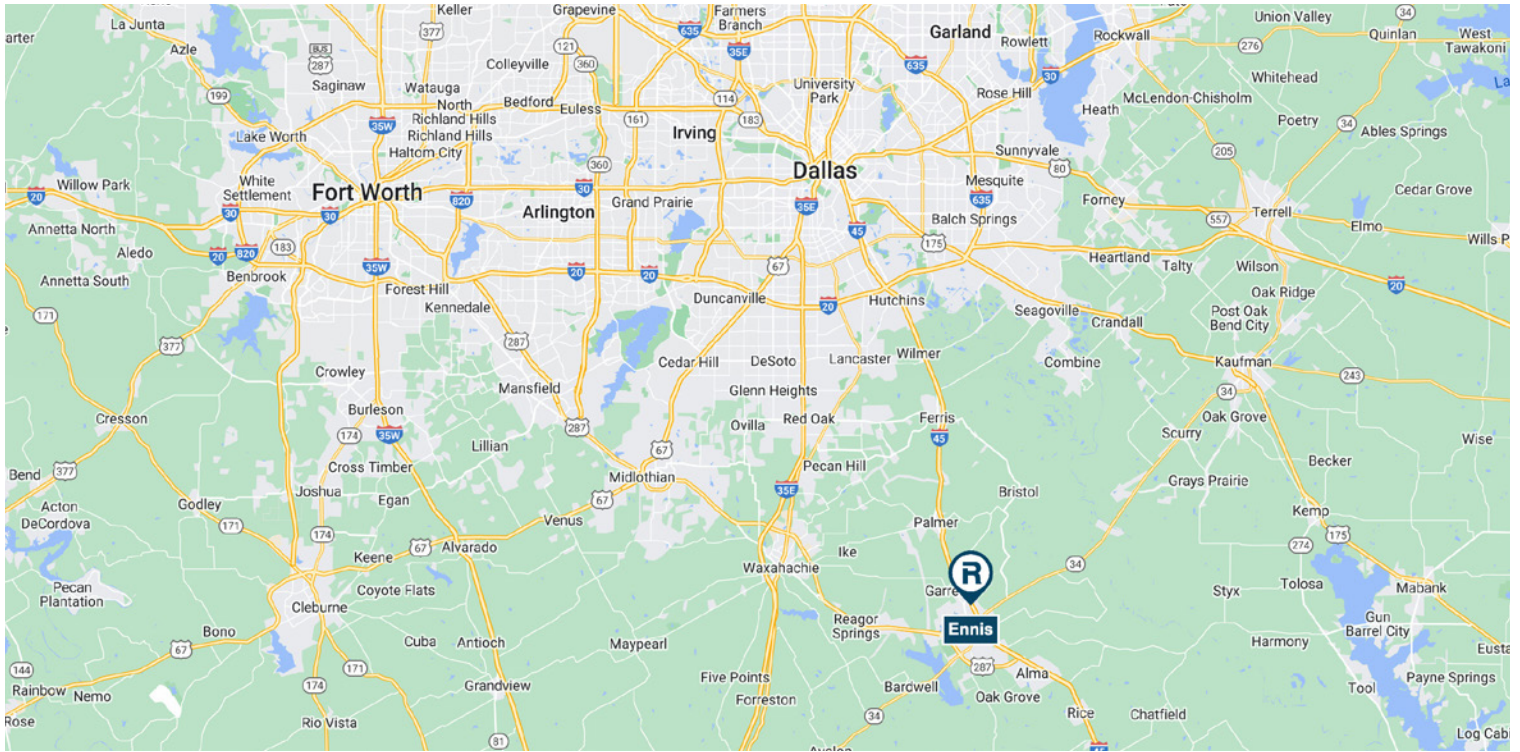# Community Demographic Profile

ENNIS, TEXAS

Prepared for City of Ennis, Texas
February 2024

Community • Demographic Snapshot

Ennis, Texas

Population

2020	20,159
2024	22,610
2029	24,590

Educational Attainment (%)

Graduate or Professional Degree	5.28%
Bachelors Degree	13.96%
Associate Degree	11.39%
Some College	22.35%
High School Graduate (or GED)	26.02%
Some High School, No Degree	12.71%
Less than 9th Grade	8.29%

Income

Average HH	$89,743
Median HH	$68,579
Per Capita	$31,212

Age

0 - 9 Years	14.26%
10 - 17 Years	12.21%
18 - 24 Years	10.77%
25 - 34 Years	13.96%
35 - 44 Years	12.42%
45 - 54 Years	10.78%
55 - 64 Years	10.43%
65 and Older	15.17%
Median Age	34.09
Average Age	36.90

Race Distribution (%)

White	44.30%
Black/African American	16.12%
American Indian/ Alaskan	0.88%
Asian	0.59%
Native Hawaiian/ Islander	0.40%
Other Race	20.89%
Two or More Races	16.83%
Hispanic	44.82%

ENNIS TEXAS

The bluebonnet spirit of Texas

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TheRetailCoach.

