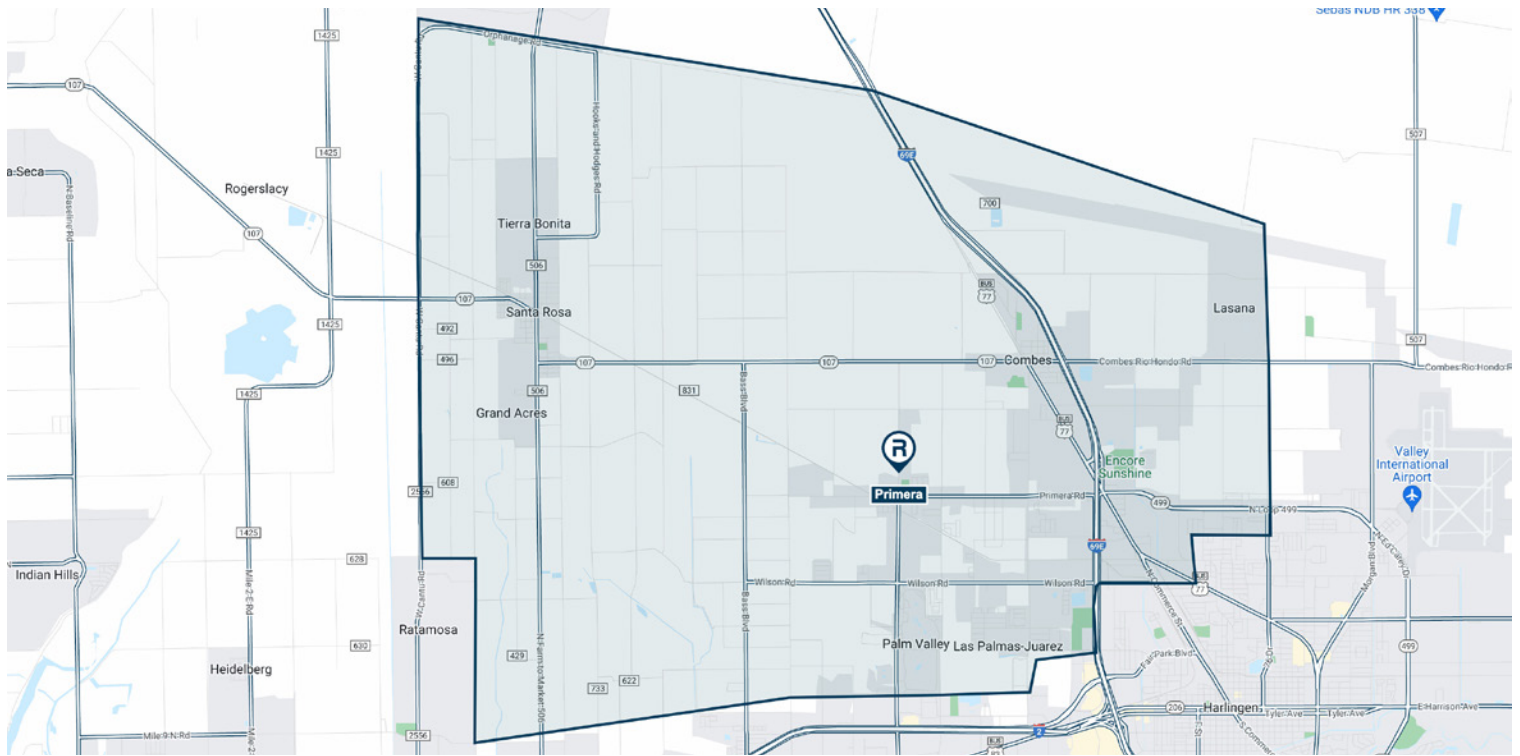# The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

PRIMERA, TEXAS

Prepared for City of Primera
May 2023

Primary Retail Trade Area • Demographic Snapshot
Primera, Texas

Population

Year	
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%

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Primary Retail Trade Area • Demographic Profile

