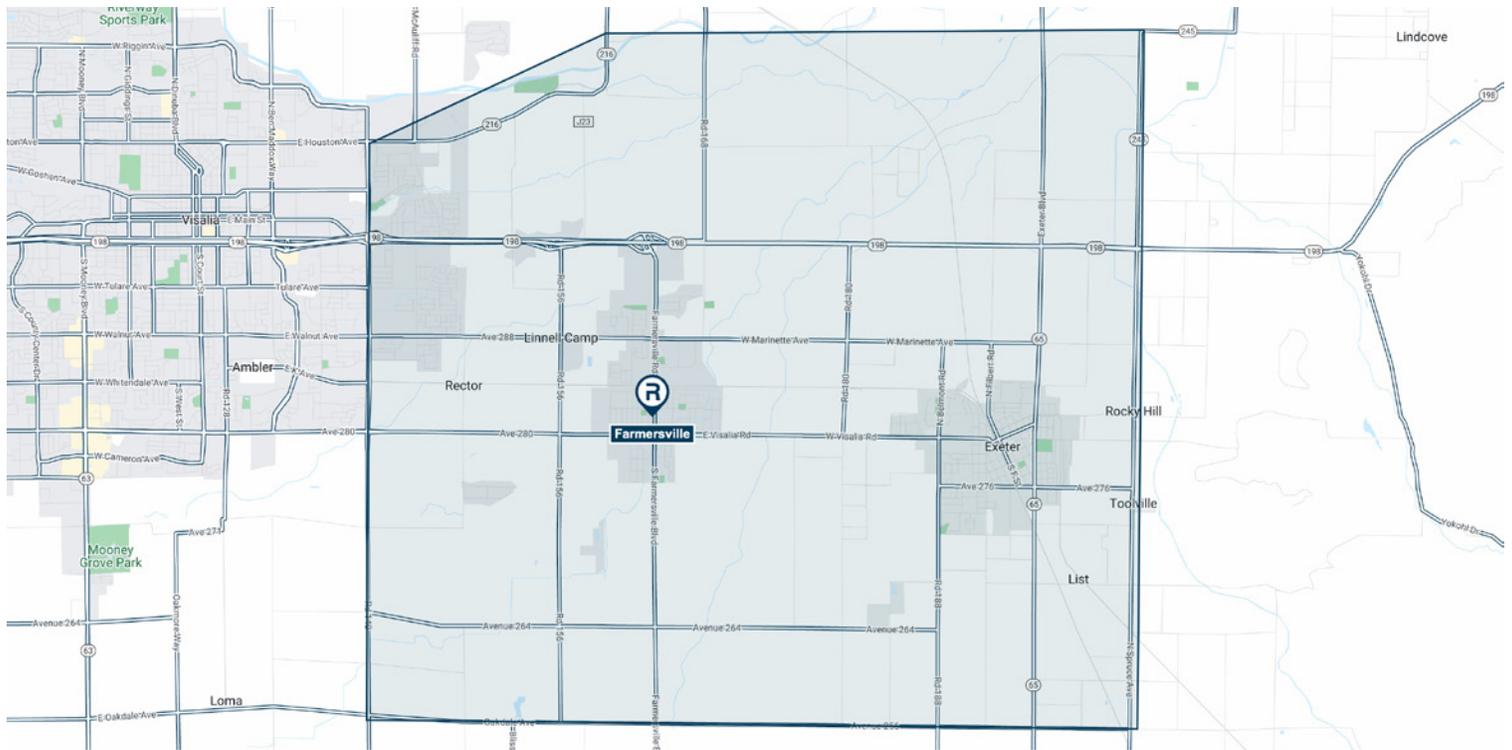# The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

FARMERSVILLE, CALIFORNIA

Prepared for City of Farmersville
May 2023

Primary Retail Trade Area • Demographic Snapshot
Farmersville, California

Population

2020	37,653
2023	38,171
2028	39,027

Educational Attainment (%)

Graduate or Professional Degree	5.53%
Bachelors Degree	11.11%
Associate Degree	11.33%
Some College	26.02%
High School Graduate (GED)	23.67%
Some High School, No Degree	7.49%
Less than 9th Grade	14.85%

Income

Average HH	$93,113
Median HH	$70,901
Per Capita	$28,841

Age

0 - 9 Years	15.62%
10 - 17 Years	13.75%
18 - 24 Years	10.34%
25 - 34 Years	14.27%
35 - 44 Years	12.89%
45 - 54 Years	11.29%
55 - 64 Years	9.64%
65 and Older	12.22%
Median Age	32.14
Average Age	34.87

