



The **Retail**Coach.®

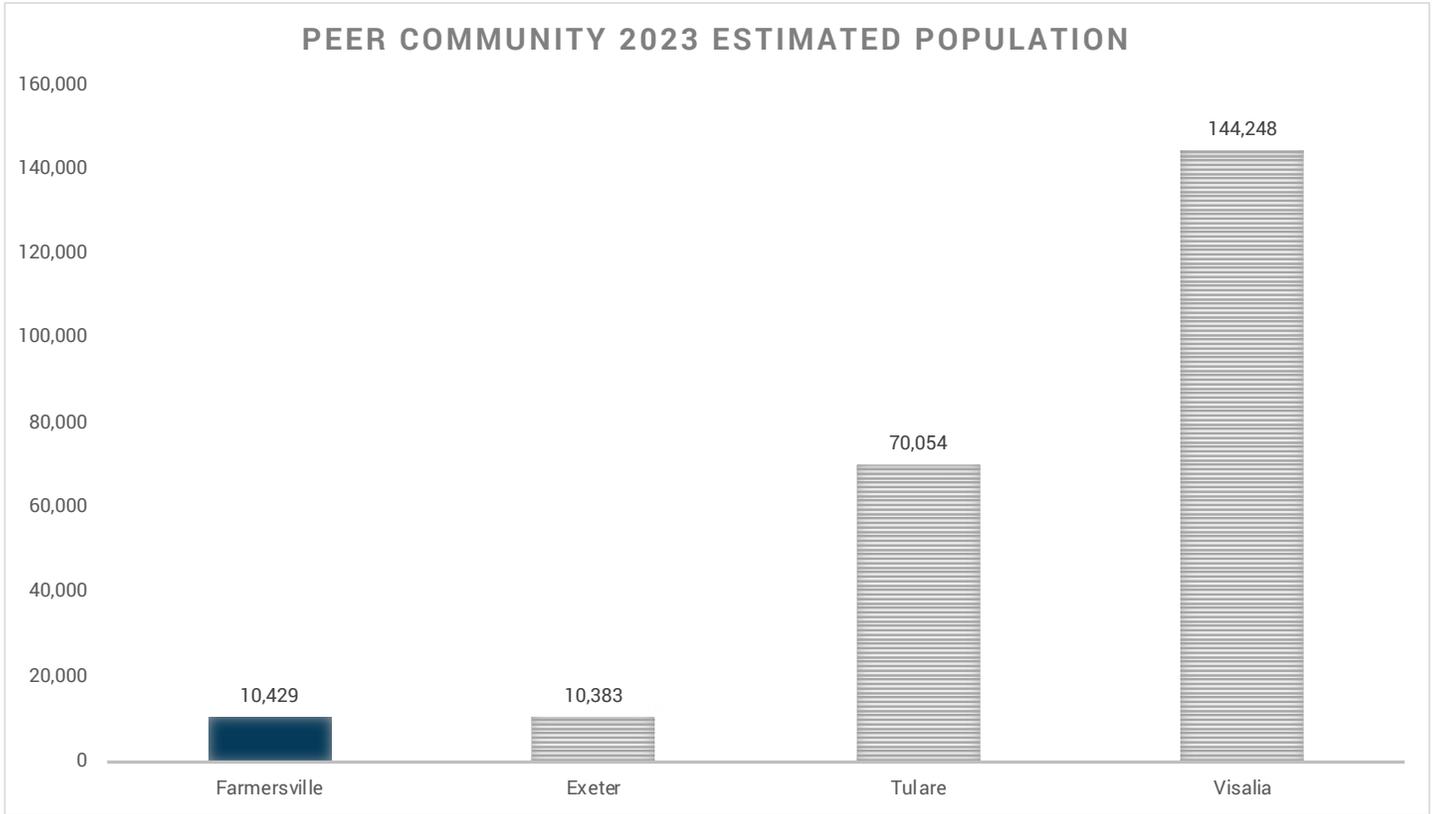
# Competing Communities Demographic Survey

