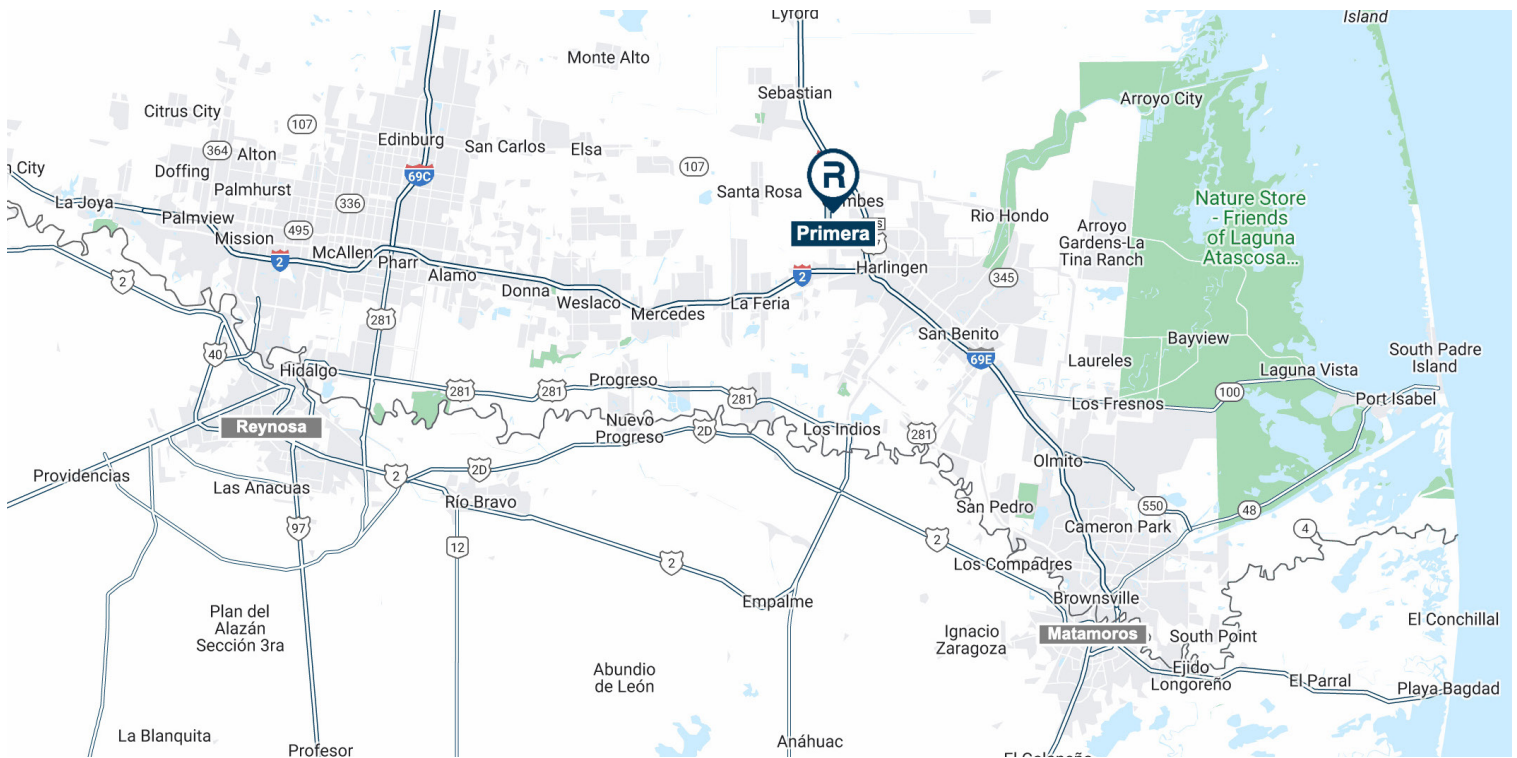# TheRetailCoach®

Community Demographic Profile

PRIMERA, TEXAS

Prepared for City of Primera
May 2023

Community • Demographic Snapshot

Primera, Texas

Population

Year	Population
2020	5,257
2023	5,517
2028	5,784

Educational Attainment (%)

Graduate or Professional Degree	5.83%
Bachelors Degree	15.43%
Associate Degree	9.33%
Some College	18.74%
High School Graduate (GED)	26.79%
Some High School, No Degree	8.07%
Less than 9th Grade	15.82%