Primera, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	31,538	
2023 Estimate	30,395	
2020 Census	29,570	
2010 Census	25,052	
Growth 2023 - 2028		3.76%
Growth 2020 - 2023		2.79%
Growth 2010 - 2020		18.03%
2023 Est. Population by Single-Classification Race	**30,395**	
White Alone	11,949	39.31%
Black or African American Alone	240	0.79%
Amer. Indian and Alaska Native Alone	209	0.69%
Asian Alone	145	0.48%
Native Hawaiian and Other Pacific Island Alone	19	0.06%
Some Other Race Alone	5,019	16.51%
Two or More Races	12,815	42.16%
2023 Est. Population by Hispanic or Latino Origin	**30,395**	
Not Hispanic or Latino	3,329	10.95%
Hispanic or Latino	27,067	89.05%
Mexican	25,958	95.90%
Puerto Rican	113	0.42%
Cuban	1	0.00%
All Other Hispanic or Latino	995	3.68%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**27,067**	
White Alone	9,148	33.80%
Black or African American Alone	102	0.38%
American Indian and Alaska Native Alone	175	0.65%
Asian Alone	19	0.07%
Native Hawaiian and Other Pacific Islander Alone	6	0.02%
Some Other Race Alone	4,957	18.31%
Two or More Races	12,660	46.77%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	**145**	
Chinese, except Taiwanese	3	2.07%
Filipino	84	57.93%
Japanese	2	1.38%
Asian Indian	24	16.55%
Korean	0	0.00%
Vietnamese	21	14.48%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	11	7.59%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	12,202	43.35%
Speak Asian/Pacific Island Language at Home	187	0.66%
Speak IndoEuropean Language at Home	162	0.58%
Speak Spanish at Home	15,575	55.34%
Speak Other Language at Home	21	0.08%

Primary Retail Trade Area • Demographic Profile

Primera, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**30,395**	
Age 0 - 4	2,248	7.40%
Age 5 - 9	2,291	7.54%
Age 10 - 14	2,328	7.66%
Age 15 - 17	1,486	4.89%
Age 18 - 20	1,349	4.44%
Age 21 - 24	1,802	5.93%
Age 25 - 34	3,890	12.80%
Age 35 - 44	3,367	11.08%
Age 45 - 54	3,313	10.90%
Age 55 - 64	3,163	10.41%
Age 65 - 74	2,806	9.23%
Age 75 - 84	1,694	5.57%
Age 85 and over	657	2.16%
Age 16 and over	23,042	75.81%
Age 18 and over	22,042	72.52%
Age 21 and over	20,693	68.08%
Age 65 and over	5,157	16.97%
2023 Est. Median Age		34.45
2023 Est. Average Age		37.49
2023 Est. Population by Sex	**30,395**	
Male	15,023	49.43%
Female	15,372	50.57%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**15,023**	
Age 0 - 4	1,137	7.57%
Age 5 - 9	1,188	7.91%
Age 10 - 14	1,186	7.89%
Age 15 - 17	762	5.07%
Age 18 - 20	699	4.65%
Age 21 - 24	928	6.18%
Age 25 - 34	1,998	13.30%
Age 35 - 44	1,711	11.39%
Age 45 - 54	1,584	10.54%
Age 55 - 64	1,460	9.72%
Age 65 - 74	1,296	8.63%
Age 75 - 84	785	5.22%
Age 85 and over	289	1.92%
2023 Est. Median Age, Male		32.93
2023 Est. Average Age, Male		36.51
2023 Est. Female Population by Age	**15,372**	
Age 0 - 4	1,111	7.23%
Age 5 - 9	1,103	7.17%
Age 10 - 14	1,142	7.43%
Age 15 - 17	723	4.70%
Age 18 - 20	650	4.23%
Age 21 - 24	874	5.69%
Age 25 - 34	1,892	12.31%
Age 35 - 44	1,656	10.77%
Age 45 - 54	1,729	11.25%
Age 55 - 64	1,704	11.09%
Age 65 - 74	1,509	9.82%
Age 75 - 84	909	5.91%
Age 85 and over	368	2.39%
2023 Est. Median Age, Female		36.10
2023 Est. Average Age, Female		38.47