FARMERSVILLE, CALIFORNIA

Prepared for City of Farmersville  
May 2023

# Competing Communities Demographic Survey

Farmersville, California



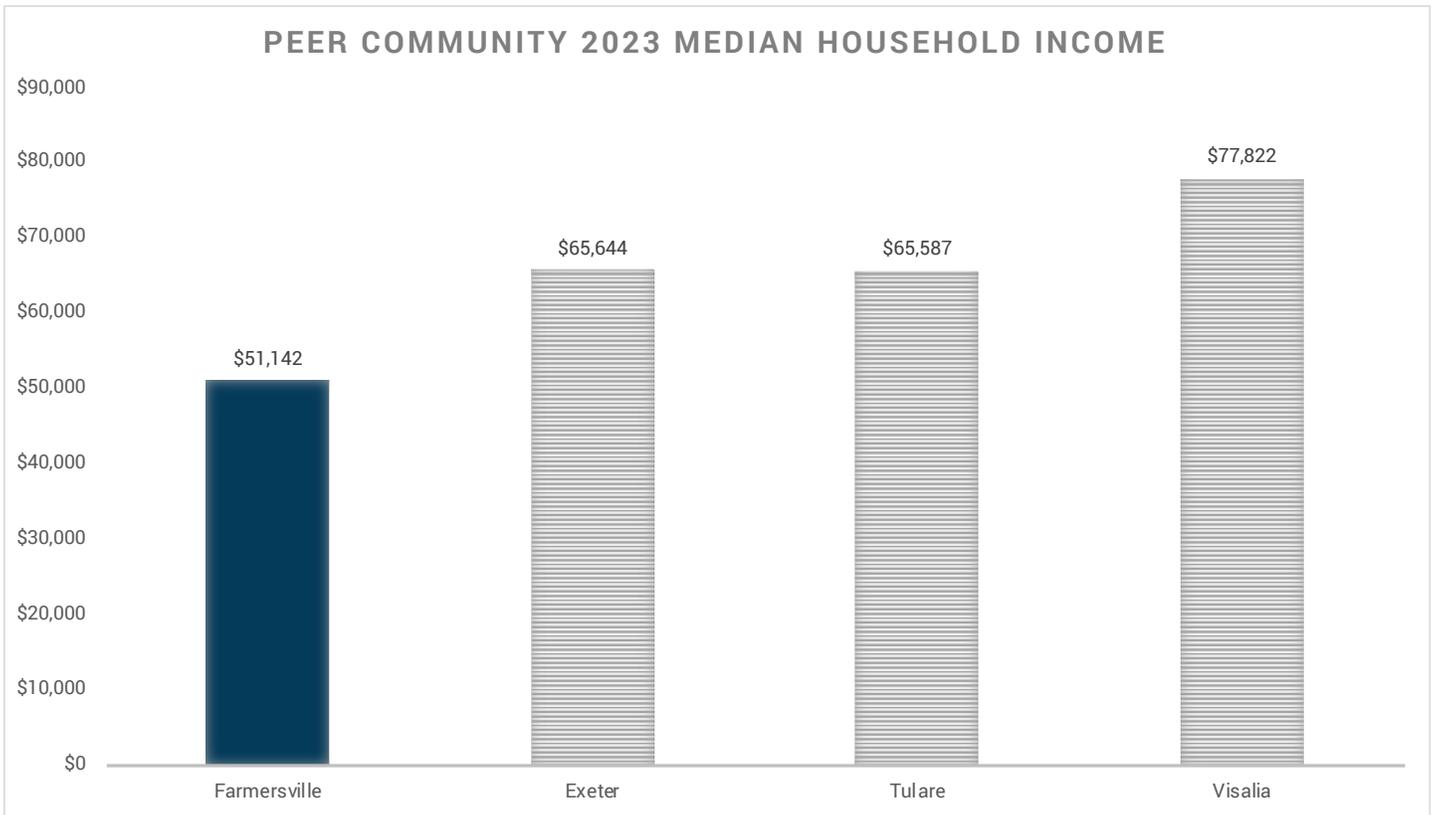
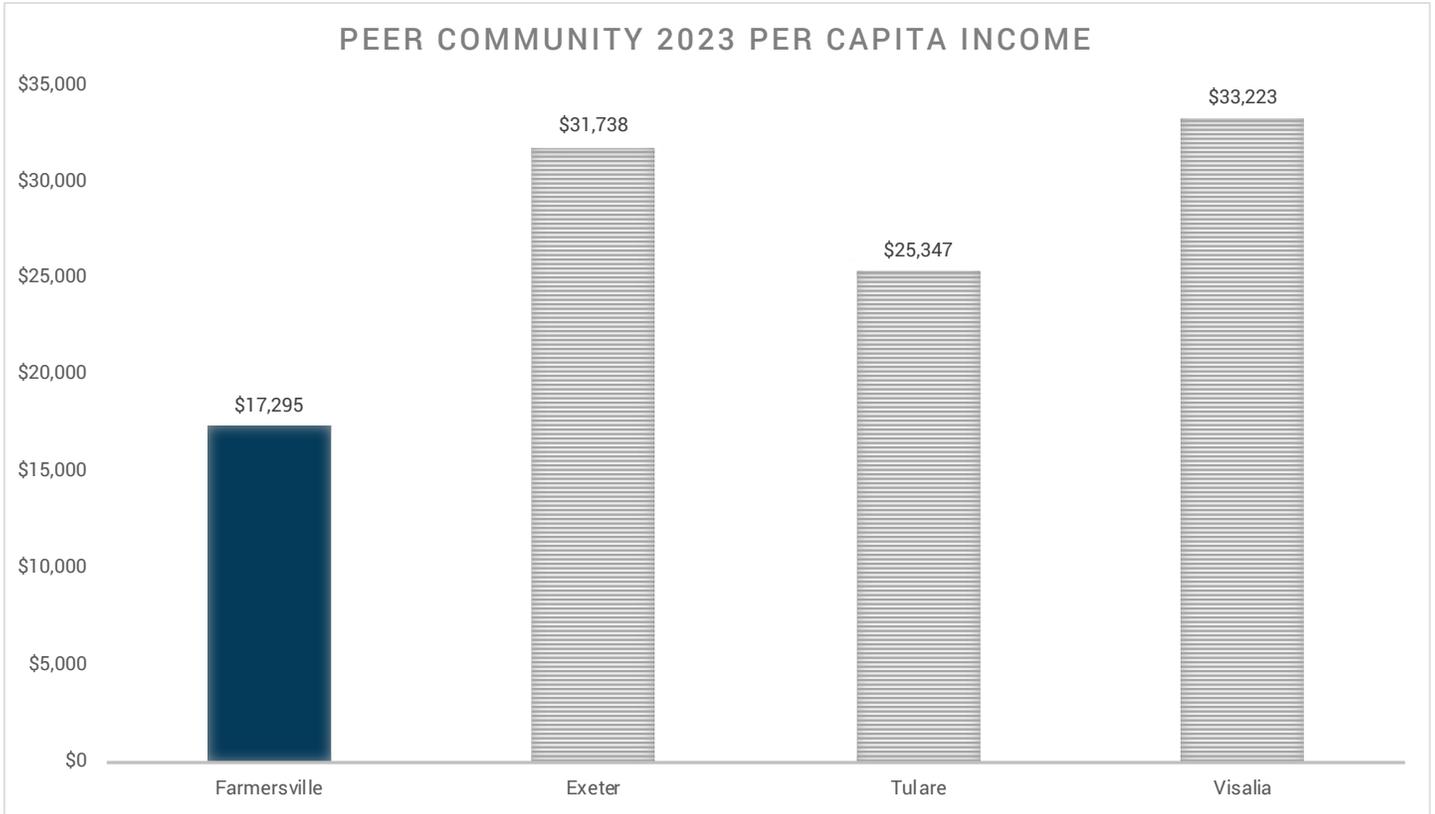
POPULATION	FARMERSVILLE	EXETER	TULARE	VISALIA
2028	10,612	10,596	72,795	149,081
2023	10,429	10,383	70,054	144,248
2020	10,397	10,321	68,875	141,384
2010	9,153	10,206	56,125	123,632

