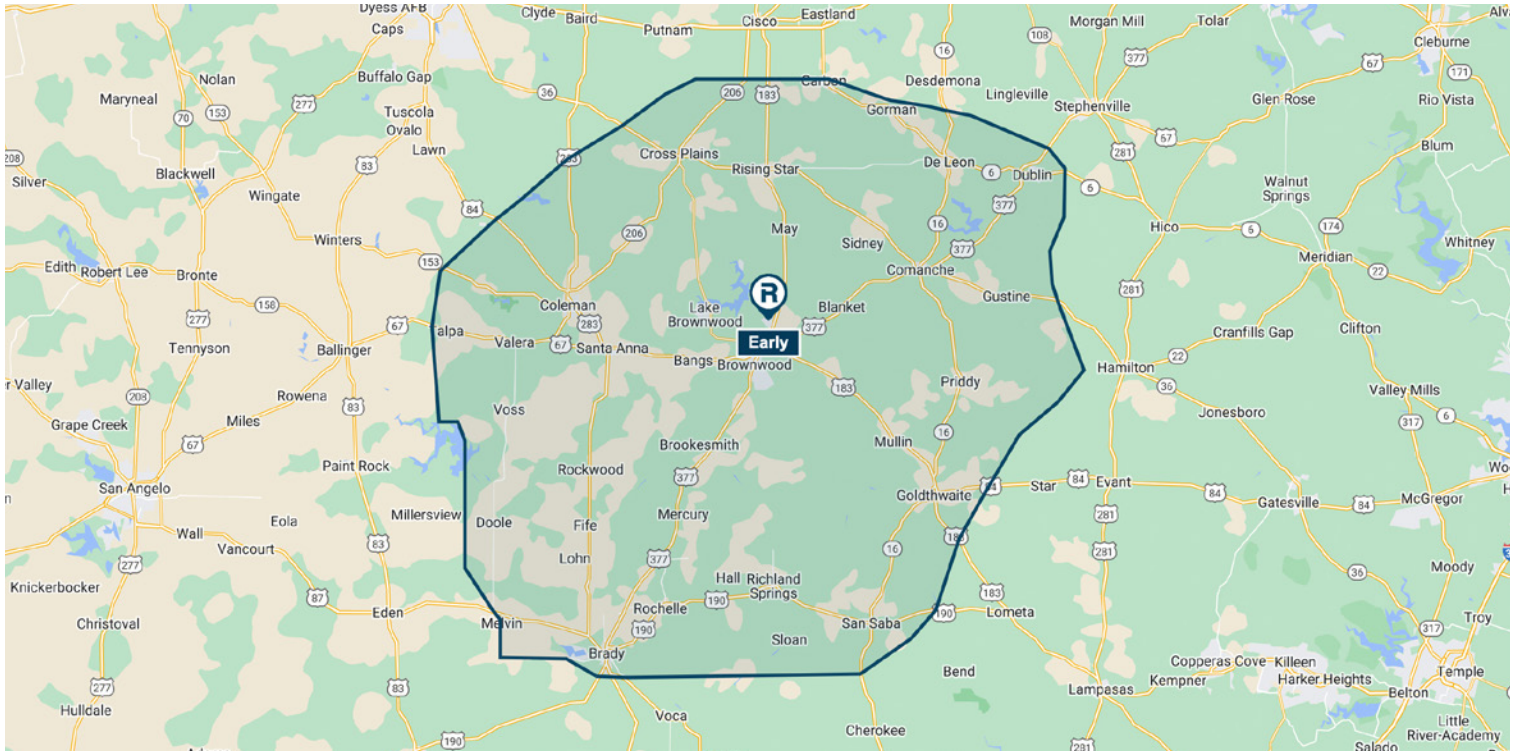# Retail Trade Area Demographic Profile

EARLY, TEXAS

Prepared for Early Municipal Development District
January 2025

Retail Trade Area • Demographic Snapshot

Early, Texas

Population

2020	85,596
2025	87,900
2030	90,132

Educational Attainment (%)