Community • Demographic Profile

Ennis, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	24,590	
2024 Estimate	22,610	
2020 Census	20,159	
2010 Census	18,753	
Growth 2024 - 2029		8.76%
Growth 2020 - 2024		12.16%
Growth 2010 - 2020		7.50%
2024 Est. Population by Single-Classification Race	**22,610**	
White Alone	10,015	44.30%
Black or African American Alone	3,645	16.12%
Amer. Indian and Alaska Native Alone	198	0.88%
Asian Alone	133	0.59%
Native Hawaiian and Other Pacific Island Alone	91	0.40%
Some Other Race Alone	4,723	20.89%
Two or More Races	3,805	16.83%
2024 Est. Population by Hispanic or Latino Origin	**22,610**	
Not Hispanic or Latino	12,477	55.18%
Hispanic or Latino	10,133	44.82%
Mexican	9,294	91.72%
Puerto Rican	13	0.13%
Cuban	17	0.17%
All Other Hispanic or Latino	809	7.98%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**10,133**	
White Alone	2,045	20.18%
Black or African American Alone	84	0.83%
American Indian and Alaska Native Alone	160	1.58%
Asian Alone	12	0.12%
Native Hawaiian and Other Pacific Islander Alone	5	0.05%
Some Other Race Alone	4,670	46.09%
Two or More Races	3,157	31.16%
2024 Est. Pop by Race, Asian Alone, by Category	**133**	
Chinese, except Taiwanese	2	1.50%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	38	28.57%
Korean	0	0.00%
Vietnamese	44	33.08%
Cambodian	19	14.29%
Hmong	12	9.02%
Laotian	0	0.00%
Thai	3	2.26%
All Other Asian Races Including 2+ Category	15	11.28%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**22,610**	
Arab	1	0.00%
Czech	840	3.71%
Danish	0	0.00%
Dutch	87	0.39%
English	1,061	4.69%
French (except Basque)	40	0.18%
French Canadian	0	0.00%
German	1,160	5.13%
Greek	18	0.08%
Hungarian	0	0.00%
Irish	935	4.13%
Italian	244	1.08%
Lithuanian	0	0.00%
United States or American	1,041	4.60%
Norwegian	42	0.19%
Polish	122	0.54%
Portuguese	150	0.66%
Russian	0	0.00%
Scottish	224	0.99%
Scotch-Irish	128	0.57%
Slovak	0	0.00%
Subsaharan African	86	0.38%
Swedish	33	0.15%
Swiss	9	0.04%
Ukrainian	0	0.00%
Welsh	40	0.18%
West Indian (except Hisp. groups)	30	0.13%
Other ancestries	11,660	51.57%
Ancestry Unclassified	4,659	20.61%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	13,575	64.58%
Speak Asian/Pacific Island Language at Home	10	0.05%
Speak IndoEuropean Language at Home	238	1.13%
Speak Spanish at Home	7,193	34.22%
Speak Other Language at Home	5	0.02%

Community • Demographic Profile

Ennis, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	**22,610**	
Age 0 - 4	1,589	7.03%
Age 5 - 9	1,636	7.24%
Age 10 - 14	1,691	7.48%
Age 15 - 17	1,070	4.73%
Age 18 - 20	1,065	4.71%
Age 21 - 24	1,370	6.06%
Age 25 - 34	3,156	13.96%
Age 35 - 44	2,809	12.42%
Age 45 - 54	2,438	10.78%
Age 55 - 64	2,357	10.43%
Age 65 - 74	1,928	8.53%
Age 75 - 84	1,105	4.89%
Age 85 and over	396	1.75%
Age 16 and over	17,334	76.67%
Age 18 and over	16,624	73.53%
Age 21 and over	15,559	68.81%
Age 65 and over	3,429	15.17%
2024 Est. Median Age		34.09
2024 Est. Average Age		36.90
2024 Est. Population by Sex	**22,610**	
Male	11,092	49.06%
Female	11,518	50.94%
2024 Est. Male Population by Age	**11,092**	
Age 0 - 4	801	7.22%
Age 5 - 9	871	7.85%
Age 10 - 14	901	8.12%
Age 15 - 17	571	5.15%
Age 18 - 20	559	5.04%
Age 21 - 24	686	6.18%
Age 25 - 34	1,547	13.95%
Age 35 - 44	1,348	12.15%
Age 45 - 54	1,176	10.60%
Age 55 - 64	1,139	10.27%
Age 65 - 74	911	8.21%
Age 75 - 84	456	4.11%
Age 85 and over	126	1.14%
2024 Est. Median Age, Male		32.35
2024 Est. Average Age, Male		35.50
2024 Est. Female Population by Age	**11,518**	
Age 0 - 4	788	6.84%
Age 5 - 9	765	6.64%
Age 10 - 14	790	6.86%
Age 15 - 17	499	4.33%
Age 18 - 20	506	4.39%
Age 21 - 24	684	5.94%
Age 25 - 34	1,609	13.97%
Age 35 - 44	1,461	12.69%
Age 45 - 54	1,262	10.96%
Age 55 - 64	1,218	10.58%
Age 65 - 74	1,017	8.83%
Age 75 - 84	649	5.63%
Age 85 and over	270	2.34%
2024 Est. Median Age, Female		35.77
2024 Est. Average Age, Female		38.30