POPULATION GROWTH	FARMERSVILLE	EXETER	TULARE	VISALIA
2020 - 2025	1.75%	2.05%	3.91%	3.35%
2010 - 2020	0.31%	0.60%	1.71%	2.03%
2000 - 2010	13.59%	1.13%	22.72%	14.36%



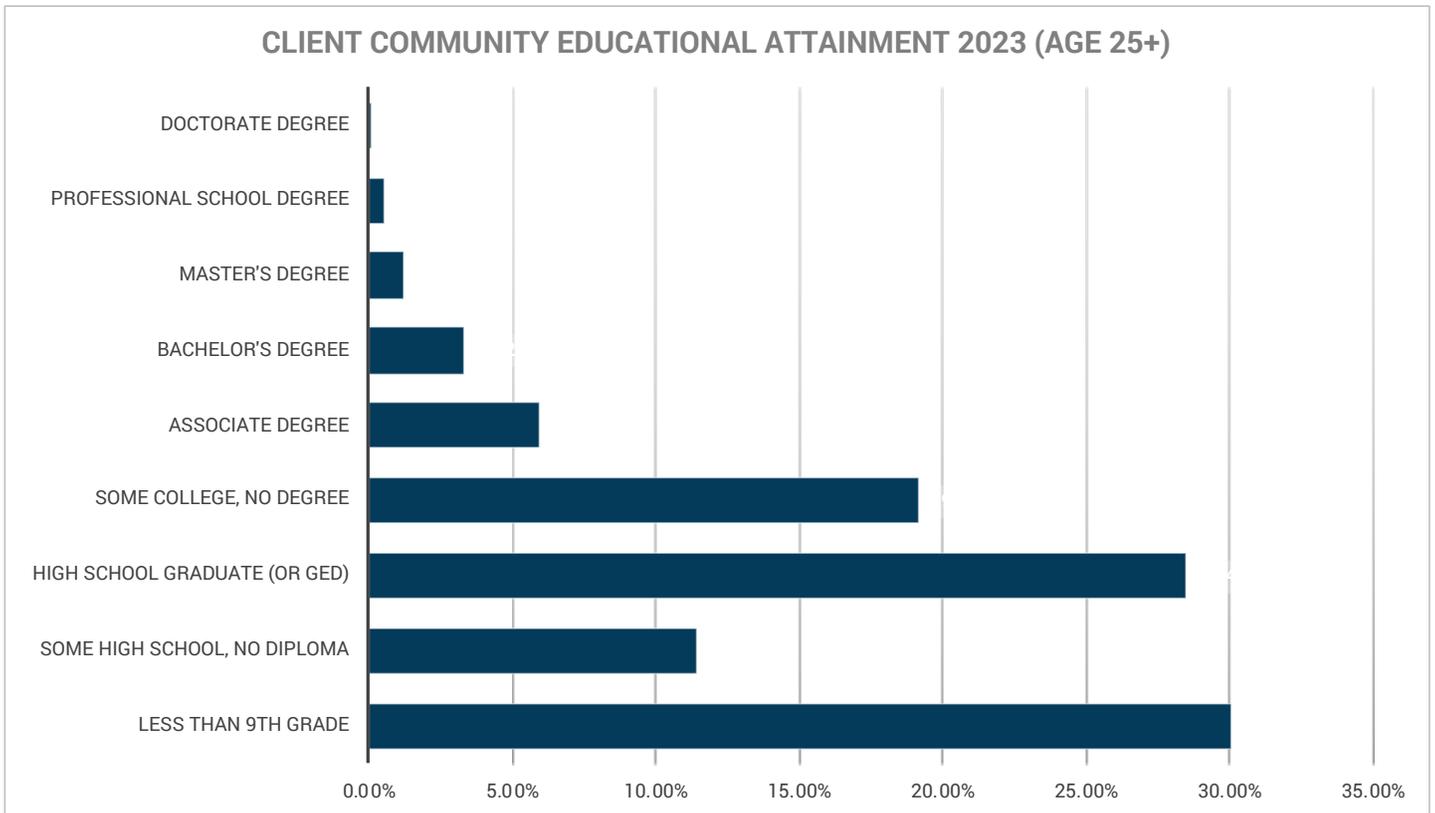
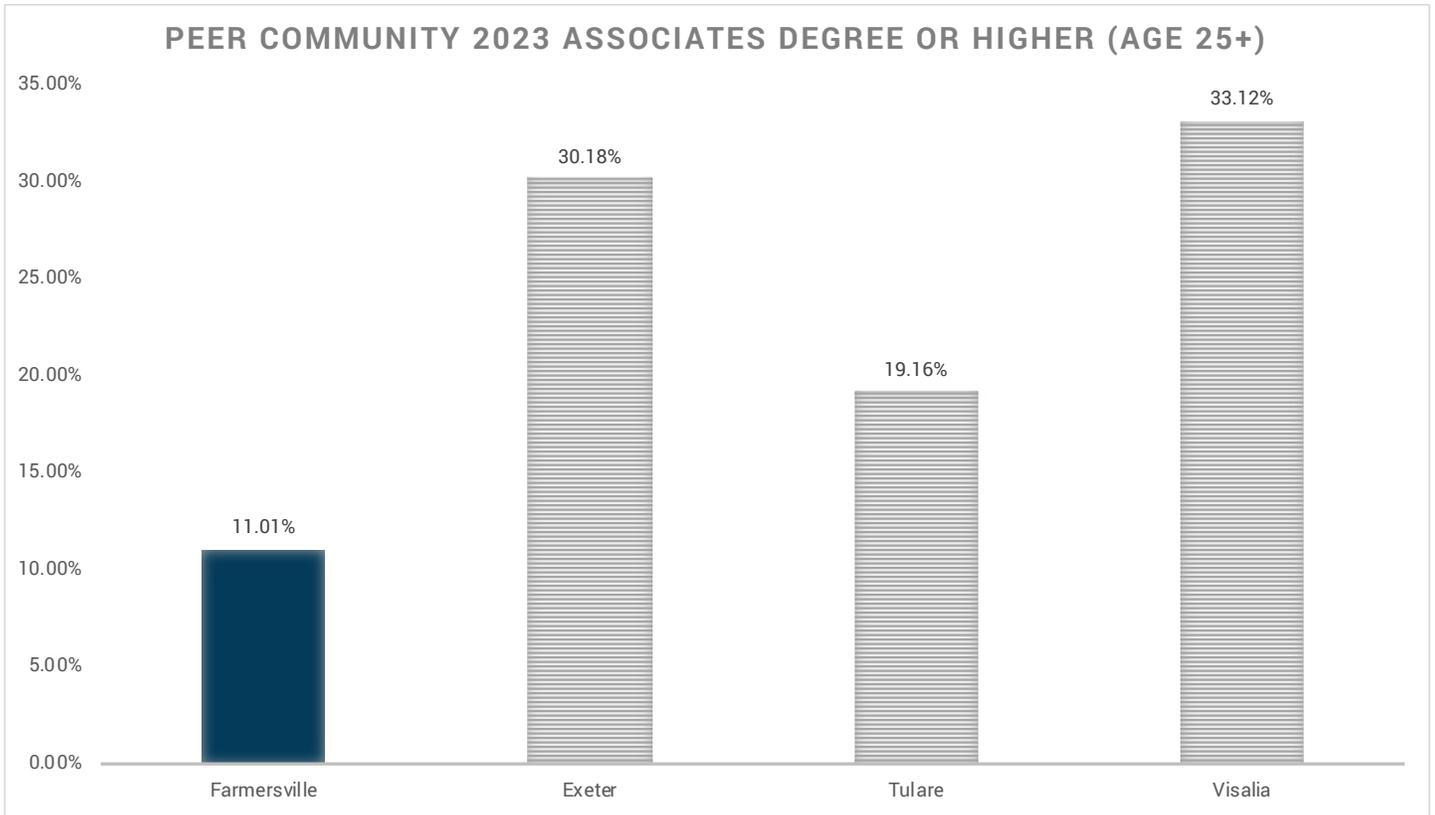
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Farmersville, California