Race Distribution (%)

White	41.74%
Black/African American	0.95%
American Indian/Alaskan	3.05%
Asian	2.38%
Native Hawaiian/Islander	0.13%
Other Race	35.92%
Two or More Races	15.82%
Hispanic	65.45%

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Primary Retail Trade Area • Demographic Profile

Farmersville, California

DESCRIPTION	DATA	%
Population		
2028 Projection	39,027	
2023 Estimate	38,171	
2020 Census	37,653	
2010 Census	36,286	
Growth 2023 - 2028		2.24%
Growth 2020 - 2023		1.38%
Growth 2010 - 2020		3.77%
2023 Est. Population by Single-Classification Race	**38,171**	
White Alone	15,934	41.74%
Black or African American Alone	362	0.95%
Amer. Indian and Alaska Native Alone	1,164	3.05%
Asian Alone	910	2.38%
Native Hawaiian and Other Pacific Island Alone	50	0.13%
Some Other Race Alone	13,711	35.92%
Two or More Races	6,040	15.82%
2023 Est. Population by Hispanic or Latino Origin	**38,171**	
Not Hispanic or Latino	13,186	34.55%
Hispanic or Latino	24,984	65.45%
Mexican	24,219	96.94%
Puerto Rican	121	0.48%
Cuban	41	0.16%
All Other Hispanic or Latino	603	2.41%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**24,984**	
White Alone	5,031	20.14%
Black or African American Alone	68	0.27%
American Indian and Alaska Native Alone	952	3.81%
Asian Alone	84	0.34%
Native Hawaiian and Other Pacific Islander Alone	19	0.08%
Some Other Race Alone	13,579	54.35%
Two or More Races	5,253	21.03%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	**910**	
Chinese, except Taiwanese	171	18.79%
Filipino	212	23.30%
Japanese	33	3.63%
Asian Indian	88	9.67%
Korean	170	18.68%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	1	0.11%
Laotian	20	2.20%
Thai	29	3.19%
All Other Asian Races Including 2+ Category	186	20.44%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	19,224	54.37%
Speak Asian/Pacific Island Language at Home	263	0.74%
Speak IndoEuropean Language at Home	396	1.12%
Speak Spanish at Home	15,282	43.22%
Speak Other Language at Home	194	0.55%

Primary Retail Trade Area • Demographic Profile

Farmersville, California

DESCRIPTION	DATA	%
2023 Est. Population by Age	**38,171**	
Age 0 - 4	2,811	7.36%
Age 5 - 9	3,151	8.26%
Age 10 - 14	3,337	8.74%
Age 15 - 17	1,910	5.00%
Age 18 - 20	1,718	4.50%
Age 21 - 24	2,227	5.83%
Age 25 - 34	5,445	14.27%
Age 35 - 44	4,921	12.89%
Age 45 - 54	4,310	11.29%
Age 55 - 64	3,678	9.64%
Age 65 - 74	2,825	7.40%
Age 75 - 84	1,387	3.63%
Age 85 and over	451	1.18%
Age 16 and over	28,244	73.99%
Age 18 and over	26,962	70.64%
Age 21 and over	25,244	66.13%
Age 65 and over	4,663	12.22%
2023 Est. Median Age		32.14
2023 Est. Average Age		34.87
2023 Est. Population by Sex	**38,171**	
Male	18,890	49.49%
Female	19,281	50.51%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**18,890**	
Age 0 - 4	1,442	7.63%
Age 5 - 9	1,622	8.59%
Age 10 - 14	1,673	8.86%
Age 15 - 17	948	5.02%
Age 18 - 20	866	4.58%
Age 21 - 24	1,119	5.92%
Age 25 - 34	2,691	14.25%
Age 35 - 44	2,457	13.01%
Age 45 - 54	2,139	11.32%
Age 55 - 64	1,790	9.48%
Age 65 - 74	1,332	7.05%
Age 75 - 84	633	3.35%
Age 85 and over	180	0.95%
2023 Est. Median Age, Male		31.51
2023 Est. Average Age, Male		34.23
2023 Est. Female Population by Age	**19,281**	
Age 0 - 4	1,369	7.10%
Age 5 - 9	1,529	7.93%
Age 10 - 14	1,663	8.63%
Age 15 - 17	963	5.00%
Age 18 - 20	852	4.42%
Age 21 - 24	1,108	5.75%
Age 25 - 34	2,754	14.28%
Age 35 - 44	2,464	12.78%
Age 45 - 54	2,172	11.27%
Age 55 - 64	1,889	9.80%
Age 65 - 74	1,492	7.74%
Age 75 - 84	754	3.91%
Age 85 and over	272	1.41%
2023 Est. Median Age, Female		32.77
2023 Est. Average Age, Female		35.50