Primary Retail Trade Area • Demographic Profile
Primera, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,532	32.01%
Males, Never Married	4,242	18.03%
Females, Never Married	3,290	13.98%
Married, Spouse present	11,544	49.07%
Married, Spouse absent	1,048	4.45%
Widowed	1,762	7.49%
Males Widowed	517	2.20%
Females Widowed	1,245	5.29%
Divorced	1,641	6.97%
Males Divorced	669	2.84%
Females Divorced	972	4.13%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,816	14.91%
Some High School, no diploma	2,449	12.96%
High School Graduate (or GED)	5,713	30.24%
Some College, no degree	2,933	15.53%
Associate Degree	1,658	8.78%
Bachelor's Degree	2,101	11.12%
Master's Degree	874	4.63%
Professional School Degree	294	1.56%
Doctorate Degree	52	0.28%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	4,974	30.88%
High School Graduate	4,910	30.48%
Some College or Associate's Degree	4,247	26.37%
Bachelor's Degree or Higher	1,976	12.27%
Households		
2028 Projection	10,398	
2023 Estimate	9,929	
2020 Census	9,559	
2010 Census	7,841	
Growth 2023 - 2028		4.72%
Growth 2020 - 2023		3.87%
Growth 2010 - 2020		21.91%
2023 Est. Households by Household Type	9,929	
Family Households	8,112	81.70%
Nonfamily Households	1,817	18.30%
2023 Est. Group Quarters Population	18	
2023 Households by Ethnicity, Hispanic/Latino	8,208	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	9,929	
Income < $15,000	1,304	13.13%
Income $15,000 - $24,999	1,108	11.16%
Income $25,000 - $34,999	1,113	11.21%
Income $35,000 - $49,999	1,195	12.04%
Income $50,000 - $74,999	1,746	17.58%
Income $75,000 - $99,999	1,165	11.73%
Income $100,000 - $124,999	774	7.79%
Income $125,000 - $149,999	534	5.38%
Income $150,000 - $199,999	509	5.13%
Income $200,000 - $249,999	187	1.88%
Income $250,000 - $499,999	198	1.99%
Income $500,000+	97	0.98%
2023 Est. Average Household Income		$74,851
2023 Est. Median Household Income		$53,194
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$49,389
Black or African American Alone		$110,184
American Indian and Alaska Native Alone		$121,510
Asian Alone		$100,000
Native Hawaiian and Other Pacific Islander Alone		$150,000
Some Other Race Alone		$33,607
Two or More Races		$61,877
Hispanic or Latino		$49,548
Not Hispanic or Latino		$75,536
2023 Est. Family HH Type by Presence of Own Child.	8,112	
Married-Couple Family, own children	2,701	33.30%
Married-Couple Family, no own children	3,280	40.43%
Male Householder, own children	247	3.04%
Male Householder, no own children	272	3.35%
Female Householder, own children	840	10.36%
Female Householder, no own children	773	9.53%
2023 Est. Households by Household Size	9,929	
1-person	1,513	15.24%
2-person	3,104	31.26%
3-person	1,959	19.73%
4-person	1,745	17.57%
5-person	900	9.06%
6-person	443	4.46%
7-or-more-person	263	2.65%
2023 Est. Average Household Size		3.06