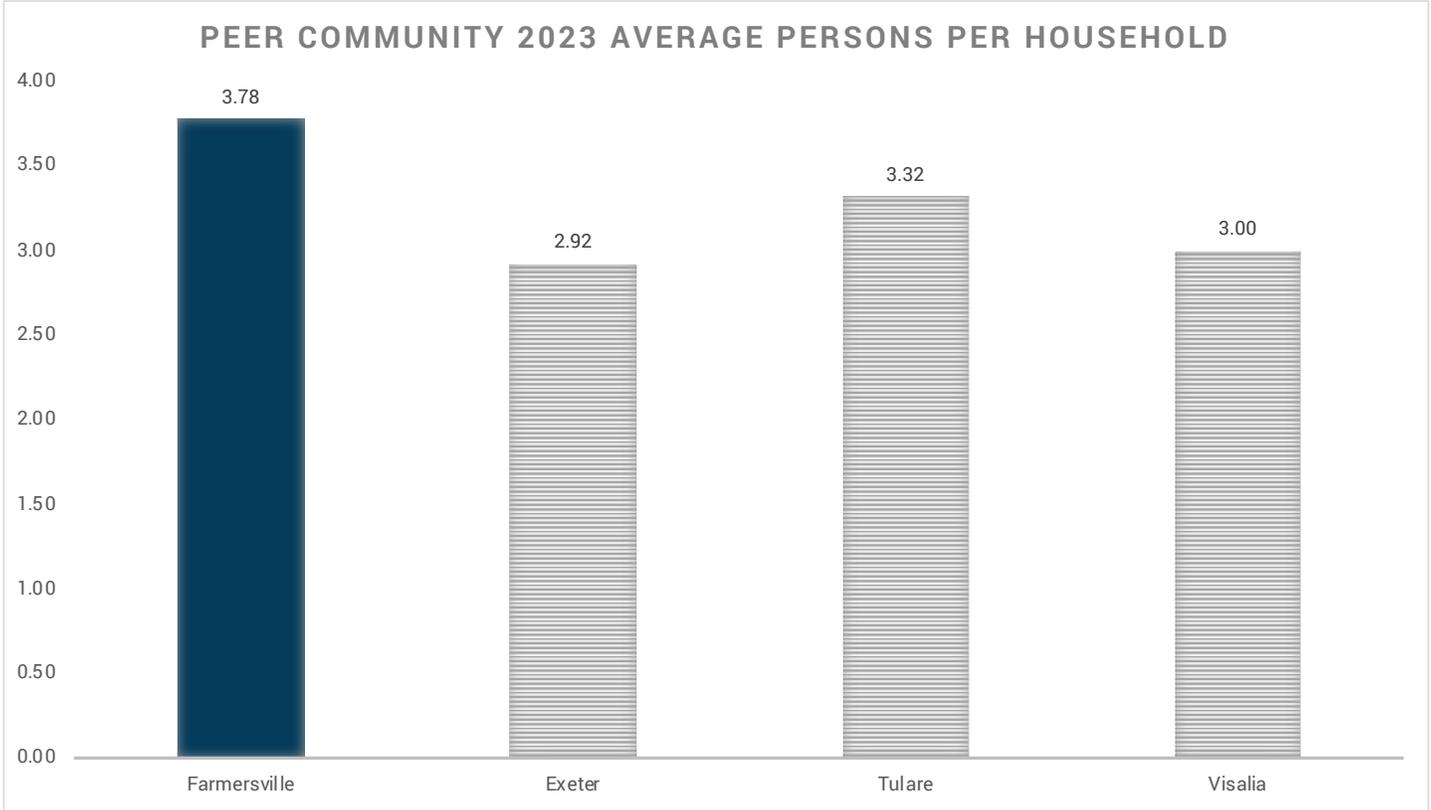
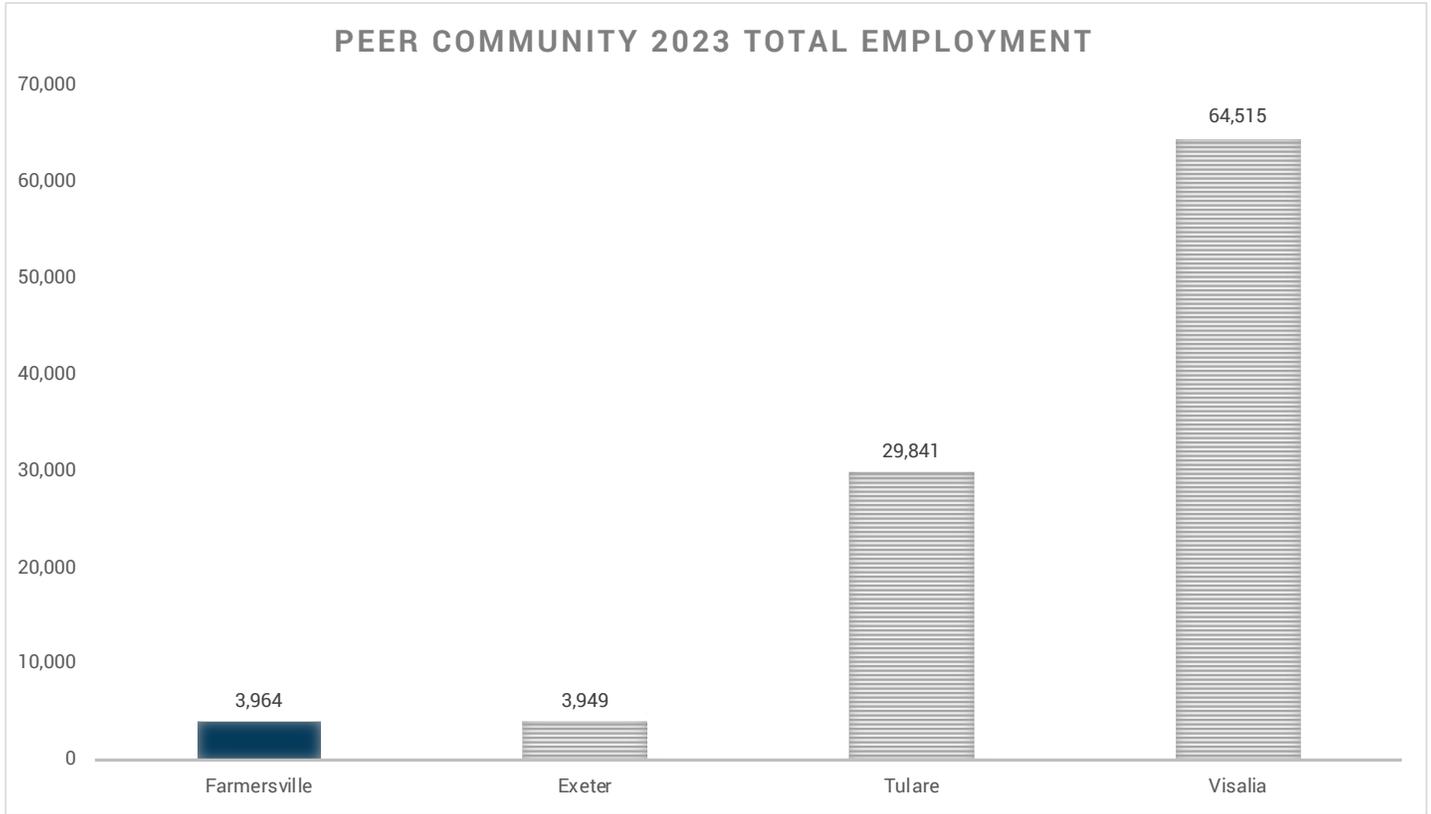
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Farmersville, California