Graduate or Professional Degree	5.85%
Bachelors Degree	14.24%
Associate Degree	7.24%
Some College	25.45%
High School Graduate (or GED)	32.83%
Some High School, No Degree	8.36%
Less than 9th Grade	6.03%

Income

Average HH	$82,533
Median HH	$59,428
Per Capita	$34,592

Age

0 - 9 Years	10.72%
10 - 17 Years	9.63%
18 - 24 Years	9.12%
25 - 34 Years	11.23%
35 - 44 Years	11.19%
45 - 54 Years	11.19%
55 - 64 Years	13.11%
65 and Older	23.82%
Median Age	43.32
Average Age	43.07

Race Distribution (%)

White	75.91%
Black/African American	2.33%
American Indian/ Alaskan	0.76%
Asian	0.57%
Native Hawaiian/ Islander	0.06%
Other Race	9.03%
Two or More Races	11.34%
Hispanic	25.35%

CITY OF EARLY

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Retail Trade Area • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	90,132	
2025 Estimate	87,900	
2020 Census	85,596	
2010 Census	89,033	
Growth 2025 - 2030		2.54%
Growth 2020 - 2025		2.69%
Growth 2010 - 2020		-3.85%
2025 Est. Population by Single-Classification Race	**87,900**	
White Alone	66,722	75.91%
Black or African American Alone	2,045	2.33%
Amer. Indian and Alaska Native Alone	669	0.76%
Asian Alone	501	0.57%
Native Hawaiian and Other Pacific Island Alone	52	0.06%
Some Other Race Alone	7,940	9.03%
Two or More Races	9,970	11.34%
2025 Est. Population by Hispanic or Latino Origin	**87,900**	
Not Hispanic or Latino	65,616	74.65%
Hispanic or Latino	22,284	25.35%
Mexican	20,283	91.02%
Puerto Rican	120	0.54%
Cuban	18	0.08%
All Other Hispanic or Latino	1,862	8.36%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	**22,284**	
White Alone	7,052	31.65%
Black or African American Alone	179	0.80%
American Indian and Alaska Native Alone	311	1.40%
Asian Alone	10	0.04%
Native Hawaiian and Other Pacific Islander Alone	2	0.01%
Some Other Race Alone	7,746	34.76%
Two or More Races	6,984	31.34%
2025 Est. Pop by Race, Asian Alone, by Category	**501**	
Chinese, except Taiwanese	66	13.17%
Filipino	68	13.57%
Japanese	1	0.20%
Asian Indian	95	18.96%
Korean	11	2.20%
Vietnamese	47	9.38%
Cambodian	165	32.93%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	3	0.60%
All Other Asian Races Including 2+ Category	45	8.98%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	**87,900**	
Arab	31	0.04%
Czech	416	0.47%
Danish	52	0.06%
Dutch	695	0.79%
English	7,523	8.56%
French (except Basque)	1,224	1.39%
French Canadian	76	0.09%
German	9,054	10.30%
Greek	58	0.07%
Hungarian	26	0.03%
Irish	7,989	9.09%
Italian	672	0.76%
Lithuanian	6	0.01%
United States or American	4,099	4.66%
Norwegian	607	0.69%
Polish	565	0.64%
Portuguese	94	0.11%
Russian	148	0.17%
Scottish	1,730	1.97%
Scotch-Irish	1,484	1.69%
Slovak	11	0.01%
Subsaharan African	235	0.27%
Swedish	595	0.68%
Swiss	66	0.08%
Ukrainian	26	0.03%
Welsh	398	0.45%
West Indian (except Hisp. groups)	212	0.24%
Other ancestries	32,582	37.07%
Ancestry Unclassified	17,227	19.60%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	66,227	79.56%
Speak Asian/Pacific Island Language at Home	129	0.16%
Speak IndoEuropean Language at Home	687	0.83%
Speak Spanish at Home	16,125	19.37%
Speak Other Language at Home	72	0.09%