Income

Average HH	$76,298
Median HH	$61,811
Per Capita	$23,427

Age

0 - 9 Years	15.35%
10 - 17 Years	13.25%
18 - 24 Years	10.77%
25 - 34 Years	13.52%
35 - 44 Years	12.60%
45 - 54 Years	12.20%
55 - 64 Years	10.28%
65 and Older	12.04%
Median Age	32.77
Average Age	35.20

Race Distribution (%)

White	36.23%
Black/African American	1.14%
American Indian/Alaskan	0.58%
Asian	0.29%
Native Hawaiian/Islander	0.04%
Other Race	17.64%
Two or More Races	44.08%
Hispanic	91.75%

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

22893 Stuart Place Road
Primera, Texas 78552, USA

Phone 956.423.9654
Cell 956.564.1715
CGonzales@PrimeraTX.gov
www.PrimeraTX.gov

Aaron Farmer
The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net

Community • Demographic Profile

Primera, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	5,784	
2023 Estimate	5,517	
2020 Census	5,257	
2010 Census	4,238	
Growth 2023 - 2028		4.84%
Growth 2020 - 2023		4.95%
Growth 2010 - 2020		24.04%
2023 Est. Population by Single-Classification Race	**5,517**	
White Alone	1,999	36.23%
Black or African American Alone	63	1.14%
Amer. Indian and Alaska Native Alone	32	0.58%
Asian Alone	16	0.29%
Native Hawaiian and Other Pacific Island Alone	2	0.04%
Some Other Race Alone	973	17.64%
Two or More Races	2,432	44.08%
2023 Est. Population by Hispanic or Latino Origin	**5,517**	
Not Hispanic or Latino	455	8.25%
Hispanic or Latino	5,062	91.75%
Mexican	4,932	97.43%
Puerto Rican	1	0.02%
Cuban	0	0.00%
All Other Hispanic or Latino	129	2.55%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**5,062**	
White Alone	1,618	31.96%
Black or African American Alone	41	0.81%
American Indian and Alaska Native Alone	25	0.49%
Asian Alone	1	0.02%
Native Hawaiian and Other Pacific Islander Alone	1	0.02%
Some Other Race Alone	962	19.00%
Two or More Races	2,414	47.69%
2023 Est. Pop by Race, Asian Alone, by Category	**16**	
Chinese, except Taiwanese	1	6.25%
Filipino	7	43.75%
Japanese	0	0.00%
Asian Indian	1	6.25%
Korean	0	0.00%
Vietnamese	5	31.25%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2	12.50%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**5,517**	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	0	0.00%
English	0	0.00%
French (except Basque)	0	0.00%
French Canadian	0	0.00%
German	0	0.00%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	0	0.00%
Italian	0	0.00%
Lithuanian	0	0.00%
United States or American	0	0.00%
Norwegian	0	0.00%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	0	0.00%
Scotch-Irish	0	0.00%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	0	0.00%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	0	0.00%
Ancestry Unclassified	0	0.00%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	2,364	46.31%
Speak Asian/Pacific Island Language at Home	18	0.35%
Speak IndoEuropean Language at Home	1	0.02%
Speak Spanish at Home	2,721	53.30%
Speak Other Language at Home	1	0.02%

Community • Demographic Profile

Primera, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**5,517**	
Age 0 - 4	412	7.47%
Age 5 - 9	435	7.88%
Age 10 - 14	452	8.19%
Age 15 - 17	279	5.06%
Age 18 - 20	255	4.62%
Age 21 - 24	339	6.14%
Age 25 - 34	746	13.52%
Age 35 - 44	695	12.60%
Age 45 - 54	673	12.20%
Age 55 - 64	567	10.28%
Age 65 - 74	413	7.49%
Age 75 - 84	185	3.35%
Age 85 and over	66	1.20%
Age 16 and over	4,127	74.81%
Age 18 and over	3,939	71.40%
Age 21 and over	3,684	66.78%
Age 65 and over	664	12.04%
2023 Est. Median Age		32.77
2023 Est. Average Age		35.20
2023 Est. Population by Sex	**5,517**	
Male	2,762	50.06%
Female	2,755	49.94%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**2,762**	
Age 0 - 4	208	7.53%
Age 5 - 9	232	8.40%
Age 10 - 14	237	8.58%
Age 15 - 17	143	5.18%
Age 18 - 20	133	4.82%
Age 21 - 24	174	6.30%
Age 25 - 34	390	14.12%
Age 35 - 44	354	12.82%
Age 45 - 54	325	11.77%
Age 55 - 64	265	9.60%
Age 65 - 74	190	6.88%
Age 75 - 84	86	3.11%
Age 85 and over	25	0.91%
2023 Est. Median Age, Male		31.37
2023 Est. Average Age, Male		34.20
2023 Est. Female Population by Age	**2,755**	
Age 0 - 4	204	7.41%
Age 5 - 9	203	7.37%
Age 10 - 14	215	7.80%
Age 15 - 17	136	4.94%
Age 18 - 20	122	4.43%
Age 21 - 24	165	5.99%
Age 25 - 34	356	12.92%
Age 35 - 44	341	12.38%
Age 45 - 54	348	12.63%
Age 55 - 64	302	10.96%
Age 65 - 74	223	8.09%
Age 75 - 84	99	3.59%
Age 85 and over	41	1.49%
2023 Est. Median Age, Female		34.31
2023 Est. Average Age, Female		36.30