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,467	32.79%
Males, Never Married	5,338	18.49%
Females, Never Married	4,129	14.30%
Married, Spouse present	13,964	48.37%
Married, Spouse absent	1,360	4.71%
Widowed	1,251	4.33%
Males Widowed	348	1.20%
Females Widowed	904	3.13%
Divorced	2,830	9.80%
Males Divorced	1,004	3.48%
Females Divorced	1,826	6.32%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,418	14.85%
Some High School, no diploma	1,723	7.49%
High School Graduate (or GED)	5,449	23.67%
Some College, no degree	5,989	26.02%
Associate Degree	2,607	11.33%
Bachelor's Degree	2,558	11.11%
Master's Degree	1,012	4.40%
Professional School Degree	208	0.90%
Doctorate Degree	53	0.23%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,562	34.44%
High School Graduate	3,739	28.23%
Some College or Associate's Degree	3,871	29.22%
Bachelor's Degree or Higher	1,075	8.12%
Households		
2028 Projection	12,114	
2023 Estimate	11,792	
2020 Census	11,586	
2010 Census	10,876	
Growth 2023 - 2028		2.73%
Growth 2020 - 2023		1.78%
Growth 2010 - 2020		6.53%
2023 Est. Households by Household Type	11,792	
Family Households	9,460	80.22%
Nonfamily Households	2,332	19.78%
2023 Est. Group Quarters Population	100	
2023 Households by Ethnicity, Hispanic/Latino	6,286	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	11,792	
Income < $15,000	944	8.01%
Income $15,000 - $24,999	946	8.02%
Income $25,000 - $34,999	898	7.62%
Income $35,000 - $49,999	1,379	11.69%
Income $50,000 - $74,999	2,039	17.29%
Income $75,000 - $99,999	1,673	14.19%
Income $100,000 - $124,999	1,272	10.79%
Income $125,000 - $149,999	712	6.04%
Income $150,000 - $199,999	865	7.34%
Income $200,000 - $249,999	615	5.21%
Income $250,000 - $499,999	322	2.73%
Income $500,000+	127	1.08%
2023 Est. Average Household Income		$93,113
2023 Est. Median Household Income		$70,901
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$74,749
Black or African American Alone		$31,309
American Indian and Alaska Native Alone		$65,277
Asian Alone		$67,419
Native Hawaiian and Other Pacific Islander Alone		$38,145
Some Other Race Alone		$67,633
Two or More Races		$69,003
Hispanic or Latino		$61,736
Not Hispanic or Latino		$82,194
2023 Est. Family HH Type by Presence of Own Child.	9,460	
Married-Couple Family, own children	3,550	37.53%
Married-Couple Family, no own children	3,183	33.65%
Male Householder, own children	578	6.11%
Male Householder, no own children	360	3.81%
Female Householder, own children	1,056	11.16%
Female Householder, no own children	733	7.75%
2023 Est. Households by Household Size	11,792	
1-person	1,898	16.10%
2-person	3,176	26.93%
3-person	2,251	19.09%
4-person	2,191	18.58%
5-person	1,255	10.64%
6-person	687	5.83%
7-or-more-person	334	2.83%
2023 Est. Average Household Size		3.23

![The Retail Coach]