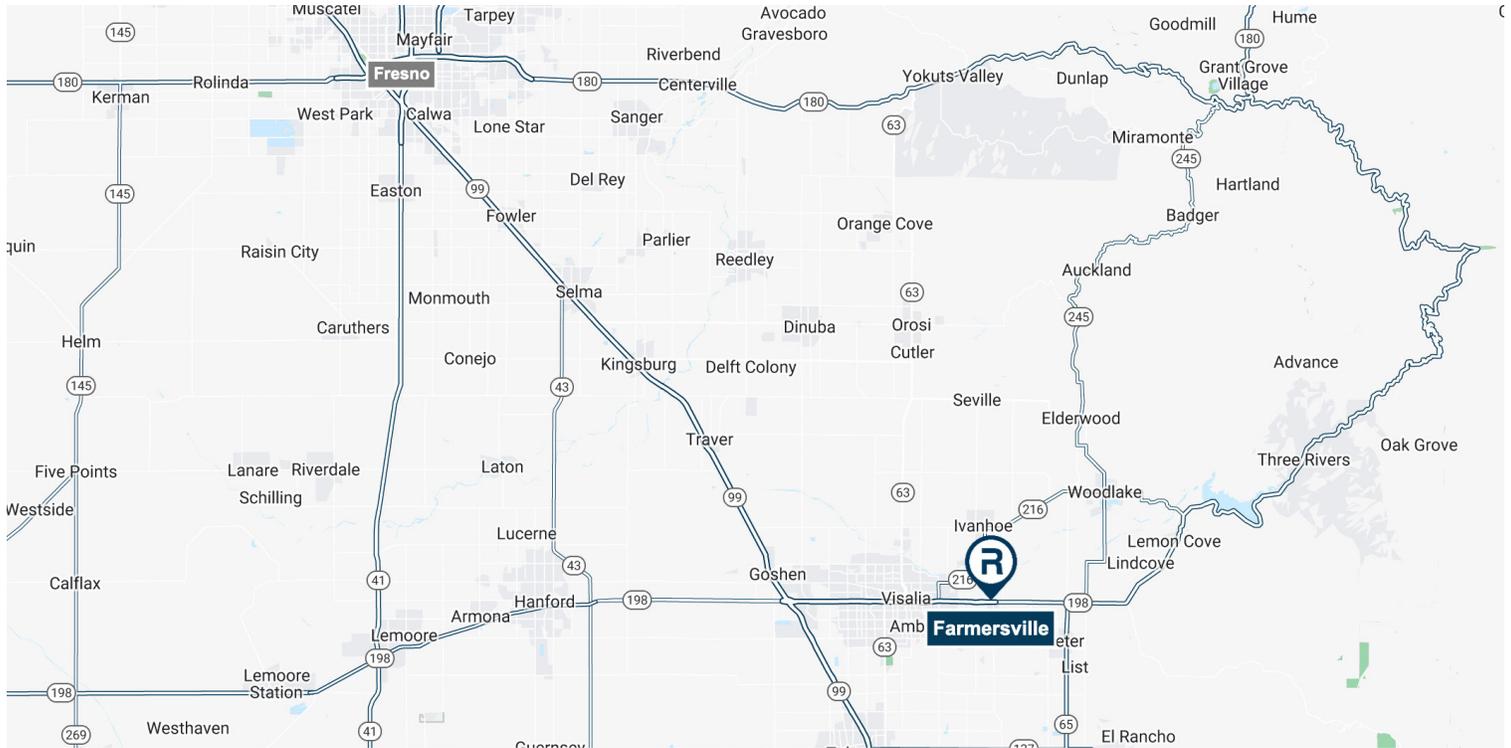
# Competing Communities Demographic Survey

