	1.62%
Female Householder, only Nonrelatives	43	3.66%
Female Householder, Living Alone	186	15.84%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	1,174	
1-person	329	28.02%
2-person	387	32.96%
3-person	185	15.76%
4-person	144	12.27%
5-person	71	6.05%
6-person	35	2.98%
7-or-more-person	23	1.96%
2025 Est. Average Household Size		2.52
2025 Est. Households by Number of Vehicles	1,174	
No Vehicles	25	2.13%
1 Vehicle	401	34.16%
2 Vehicles	439	37.39%
3 Vehicles	218	18.57%
4 Vehicles	61	5.20%
5 or more Vehicles	30	2.56%
2025 Est. Average Number of Vehicles		2.0
Family Households		
2030 Projection	876	
2025 Estimate	844	
2020 Estimate	842	
2010 Census	789	
Growth 2025 - 2030		3.79%
Growth 2020 - 2025		0.24%
Growth 2010 - 2020		6.72%
2025 Est. Families by Poverty Status	844	
2025 Families at or Above Poverty	784	92.89%
2025 Families at or Above Poverty with Children	370	43.84%
2025 Families Below Poverty	60	7.11%
2025 Families Below Poverty with Children	50	5.92%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	1,563	62.42%
Civilian Labor Force, Unemployed	33	1.32%
Armed Forces	8	0.32%
Not in Labor Force	900	35.94%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	964	61.21%
Non-Profit Private Workers	170	10.79%
Local Government Workers	46	2.92%
State Government Workers	96	6.09%
Federal Government Workers	132	8.38%
Self-Employed Workers	159	10.10%
Unpaid Family Workers	8	0.51%

Community • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	33	2.10%
Arts/Entertainment/Sports	30	1.90%
Building Grounds Maintenance	39	2.48%
Business/Financial Operations	44	2.79%
Community/Social Services	81	5.14%
Computer/Mathematical	20	1.27%
Construction/Extraction	42	2.67%
Education/Training/Library	100	6.35%
Farming/Fishing/Forestry	23	1.46%
Food Prep/Serving	47	2.98%
Health Practitioner/Technician	58	3.68%
Healthcare Support	124	7.87%
Maintenance Repair	31	1.97%
Legal	3	0.19%
Life/Physical/Social Science	0	0.00%
Management	216	13.71%
Office/Admin. Support	163	10.35%
Production	117	7.43%
Protective Services	37	2.35%
Sales/Related	233	14.79%
Personal Care/Service	41	2.60%
Transportation/Moving	93	5.91%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	981	62.29%
Blue Collar	283	17.97%
Service and Farm	311	19.75%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	1,245	80.37%
Car Pooled	173	11.17%
Public Transportation	1	0.07%
Walked	39	2.52%
Bicycle	5	0.32%
Other Means	1	0.07%
Worked at Home	85	5.49%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	738	
15 - 29 Minutes	492	
30 - 44 Minutes	104	
45 - 59 Minutes	2	
60 or more Minutes	128	
2025 Est. Avg Travel Time to Work in Minutes		22
2025 Est. Occupied Housing Units by Tenure	1,174	
Owner Occupied	851	72.49%
Renter Occupied	323	27.51%
2025 Owner Occ. HUs: Avg. Length of Residence		16.00 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		5.30 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	851	
Value Less than \$20,000	9	1.06%
Value \$20,000 - \$39,999	30	3.52%
Value \$40,000 - \$59,999	43	5.05%
Value \$60,000 - \$79,999	25	2.94%
Value \$80,000 - \$99,999	24	2.82%
Value \$100,000 - \$149,999	87	10.22%
Value \$150,000 - \$199,999	149	17.51%
Value \$200,000 - \$299,999	232	27.26%
Value \$300,000 - \$399,999	109	12.81%
Value \$400,000 - \$499,999	109	12.81%
Value \$500,000 - \$749,999	23	2.70%
Value \$750,000 - \$999,999	3	0.35%
Value \$1,000,000 or \$1,499,999	1	0.12%
Value \$1,500,000 or \$1,999,999	1	0.12%
Value \$2,000,000+	6	0.71%
2025 Est. Median All Owner-Occupied Housing Value		\$221,535
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	995	75.44%
1 Unit Attached	12	0.91%
2 Units	18	1.36%
3 or 4 Units	64	4.85%
5 to 19 Units	64	4.85%
20 to 49 Units	8	0.61%
50 or More Units	0	0.00%
Mobile Home or Trailer	158	11.98%
Boat, RV, Van, etc.	0	0.00%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	73	5.53%
Housing Units Built 2010 to 2019	119	9.02%
Housing Units Built 2000 to 2009	102	7.73%
Housing Units Built 1990 to 1999	146	11.07%
Housing Units Built 1980 to 1989	262	19.86%
Housing Units Built 1970 to 1979	339	25.70%
Housing Units Built 1960 to 1969	90	6.82%
Housing Units Built 1950 to 1959	59	4.47%
Housing Units Built 1940 to 1949	99	7.51%
Housing Unit Built 1939 or Earlier	30	2.27%
2025 Est. Median Year Structure Built		1981

[†] 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**Retail**Coach®

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.

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