Community • Demographic Profile

Primera, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,340	31.77%
Males, Never Married	754	17.88%
Females, Never Married	586	13.89%
Married, Spouse present	2,216	52.54%
Married, Spouse absent	129	3.06%
Widowed	274	6.50%
Males Widowed	103	2.44%
Females Widowed	171	4.05%
Divorced	259	6.14%
Males Divorced	77	1.83%
Females Divorced	182	4.32%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	529	15.82%
Some High School, no diploma	270	8.07%
High School Graduate (or GED)	896	26.79%
Some College, no degree	627	18.74%
Associate Degree	312	9.33%
Bachelor's Degree	516	15.43%
Master's Degree	111	3.32%
Professional School Degree	81	2.42%
Doctorate Degree	3	0.09%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	895	29.61%
High School Graduate	805	26.63%
Some College or Associate's Degree	982	32.48%
Bachelor's Degree or Higher	341	11.28%
Households		
2028 Projection	1,795	
2023 Estimate	1,694	
2020 Census	1,600	
2010 Census	1,189	
Growth 2023 - 2028		5.96%
Growth 2020 - 2023		5.87%
Growth 2010 - 2020		34.57%
2023 Est. Households by Household Type	1,694	
Family Households	1,448	85.48%
Nonfamily Households	246	14.52%
2023 Est. Group Quarters Population	0	
2023 Households by Ethnicity, Hispanic/Latino	1,499	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	1,694	
Income < $15,000	181	10.69%
Income $15,000 - $24,999	128	7.56%
Income $25,000 - $34,999	168	9.92%
Income $35,000 - $49,999	205	12.10%
Income $50,000 - $74,999	333	19.66%
Income $75,000 - $99,999	220	12.99%
Income $100,000 - $124,999	182	10.74%
Income $125,000 - $149,999	127	7.50%
Income $150,000 - $199,999	99	5.84%
Income $200,000 - $249,999	21	1.24%
Income $250,000 - $499,999	26	1.53%
Income $500,000+	4	0.24%
2023 Est. Average Household Income		$76,298
2023 Est. Median Household Income		$61,811
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$41,232
Black or African American Alone		$90,451
American Indian and Alaska Native Alone		$47,763
Asian Alone		$41,265
Native Hawaiian and Other Pacific Islander Alone		$30,126
Some Other Race Alone		$33,034
Two or More Races		$83,243
Hispanic or Latino		$58,817
Not Hispanic or Latino		$86,765
2023 Est. Family HH Type by Presence of Own Child.	1,448	
Married-Couple Family, own children	548	37.85%
Married-Couple Family, no own children	488	33.70%
Male Householder, own children	53	3.66%
Male Householder, no own children	63	4.35%
Female Householder, own children	173	11.95%
Female Householder, no own children	123	8.50%
2023 Est. Households by Household Size	1,694	
1-person	192	11.33%
2-person	602	35.54%
3-person	280	16.53%
4-person	371	21.90%
5-person	160	9.45%
6-person	40	2.36%
7-or-more-person	49	2.89%
2023 Est. Average Household Size		3.26