Farmersville, California



# Community • Demographic Snapshot

## Farmersville, California



### Population

2020	10,397
2023	10,429
2028	10,612

### Age

0 - 9 Years	16.91%
10 - 17 Years	14.83%
18 - 24 Years	10.69%
25 - 34 Years	14.46%
35 - 44 Years	13.12%
45 - 54 Years	11.37%
55 - 64 Years	8.63%
65 and Older	9.98%
Median Age	30.15
Average Age	33.00

### Educational Attainment (%)

Graduate or Professional Degree	1.75%
Bachelors Degree	3.31%
Associate Degree	5.95%
Some College	19.12%
High School Graduate (GED)	28.44%
Some High School, No Degree	11.39%
Less than 9th Grade	30.03%

### Race Distribution (%)

White	25.18%
Black/African American	0.49%
American Indian/Alaskan	3.83%
Asian	0.58%
Native Hawaiian/Islander	0.01%
Other Race	52.83%
Two or More Races	17.08%
Hispanic	88.01%

### Income

Average HH	\$65,450
Median HH	\$51,142
Per Capita	\$17,295



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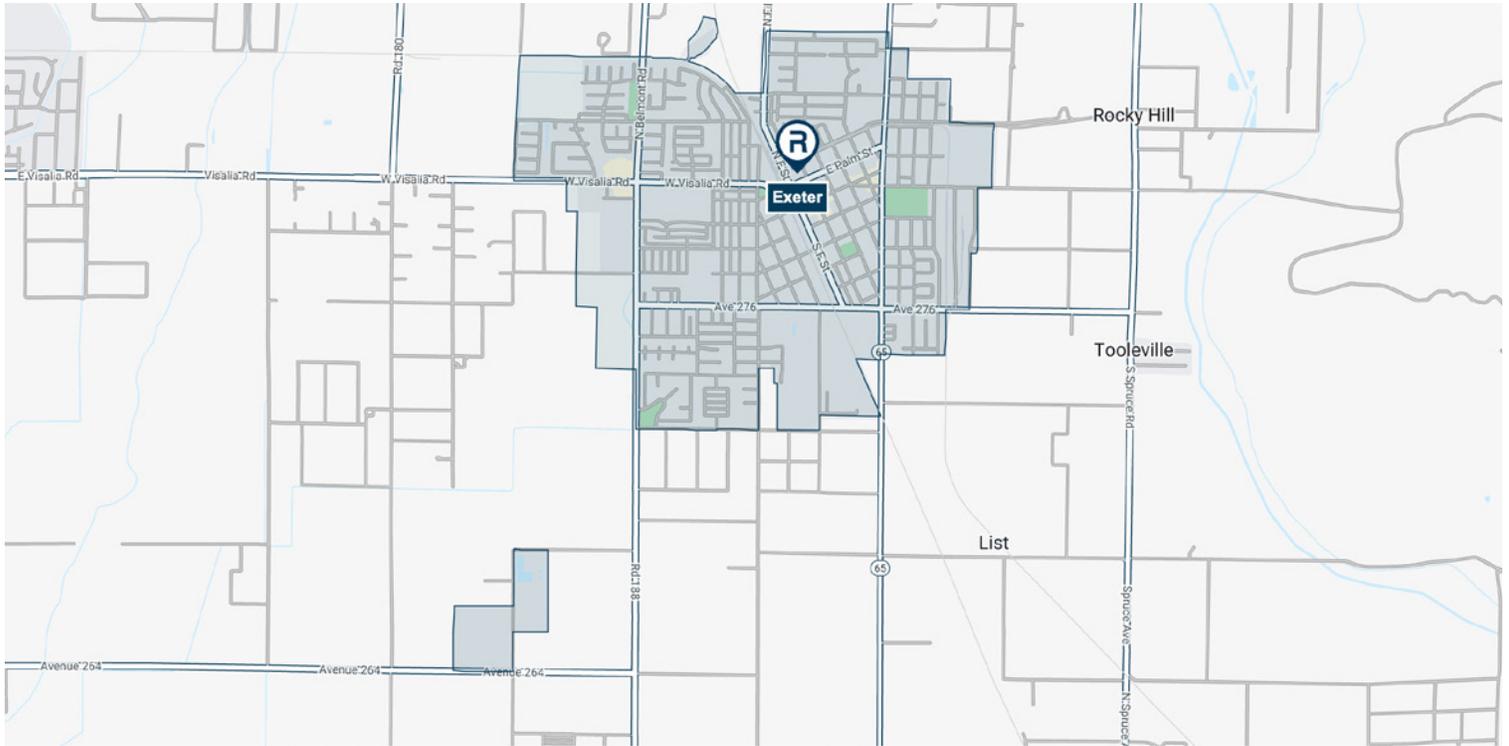
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# Community • Demographic Snapshot