Retail Trade Area • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	**87,900**	
Age 0 - 4	4,660	5.30%
Age 5 - 9	4,758	5.41%
Age 10 - 14	5,190	5.90%
Age 15 - 17	3,276	3.73%
Age 18 - 20	3,515	4.00%
Age 21 - 24	4,505	5.12%
Age 25 - 34	9,867	11.23%
Age 35 - 44	9,832	11.19%
Age 45 - 54	9,834	11.19%
Age 55 - 64	11,526	13.11%
Age 65 - 74	11,624	13.22%
Age 75 - 84	7,075	8.05%
Age 85 and over	2,239	2.55%
Age 16 and over	72,207	82.15%
Age 18 and over	70,017	79.65%
Age 21 and over	66,502	75.66%
Age 65 and over	20,938	23.82%
2025 Est. Median Age		43.32
2025 Est. Average Age		43.07
2025 Est. Population by Sex	**87,900**	
Male	44,280	50.38%
Female	43,620	49.63%
2025 Est. Male Population by Age	**44,280**	
Age 0 - 4	2,379	5.37%
Age 5 - 9	2,458	5.55%
Age 10 - 14	2,703	6.10%
Age 15 - 17	1,695	3.83%
Age 18 - 20	1,825	4.12%
Age 21 - 24	2,410	5.44%
Age 25 - 34	5,282	11.93%
Age 35 - 44	5,018	11.33%
Age 45 - 54	4,907	11.08%
Age 55 - 64	5,769	13.03%
Age 65 - 74	5,618	12.69%
Age 75 - 84	3,340	7.54%
Age 85 and over	875	1.98%
2025 Est. Median Age, Male		41.71
2025 Est. Average Age, Male		42.01
2025 Est. Female Population by Age	**43,620**	
Age 0 - 4	2,280	5.23%
Age 5 - 9	2,300	5.27%
Age 10 - 14	2,487	5.70%
Age 15 - 17	1,581	3.62%
Age 18 - 20	1,690	3.87%
Age 21 - 24	2,095	4.80%
Age 25 - 34	4,585	10.51%
Age 35 - 44	4,814	11.04%
Age 45 - 54	4,926	11.29%
Age 55 - 64	5,756	13.20%
Age 65 - 74	6,007	13.77%
Age 75 - 84	3,735	8.56%
Age 85 and over	1,364	3.13%
2025 Est. Median Age, Female		44.96
2025 Est. Average Age, Female		44.17

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,625	25.41%
Males, Never Married	10,191	13.91%
Females, Never Married	8,435	11.51%
Married, Spouse present	36,003	49.12%
Married, Spouse absent	3,336	4.55%
Widowed	6,084	8.30%
Males Widowed	1,726	2.35%
Females Widowed	4,358	5.95%
Divorced	9,244	12.61%
Males Divorced	4,696	6.41%
Females Divorced	4,549	6.21%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,736	6.03%
Some High School, no diploma	5,183	8.36%
High School Graduate (or GED)	20,354	32.83%
Some College, no degree	15,780	25.45%
Associate Degree	4,486	7.24%
Bachelor's Degree	8,829	14.24%
Master's Degree	2,817	4.54%
Professional School Degree	376	0.61%
Doctorate Degree	436	0.70%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,530	35.71%
High School Graduate	4,235	33.38%
Some College or Associate's Degree	3,087	24.33%
Bachelor's Degree or Higher	835	6.58%
Households		
2030 Projection	36,871	
2025 Estimate	35,772	
2020 Census	34,592	
2010 Census	35,152	
Growth 2025 - 2030		3.07%
Growth 2020 - 2025		3.41%
Growth 2010 - 2020		-1.58%
2025 Est. Households by Household Type	**35,772**	
Family Households	23,707	66.27%
Nonfamily Households	12,065	33.73%
2025 Est. Group Quarters Population	2,552	
2025 Households by Ethnicity, Hispanic/Latino	6,713	