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,400	30.52%
Males, Never Married	3,134	17.71%
Females, Never Married	2,266	12.81%
Married, Spouse present	7,716	43.61%
Married, Spouse absent	1,428	8.07%
Widowed	1,288	7.28%
Males Widowed	399	2.25%
Females Widowed	889	5.02%
Divorced	1,862	10.52%
Males Divorced	526	2.97%
Females Divorced	1,336	7.55%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,176	8.29%
Some High School, no diploma	1,803	12.71%
High School Graduate (or GED)	3,692	26.02%
Some College, no degree	3,172	22.35%
Associate Degree	1,616	11.39%
Bachelor's Degree	1,981	13.96%
Master's Degree	593	4.18%
Professional School Degree	87	0.61%
Doctorate Degree	69	0.49%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,474	45.36%
High School Graduate	1,410	25.85%
Some College or Associate's Degree	1,303	23.89%
Bachelor's Degree or Higher	267	4.90%
Households		
2029 Projection	8,505	
2024 Estimate	7,775	
2020 Census	6,897	
2010 Census	6,236	
Growth 2024 - 2029		9.39%
Growth 2020 - 2024		12.73%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**7,775**	
Family Households	5,741	73.84%
Nonfamily Households	2,034	26.16%
2024 Est. Group Quarters Population	255	
2024 Households by Ethnicity, Hispanic/Latino	2,697	

Community • Demographic Profile

Ennis, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**7,775**	
Income < $15,000	380	4.89%
Income $15,000 - $24,999	535	6.88%
Income $25,000 - $34,999	1,032	13.27%
Income $35,000 - $49,999	1,075	13.83%
Income $50,000 - $74,999	1,118	14.38%
Income $75,000 - $99,999	956	12.30%
Income $100,000 - $124,999	808	10.39%
Income $125,000 - $149,999	695	8.94%
Income $150,000 - $199,999	710	9.13%
Income $200,000 - $249,999	231	2.97%
Income $250,000 - $499,999	180	2.31%
Income $500,000+	55	0.71%
2024 Est. Average Household Income		$89,743
2024 Est. Median Household Income		$68,579
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$92,590
Black or African American Alone		$47,530
American Indian and Alaska Native Alone		$86,896
Asian Alone		$100,000
Native Hawaiian and Other Pacific Islander Alone		$10,778
Some Other Race Alone		$38,132
Two or More Races		$86,898
Hispanic or Latino		$53,684
Not Hispanic or Latino		$78,330
2024 Est. HH by Type and Presence of Own Child.	**7,775**	
Family Households with Children	2,674	34.39%
Family Households without Children	5,101	65.61%
Married-Couple Families	**3,866**	**49.72%**
Married-Couple Family, own children	1,654	21.27%
Married-Couple Family, no own children	2,212	28.45%
Cohabitating-Couple Families	**310**	**3.99%**
Cohabitating-Couple Family, own children	66	0.85%
Cohabitating-Couple Family, no own children	244	3.14%
Male Householder Families	**1,099**	**14.14%**
Male Householder, own children	76	0.98%
Male Householder, no own children	221	2.84%
Male Householder, only Nonrelatives	62	0.80%
Male Householder, Living Alone	740	9.52%
Female Householder Families	**2,500**	**32.15%**
Female Householder, own children	878	11.29%
Female Householder, no own children	640	8.23%
Female Householder, only Nonrelatives	38	0.49%
Female Householder, Living Alone	944	12.14%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**7,775**	
1-person	1,717	22.08%
2-person	2,178	28.01%
3-person	1,332	17.13%
4-person	1,255	16.14%
5-person	739	9.51%
6-person	323	4.15%
7-or-more-person	231	2.97%
2024 Est. Average Household Size		2.88
2024 Est. Households by Number of Vehicles	**7,775**	
No Vehicles	180	2.31%
1 Vehicle	2,628	33.80%
2 Vehicles	2,925	37.62%
3 Vehicles	1,413	18.17%
4 Vehicles	450	5.79%
5 or more Vehicles	179	2.30%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	6,278	
2024 Estimate	5,741	
2020 Estimate	4,981	
2010 Census	4,617	
Growth 2024 - 2029		9.35%
Growth 2020 - 2024		15.26%
Growth 2010 - 2020		7.88%
2024 Est. Families by Poverty Status	**5,741**	
2024 Families at or Above Poverty	5,047	87.91%
2024 Families at or Above Poverty with Children	2,265	39.45%
2024 Families Below Poverty	694	12.09%
2024 Families Below Poverty with Children	577	10.05%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	11,442	66.01%
Civilian Labor Force, Unemployed	663	3.83%
Armed Forces	58	0.34%
Not in Labor Force	5,171	29.83%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	8,141	70.03%
Non-Profit Private Workers	618	5.32%
Local Government Workers	416	3.58%
State Government Workers	197	1.70%
Federal Government Workers	1,006	8.65%
Self-Employed Workers	1,215	10.45%
Unpaid Family Workers	32	0.28%