Primary Retail Trade Area • Demographic Profile

Farmersville, California

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**11,792**	
Households with 1 or More People under Age 18:	5,886	49.92%
Married-Couple Family	3,880	65.92%
Other Family, Male Householder	680	11.55%
Other Family, Female Householder	1,284	21.82%
Nonfamily, Male Householder	34	0.58%
Nonfamily, Female Householder	7	0.12%
Households with No People under Age 18:	**5,906**	
Married-Couple Family	2,853	48.31%
Other Family, Male Householder	262	4.44%
Other Family, Female Householder	502	8.50%
Nonfamily, Male Householder	1,083	18.34%
Nonfamily, Female Householder	1,207	20.44%
2023 Est. Households by Number of Vehicles	**11,792**	
No Vehicles	433	3.67%
1 Vehicle	3,116	26.42%
2 Vehicles	4,645	39.39%
3 Vehicles	2,371	20.11%
4 Vehicles	828	7.02%
5 or more Vehicles	399	3.38%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	9,713	
2023 Estimate	9,460	
2010 Census	8,733	
Growth 2023 - 2028		2.67%
Growth 2010 - 2023		8.33%
2023 Est. Families by Poverty Status	**9,460**	
2023 Families at or Above Poverty	8,135	85.99%
2023 Families at or Above Poverty with Children	4,283	45.28%
2023 Families Below Poverty	1,325	14.01%
2023 Families Below Poverty with Children	1,147	12.13%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	15,819	56.01%
Civilian Labor Force, Unemployed	1,727	6.12%
Armed Forces	2	0.01%
Not in Labor Force	10,696	37.87%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**16,000**	
For-Profit Private Workers	10,562	66.01%
Non-Profit Private Workers	779	4.87%
Local Government Workers	164	1.02%
State Government Workers	628	3.92%
Federal Government Workers	2,482	15.51%
Self-Employed Workers	1,347	8.42%
Unpaid Family Workers	38	0.24%
2023 Est. Civ. Employed Pop 16+ by Occupation	**16,000**	
Architect/Engineer	59	0.37%
Arts/Entertainment/Sports	101	0.63%
Building Grounds Maintenance	593	3.71%
Business/Financial Operations	388	2.42%
Community/Social Services	400	2.50%
Computer/Mathematical	138	0.86%
Construction/Extraction	1,159	7.24%
Education/Training/Library	1,358	8.49%
Farming/Fishing/Forestry	1,396	8.73%
Food Prep/Serving	973	6.08%
Health Practitioner/Technician	713	4.46%
Healthcare Support	737	4.61%
Maintenance Repair	454	2.84%
Legal	112	0.70%
Life/Physical/Social Science	119	0.74%
Management	1,081	6.76%
Office/Admin. Support	1,630	10.19%
Production	890	5.56%
Protective Services	599	3.74%
Sales/Related	1,227	7.67%
Personal Care/Service	543	3.39%
Transportation/Moving	1,330	8.31%
2023 Est. Pop 16+ by Occupation Classification	**16,000**	
White Collar	7,325	45.78%
Blue Collar	3,834	23.96%
Service and Farm	4,841	30.26%
2023 Est. Workers Age 16+ by Transp. to Work	**15,442**	
Drove Alone	12,831	83.09%
Car Pooled	1,940	12.56%
Public Transportation	41	0.27%
Walked	128	0.83%
Bicycle	1	0.01%
Other Means	83	0.54%
Worked at Home	419	2.71%

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,930	
15 - 29 Minutes	6,733	
30 - 44 Minutes	1,849	
45 - 59 Minutes	928	
60 or more Minutes	524	
2023 Est. Avg Travel Time to Work in Minutes		23
2023 Est. Occupied Housing Units by Tenure	11,792	
Owner Occupied	7,489	63.51%
Renter Occupied	4,303	36.49%
2023 Owner Occ. HUs: Avg. Length of Residence		16.91[†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.59[†]
2023 Est. Owner-Occupied Housing Units by Value	**11,792**	
Value Less than $20,000	76	1.01%
Value $20,000 - $39,999	174	2.32%
Value $40,000 - $59,999	74	0.99%
Value $60,000 - $79,999	88	1.17%
Value $80,000 - $99,999	49	0.65%
Value $100,000 - $149,999	259	3.46%
Value $150,000 - $199,999	551	7.36%
Value $200,000 - $299,999	2,065	27.57%
Value $300,000 - $399,999	1,934	25.82%
Value $400,000 - $499,999	799	10.67%
Value $500,000 - $749,999	711	9.49%
Value $750,000 - $999,999	334	4.46%
Value $1,000,000 or $1,499,999	243	3.25%
Value $1,500,000 or $1,999,999	62	0.83%
Value $2,000,000+	70	0.94%
2023 Est. Median All Owner-Occupied Housing Value		$319,225
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	9,964	80.67%
1 Unit Attached	332	2.69%
2 Units	310	2.51%
3 or 4 Units	529	4.28%
5 to 19 Units	327	2.65%
20 to 49 Units	79	0.64%
50 or More Units	268	2.17%
Mobile Home or Trailer	543	4.40%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	540	4.37%
Housing Units Built 2010 to 2014	379	3.07%
Housing Units Built 2000 to 2009	2,703	21.88%
Housing Units Built 1990 to 1999	1,921	15.55%
Housing Units Built 1980 to 1989	1,887	15.28%
Housing Units Built 1970 to 1979	1,836	14.86%
Housing Units Built 1960 to 1969	805	6.52%
Housing Units Built 1950 to 1959	1,066	8.63%
Housing Units Built 1940 to 1949	501	4.06%
Housing Unit Built 1939 or Earlier	715	5.79%
2023 Est. Median Year Structure Built		1987

[†] 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.

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