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Retail Trade Area • Demographic Profile

Early, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	**35,772**	
Income < $15,000	3,099	8.66%
Income $15,000 - $24,999	3,722	10.41%
Income $25,000 - $34,999	3,521	9.84%
Income $35,000 - $49,999	4,907	13.72%
Income $50,000 - $74,999	6,330	17.69%
Income $75,000 - $99,999	4,441	12.41%
Income $100,000 - $124,999	3,207	8.97%
Income $125,000 - $149,999	2,277	6.37%
Income $150,000 - $199,999	2,129	5.95%
Income $200,000 - $249,999	886	2.48%
Income $250,000 - $499,999	892	2.49%
Income $500,000+	360	1.01%
2025 Est. Average Household Income		$82,533
2025 Est. Median Household Income		$59,428
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$61,130
Black or African American Alone		$50,987
American Indian and Alaska Native Alone		$53,241
Asian Alone		$56,256
Native Hawaiian and Other Pacific Islander Alone		$64,498
Some Other Race Alone		$54,903
Two or More Races		$53,189
Hispanic or Latino		$57,882
Not Hispanic or Latino		$59,892
2025 Est. HH by Type and Presence of Own Child.	**35,772**	
Family Households with Children	8,820	24.66%
Family Households without Children	26,952	75.34%
Married-Couple Families	**18,027**	**50.39%**
Married-Couple Family, own children	5,853	16.36%
Married-Couple Family, no own children	12,174	34.03%
Cohabitating-Couple Families	**1,695**	**4.74%**
Cohabitating-Couple Family, own children	681	1.90%
Cohabitating-Couple Family, no own children	1,014	2.83%
Male Householder Families	**6,610**	**18.48%**
Male Householder, own children	353	0.99%
Male Householder, no own children	611	1.71%
Male Householder, only Nonrelatives	482	1.35%
Male Householder, Living Alone	5,164	14.44%
Female Householder Families	**9,440**	**26.39%**
Female Householder, own children	1,934	5.41%
Female Householder, no own children	1,582	4.42%
Female Householder, only Nonrelatives	345	0.96%
Female Householder, Living Alone	5,579	15.60%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	**35,772**	
1-person	11,267	31.50%
2-person	12,494	34.93%
3-person	4,734	13.23%
4-person	3,733	10.44%
5-person	2,010	5.62%
6-person	931	2.60%
7-or-more-person	602	1.68%
2025 Est. Average Household Size		2.38
2025 Est. Households by Number of Vehicles	**35,772**	
No Vehicles	1,792	5.01%
1 Vehicle	11,459	32.03%
2 Vehicles	13,515	37.78%
3 Vehicles	6,454	18.04%
4 Vehicles	1,727	4.83%
5 or more Vehicles	823	2.30%
2025 Est. Average Number of Vehicles		1.9
Family Households		
2030 Projection	24,457	
2025 Estimate	23,707	
2020 Estimate	22,898	
2010 Census	23,999	
Growth 2025 - 2030		3.16%
Growth 2020 - 2025		3.53%
Growth 2010 - 2020		-4.58%
2025 Est. Families by Poverty Status	**23,707**	
2025 Families at or Above Poverty	21,002	88.59%
2025 Families at or Above Poverty with Children	8,550	36.07%
2025 Families Below Poverty	2,704	11.41%
2025 Families Below Poverty with Children	1,605	6.77%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	39,748	55.05%
Civilian Labor Force, Unemployed	1,993	2.76%
Armed Forces	52	0.07%
Not in Labor Force	30,415	42.12%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	25,042	63.34%
Non-Profit Private Workers	2,451	6.20%
Local Government Workers	609	1.54%
State Government Workers	2,119	5.36%
Federal Government Workers	3,763	9.52%
Self-Employed Workers	5,501	13.91%
Unpaid Family Workers	54	0.14%