Community • Demographic Profile

Primera, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**1,694**	
Households with 1 or More People under Age 18:	930	54.90%
Married-Couple Family	622	66.88%
Other Family, Male Householder	81	8.71%
Other Family, Female Householder	221	23.76%
Nonfamily, Male Householder	3	0.32%
Nonfamily, Female Householder	3	0.32%
Households with No People under Age 18:	**764**	
Married-Couple Family	413	54.06%
Other Family, Male Householder	36	4.71%
Other Family, Female Householder	74	9.69%
Nonfamily, Male Householder	132	17.28%
Nonfamily, Female Householder	109	14.27%
2023 Est. Households by Number of Vehicles	**1,694**	
No Vehicles	74	4.37%
1 Vehicle	443	26.15%
2 Vehicles	750	44.27%
3 Vehicles	282	16.65%
4 Vehicles	71	4.19%
5 or more Vehicles	74	4.37%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	1,532	
2023 Estimate	1,448	
2010 Census	1,019	
Growth 2023 - 2028		5.80%
Growth 2010 - 2023		42.10%
2023 Est. Families by Poverty Status	**1,448**	
2023 Families at or Above Poverty	1,276	88.12%
2023 Families at or Above Poverty with Children	628	43.37%
2023 Families Below Poverty	172	11.88%
2023 Families Below Poverty with Children	151	10.43%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	2,787	67.53%
Civilian Labor Force, Unemployed	76	1.84%
Armed Forces	4	0.10%
Not in Labor Force	1,260	30.53%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**2,806**	
For-Profit Private Workers	1,754	62.51%
Non-Profit Private Workers	120	4.28%
Local Government Workers	123	4.38%
State Government Workers	125	4.45%
Federal Government Workers	337	12.01%
Self-Employed Workers	345	12.30%
Unpaid Family Workers	2	0.07%
2023 Est. Civ. Employed Pop 16+ by Occupation	**2,806**	
Architect/Engineer	16	0.57%
Arts/Entertainment/Sports	5	0.18%
Building Grounds Maintenance	96	3.42%
Business/Financial Operations	157	5.59%
Community/Social Services	29	1.03%
Computer/Mathematical	18	0.64%
Construction/Extraction	246	8.77%
Education/Training/Library	276	9.84%
Farming/Fishing/Forestry	33	1.18%
Food Prep/Serving	149	5.31%
Health Practitioner/Technician	196	6.99%
Healthcare Support	284	10.12%
Maintenance Repair	41	1.46%
Legal	51	1.82%
Life/Physical/Social Science	3	0.11%
Management	87	3.10%
Office/Admin. Support	281	10.01%
Production	182	6.49%
Protective Services	164	5.84%
Sales/Related	254	9.05%
Personal Care/Service	72	2.57%
Transportation/Moving	166	5.92%
2023 Est. Pop 16+ by Occupation Classification	**2,806**	
White Collar	1,373	48.93%
Blue Collar	635	22.63%
Service and Farm	798	28.44%
2023 Est. Workers Age 16+ by Transp. to Work	**2,798**	
Drove Alone	2,299	82.17%
Car Pooled	235	8.40%
Public Transportation	1	0.04%
Walked	45	1.61%
Bicycle	9	0.32%
Other Means	62	2.22%
Worked at Home	147	5.25%

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Community • Demographic Profile

Primera, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,190	
15 - 29 Minutes	1,057	
30 - 44 Minutes	310	
45 - 59 Minutes	103	
60 or more Minutes	28	
2023 Est. Avg Travel Time to Work in Minutes		20
2023 Est. Occupied Housing Units by Tenure	1,694	
Owner Occupied	1,364	80.52%
Renter Occupied	330	19.48%
2023 Owner Occ. HUs: Avg. Length of Residence		13.10†
2023 Renter Occ. HUs: Avg. Length of Residence		6.40†
2023 Est. Owner-Occupied Housing Units by Value	**1,694**	
Value Less than $20,000	36	2.64%
Value $20,000 - $39,999	66	4.84%
Value $40,000 - $59,999	130	9.53%
Value $60,000 - $79,999	80	5.87%
Value $80,000 - $99,999	191	14.00%
Value $100,000 - $149,999	326	23.90%
Value $150,000 - $199,999	284	20.82%
Value $200,000 - $299,999	208	15.25%
Value $300,000 - $399,999	24	1.76%
Value $400,000 - $499,999	9	0.66%
Value $500,000 - $749,999	7	0.51%
Value $750,000 - $999,999	2	0.15%
Value $1,000,000 or $1,499,999	1	0.07%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		$125,141
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	1,543	82.69%
1 Unit Attached	73	3.91%
2 Units	57	3.06%
3 or 4 Units	6	0.32%
5 to 19 Units	28	1.50%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	159	8.52%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	201	10.77%
Housing Units Built 2010 to 2014	49	2.63%
Housing Units Built 2000 to 2009	647	34.67%
Housing Units Built 1990 to 1999	278	14.90%
Housing Units Built 1980 to 1989	256	13.72%
Housing Units Built 1970 to 1979	191	10.24%
Housing Units Built 1960 to 1969	82	4.39%
Housing Units Built 1950 to 1959	58	3.11%
Housing Units Built 1940 to 1949	20	1.07%
Housing Unit Built 1939 or Earlier	84	4.50%
2023 Est. Median Year Structure Built		1999

† Years

The**Retail**Coach.

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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