Exeter, California



## Population

2020	10,321
2023	10,383
2028	10,596

## Educational Attainment (%)

Graduate or Professional Degree	5.05%
Bachelors Degree	12.97%
Associate Degree	12.15%
Some College	31.09%
High School Graduate (GED)	22.16%
Some High School, No Degree	6.03%
Less than 9th Grade	10.54%

## Income

Average HH	\$92,770
Median HH	\$65,644
Per Capita	\$31,739

## Age

0 - 9 Years	15.31%
10 - 17 Years	13.38%
18 - 24 Years	10.29%
25 - 34 Years	14.13%
35 - 44 Years	12.55%
45 - 54 Years	10.51%
55 - 64 Years	9.77%
65 and Older	14.07%
Median Age	32.72
Average Age	35.80

## Race Distribution (%)

White	53.31%
Black/African American	0.72%
American Indian/Alaskan	2.88%
Asian	1.37%
Native Hawaiian/Islander	0.18%
Other Race	27.00%
Two or More Races	14.54%
Hispanic	54.06%



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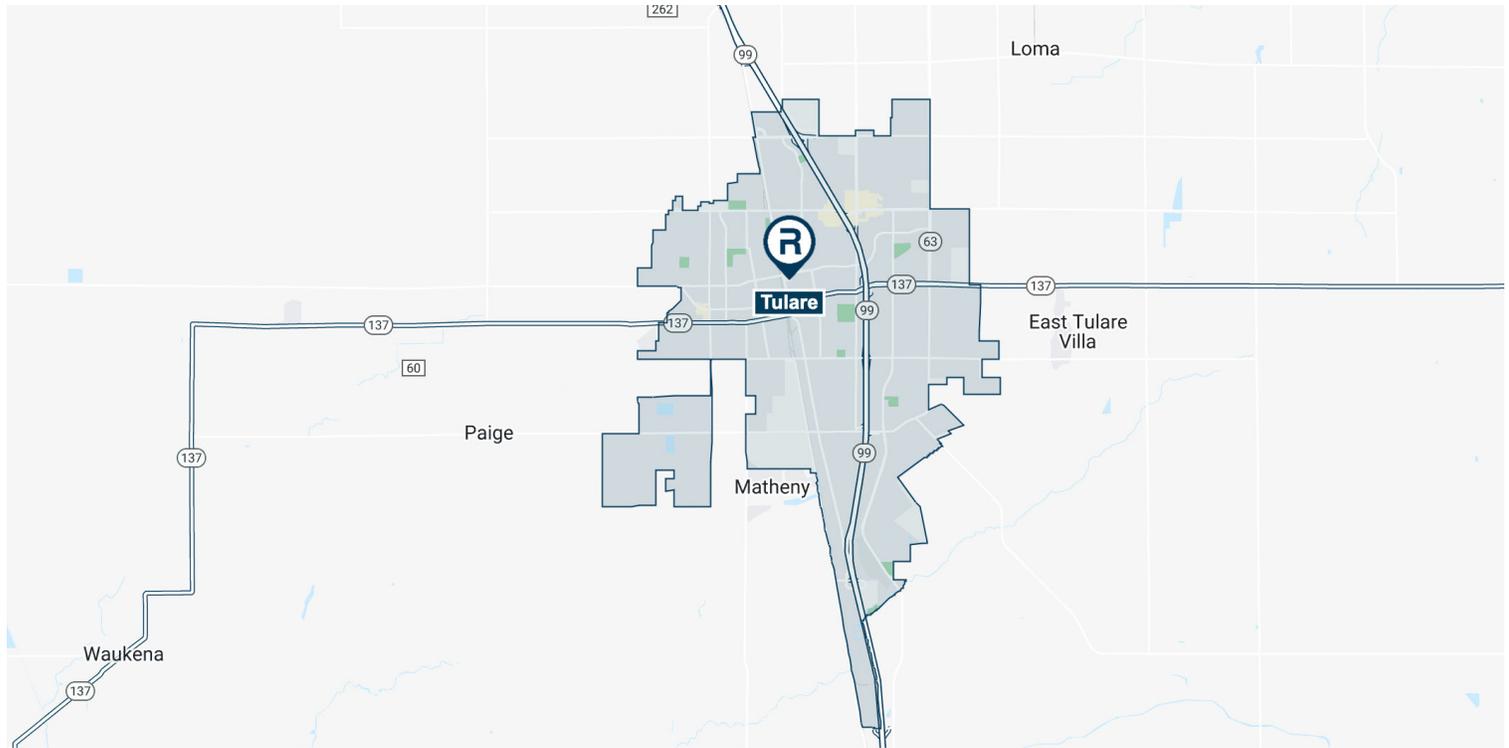
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# Community • Demographic Snapshot