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	373	0.94%
Arts/Entertainment/Sports	385	0.97%
Building Grounds Maintenance	1,526	3.86%
Business/Financial Operations	966	2.44%
Community/Social Services	870	2.20%
Computer/Mathematical	457	1.16%
Construction/Extraction	2,943	7.44%
Education/Training/Library	2,001	5.06%
Farming/Fishing/Forestry	932	2.36%
Food Prep/Serving	2,085	5.27%
Health Practitioner/Technician	2,002	5.06%
Healthcare Support	1,812	4.58%
Maintenance Repair	1,643	4.16%
Legal	351	0.89%
Life/Physical/Social Science	215	0.54%
Management	4,545	11.50%
Office/Admin. Support	3,882	9.82%
Production	3,240	8.19%
Protective Services	1,282	3.24%
Sales/Related	3,490	8.83%
Personal Care/Service	783	1.98%
Transportation/Moving	3,757	9.50%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	19,536	49.41%
Blue Collar	11,583	29.30%
Service and Farm	8,420	21.30%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	30,322	78.55%
Car Pooled	5,132	13.30%
Public Transportation	34	0.09%
Walked	558	1.45%
Bicycle	67	0.17%
Other Means	347	0.90%
Worked at Home	2,143	5.55%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	18,317	
15 - 29 Minutes	9,978	
30 - 44 Minutes	4,481	
45 - 59 Minutes	1,600	
60 or more Minutes	2,107	
2025 Est. Avg Travel Time to Work in Minutes		0
2025 Est. Occupied Housing Units by Tenure	35,772	
Owner Occupied	26,021	72.74%
Renter Occupied	9,751	27.26%
2025 Owner Occ. HUs: Avg. Length of Residence		17.44[†]
2025 Renter Occ. HUs: Avg. Length of Residence		7.30[†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	26,021	
Value Less than $20,000	725	2.79%
Value $20,000 - $39,999	1,157	4.45%
Value $40,000 - $59,999	1,526	5.87%
Value $60,000 - $79,999	1,994	7.66%
Value $80,000 - $99,999	1,705	6.55%
Value $100,000 - $149,999	4,405	16.93%
Value $150,000 - $199,999	2,999	11.53%
Value $200,000 - $299,999	4,516	17.35%
Value $300,000 - $399,999	2,918	11.21%
Value $400,000 - $499,999	1,203	4.62%
Value $500,000 - $749,999	1,400	5.38%
Value $750,000 - $999,999	565	2.17%
Value $1,000,000 or $1,499,999	432	1.66%
Value $1,500,000 or $1,999,999	273	1.05%
Value $2,000,000+	203	0.78%
2025 Est. Median All Owner-Occupied Housing Value		$173,021
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	34,208	75.11%
1 Unit Attached	483	1.06%
2 Units	1,390	3.05%
3 or 4 Units	764	1.68%
5 to 19 Units	1,527	3.35%
20 to 49 Units	441	0.97%
50 or More Units	425	0.93%
Mobile Home or Trailer	6,117	13.43%
Boat, RV, Van, etc.	187	0.41%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,551	3.41%
Housing Units Built 2010 to 2019	2,646	5.81%
Housing Units Built 2000 to 2009	4,241	9.31%
Housing Units Built 1990 to 1999	4,381	9.62%
Housing Units Built 1980 to 1989	6,746	14.81%
Housing Units Built 1970 to 1979	7,089	15.57%
Housing Units Built 1960 to 1969	4,621	10.15%
Housing Units Built 1950 to 1959	4,491	9.86%
Housing Units Built 1940 to 1949	4,724	10.37%
Housing Unit Built 1939 or Earlier	5,053	11.10%
2025 Est. Median Year Structure Built		1976

[†] 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.

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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