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Community • Demographic Profile

Ennis, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	132	1.14%
Arts/Entertainment/Sports	48	0.41%
Building Grounds Maintenance	445	3.83%
Business/Financial Operations	499	4.29%
Community/Social Services	111	0.96%
Computer/Mathematical	92	0.79%
Construction/Extraction	634	5.45%
Education/Training/Library	589	5.07%
Farming/Fishing/Forestry	39	0.34%
Food Prep/Serving	987	8.49%
Health Practitioner/Technician	613	5.27%
Healthcare Support	220	1.89%
Maintenance Repair	642	5.52%
Legal	105	0.90%
Life/Physical/Social Science	57	0.49%
Management	1,252	10.77%
Office/Admin. Support	1,625	13.98%
Production	888	7.64%
Protective Services	179	1.54%
Sales/Related	832	7.16%
Personal Care/Service	255	2.19%
Transportation/Moving	1,381	11.88%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	5,955	51.23%
Blue Collar	3,545	30.50%
Service and Farm	2,125	18.28%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	8,757	77.70%
Car Pooled	1,910	16.95%
Public Transportation	2	0.02%
Walked	21	0.19%
Bicycle	4	0.04%
Other Means	81	0.72%
Worked at Home	495	4.39%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,906	
15 - 29 Minutes	2,635	
30 - 44 Minutes	1,956	
45 - 59 Minutes	1,112	
60 or more Minutes	1,179	
2024 Est. Avg Travel Time to Work in Minutes		29
2024 Est. Occupied Housing Units by Tenure	**7,775**	
Owner Occupied	0	0.00%
Renter Occupied	0	0.00%
2024 Owner Occ. HUs: Avg. Length of Residence		15.80[†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.60[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**0**	
Value Less than $20,000	101	2.28%
Value $20,000 - $39,999	82	1.85%
Value $40,000 - $59,999	191	4.32%
Value $60,000 - $79,999	117	2.64%
Value $80,000 - $99,999	304	6.87%
Value $100,000 - $149,999	733	16.57%
Value $150,000 - $199,999	429	9.70%
Value $200,000 - $299,999	981	22.18%
Value $300,000 - $399,999	829	18.74%
Value $400,000 - $499,999	411	9.29%
Value $500,000 - $749,999	124	2.80%
Value $750,000 - $999,999	54	1.22%
Value $1,000,000 or $1,499,999	43	0.97%
Value $1,500,000 or $1,999,999	23	0.52%
Value $2,000,000+	1	0.02%
2024 Est. Median All Owner-Occupied Housing Value		$226,527
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	5,915	72.05%
1 Unit Attached	177	2.16%
2 Units	347	4.23%
3 or 4 Units	441	5.37%
5 to 19 Units	470	5.72%
20 to 49 Units	45	0.55%
50 or More Units	317	3.86%
Mobile Home or Trailer	486	5.92%
Boat, RV, Van, etc.	12	0.15%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	711	8.66%
Housing Units Built 2010 to 2019	761	9.27%
Housing Units Built 2000 to 2009	1,708	20.80%
Housing Units Built 1990 to 1999	762	9.28%
Housing Units Built 1980 to 1989	992	12.08%
Housing Units Built 1970 to 1979	767	9.34%
Housing Units Built 1960 to 1969	1,052	12.81%
Housing Units Built 1950 to 1959	522	6.36%
Housing Units Built 1940 to 1949	371	4.52%
Housing Unit Built 1939 or Earlier	564	6.87%
2024 Est. Median Year Structure Built		1988

[†] 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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