Tulare, California



## Population

2020	68,875
2023	70,054
2028	72,795

## Educational Attainment (%)

Graduate or Professional Degree	3.02%
Bachelors Degree	6.80%
Associate Degree	9.34%
Some College	24.44%
High School Graduate (GED)	31.32%
Some High School, No Degree	11.37%
Less than 9th Grade	13.73%

## Income

Average HH	\$84,055
Median HH	\$65,587
Per Capita	\$25,348

## Age

0 - 9 Years	15.82%
10 - 17 Years	14.06%
18 - 24 Years	10.36%
25 - 34 Years	13.88%
35 - 44 Years	13.23%
45 - 54 Years	11.27%
55 - 64 Years	9.55%
65 and Older	11.83%
Median Age	31.97
Average Age	34.70

## Race Distribution (%)

White	39.12%
Black/African American	3.01%
American Indian/Alaskan	1.89%
Asian	2.50%
Native Hawaiian/Islander	0.13%
Other Race	33.20%
Two or More Races	20.16%
Hispanic	66.27%



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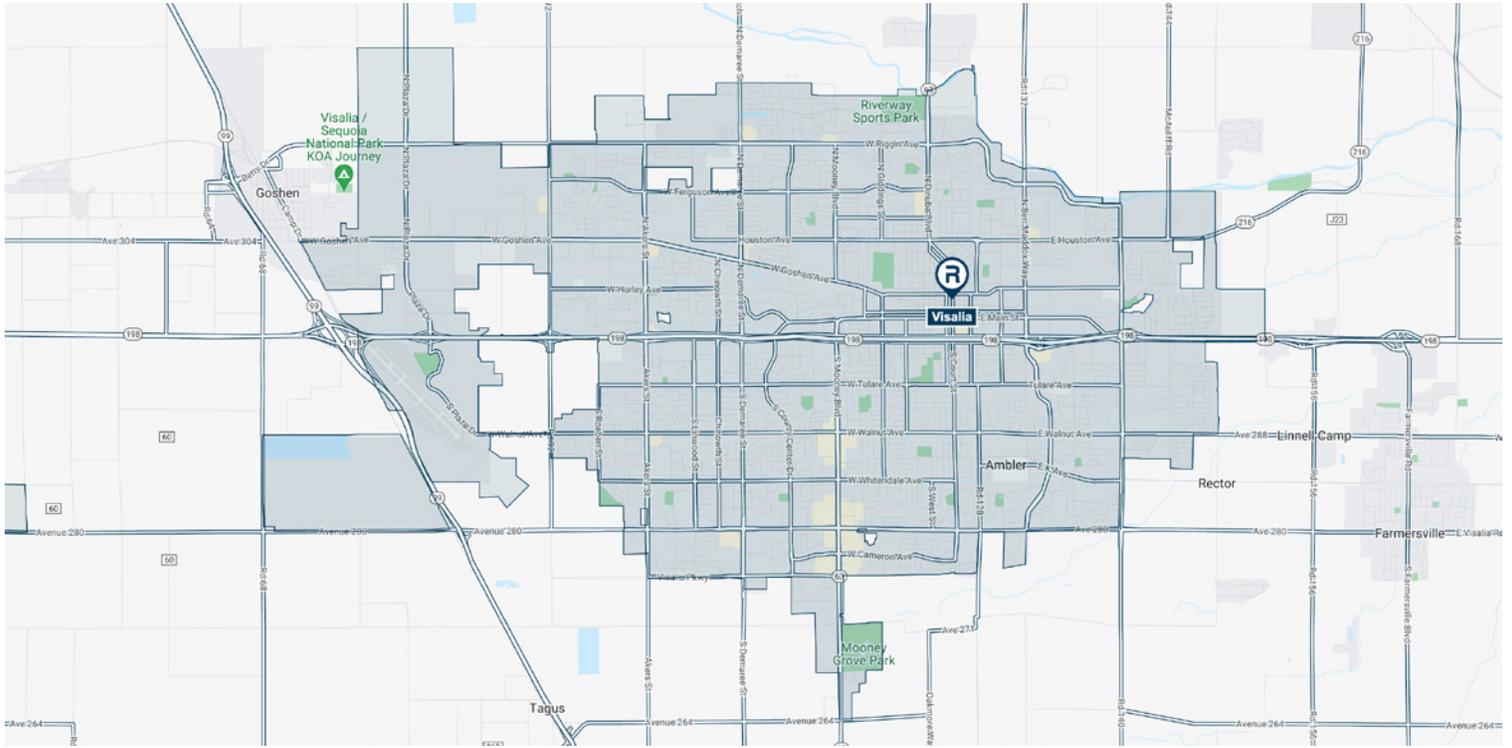
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# Community • Demographic Snapshot

Visalia, California



## Population

2020	141,384
2023	144,248
2028	149,081

## Educational Attainment (%)

Graduate or Professional Degree	7.52%
Bachelors Degree	14.03%
Associate Degree	11.56%
Some College	28.07%
High School Graduate (GED)	23.71%
Some High School, No Degree	7.45%
Less than 9th Grade	7.64%

## Income

Average HH	\$99,673
Median HH	\$77,822
Per Capita	\$33,223

## Age

0 - 9 Years	14.51%
10 - 17 Years	12.71%
18 - 24 Years	10.15%
25 - 34 Years	13.91%
35 - 44 Years	13.26%
45 - 54 Years	11.31%
55 - 64 Years	10.38%
65 and Older	13.77%
Median Age	34.06
Average Age	36.40

## Race Distribution (%)

White	44.11%
Black/African American	2.23%
American Indian/Alaskan	1.97%
Asian	5.80%
Native Hawaiian/Islander	0.15%
Other Race	28.42%
Two or More Races	17.32%
Hispanic	56.26%



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# 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**RetailCoach**.®

## 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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