Primary Retail Trade Area • Demographic Profile

Primera, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**9,929**	
Households with 1 or More People under Age 18:	4,600	46.33%
Married-Couple Family	3,120	67.83%
Other Family, Male Householder	340	7.39%
Other Family, Female Householder	1,117	24.28%
Nonfamily, Male Householder	16	0.35%
Nonfamily, Female Householder	6	0.13%
Households with No People under Age 18:	**5,329**	
Married-Couple Family	2,856	53.59%
Other Family, Male Householder	184	3.45%
Other Family, Female Householder	490	9.20%
Nonfamily, Male Householder	828	15.54%
Nonfamily, Female Householder	971	18.22%
2023 Est. Households by Number of Vehicles	**9,929**	
No Vehicles	494	4.97%
1 Vehicle	3,160	31.83%
2 Vehicles	4,023	40.52%
3 Vehicles	1,654	16.66%
4 Vehicles	344	3.46%
5 or more Vehicles	254	2.56%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	8,498	
2023 Estimate	8,112	
2010 Census	6,352	
Growth 2023 - 2028		4.76%
Growth 2010 - 2023		27.71%
2023 Est. Families by Poverty Status	**8,112**	
2023 Families at or Above Poverty	6,585	81.18%
2023 Families at or Above Poverty with Children	3,029	37.34%
2023 Families Below Poverty	1,527	18.82%
2023 Families Below Poverty with Children	1,231	15.18%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	13,037	56.58%
Civilian Labor Force, Unemployed	580	2.52%
Armed Forces	7	0.03%
Not in Labor Force	9,418	40.87%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**13,148**	
For-Profit Private Workers	8,796	66.90%
Non-Profit Private Workers	493	3.75%
Local Government Workers	466	3.54%
State Government Workers	415	3.16%
Federal Government Workers	1,130	8.60%
Self-Employed Workers	1,817	13.82%
Unpaid Family Workers	31	0.24%
2023 Est. Civ. Employed Pop 16+ by Occupation	**13,148**	
Architect/Engineer	72	0.55%
Arts/Entertainment/Sports	113	0.86%
Building Grounds Maintenance	547	4.16%
Business/Financial Operations	641	4.87%
Community/Social Services	187	1.42%
Computer/Mathematical	133	1.01%
Construction/Extraction	1,033	7.86%
Education/Training/Library	899	6.84%
Farming/Fishing/Forestry	149	1.13%
Food Prep/Serving	716	5.45%
Health Practitioner/Technician	981	7.46%
Healthcare Support	1,300	9.89%
Maintenance Repair	446	3.39%
Legal	108	0.82%
Life/Physical/Social Science	17	0.13%
Management	698	5.31%
Office/Admin. Support	1,375	10.46%
Production	680	5.17%
Protective Services	468	3.56%
Sales/Related	1,359	10.34%
Personal Care/Service	236	1.79%
Transportation/Moving	988	7.51%
2023 Est. Pop 16+ by Occupation Classification	**13,148**	
White Collar	6,584	50.08%
Blue Collar	3,147	23.93%
Service and Farm	3,417	25.99%
2023 Est. Workers Age 16+ by Transp. to Work	**12,903**	
Drove Alone	10,666	82.66%
Car Pooled	833	6.46%
Public Transportation	21	0.16%
Walked	216	1.67%
Bicycle	20	0.16%
Other Means	252	1.95%
Worked at Home	895	6.94%

Primary Retail Trade Area • Demographic Profile

Primera, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,872	
15 - 29 Minutes	5,106	
30 - 44 Minutes	1,373	
45 - 59 Minutes	457	
60 or more Minutes	259	
2023 Est. Avg Travel Time to Work in Minutes		21
2023 Est. Occupied Housing Units by Tenure	9,929	
Owner Occupied	7,526	75.80%
Renter Occupied	2,403	24.20%
2023 Owner Occ. HUs: Avg. Length of Residence		15.43†
2023 Renter Occ. HUs: Avg. Length of Residence		5.91†
2023 Est. Owner-Occupied Housing Units by Value	**9,929**	
Value Less than $20,000	347	4.61%
Value $20,000 - $39,999	686	9.12%
Value $40,000 - $59,999	722	9.59%
Value $60,000 - $79,999	584	7.76%
Value $80,000 - $99,999	624	8.29%
Value $100,000 - $149,999	1,569	20.85%
Value $150,000 - $199,999	1,178	15.65%
Value $200,000 - $299,999	1,122	14.91%
Value $300,000 - $399,999	302	4.01%
Value $400,000 - $499,999	170	2.26%
Value $500,000 - $749,999	139	1.85%
Value $750,000 - $999,999	41	0.55%
Value $1,000,000 or $1,499,999	31	0.41%
Value $1,500,000 or $1,999,999	10	0.13%
Value $2,000,000+	1	0.01%
2023 Est. Median All Owner-Occupied Housing Value		$124,725
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	8,646	75.93%
1 Unit Attached	450	3.95%
2 Units	318	2.79%
3 or 4 Units	166	1.46%
5 to 19 Units	153	1.34%
20 to 49 Units	18	0.16%
50 or More Units	3	0.03%
Mobile Home or Trailer	1,632	14.33%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	863	7.58%
Housing Units Built 2010 to 2014	255	2.24%
Housing Units Built 2000 to 2009	2,781	24.42%
Housing Units Built 1990 to 1999	2,184	19.18%
Housing Units Built 1980 to 1989	1,975	17.35%
Housing Units Built 1970 to 1979	1,872	16.44%
Housing Units Built 1960 to 1969	475	4.17%
Housing Units Built 1950 to 1959	499	4.38%
Housing Units Built 1940 to 1949	242	2.12%
Housing Unit Built 1939 or Earlier	240	2.11%
2023 Est. Median Year Structure Built		1992

† 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, 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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