



The**Retail**Coach®

COMMUNITY DEMOGRAPHIC PROFILE

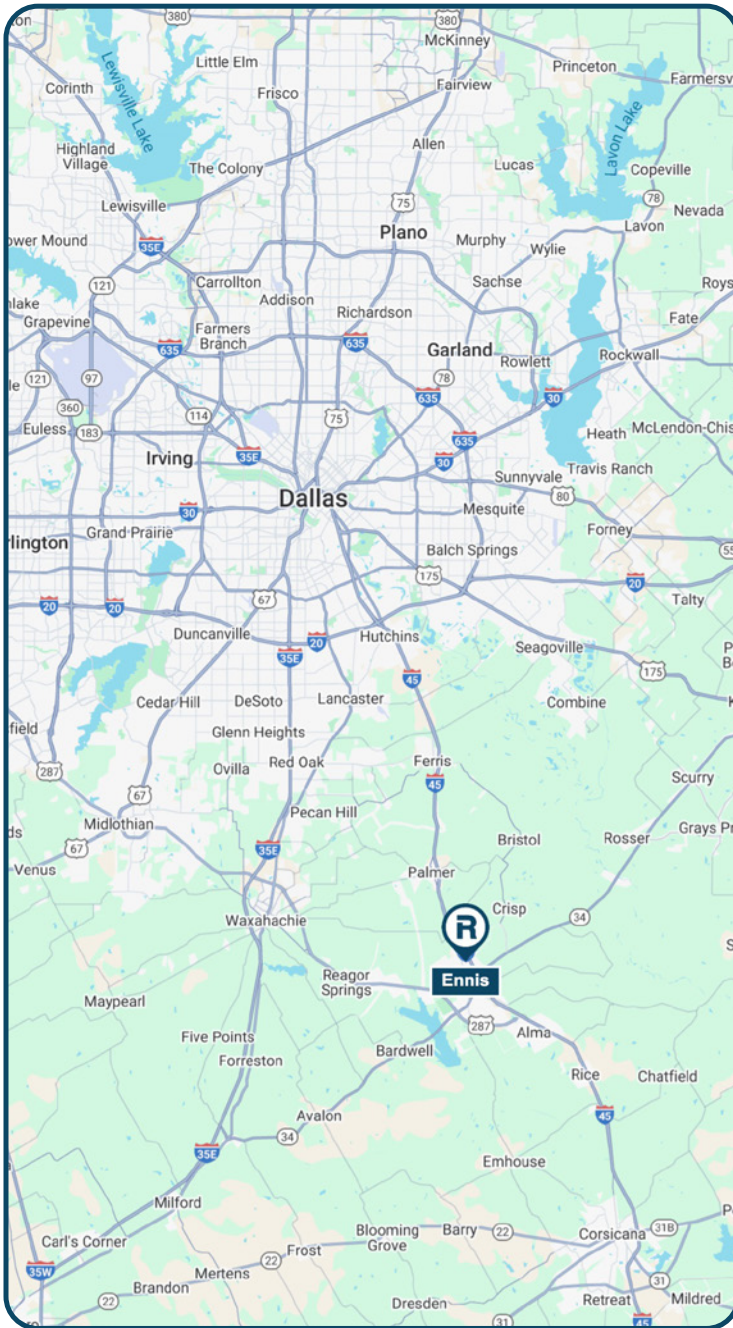
ENNIS, TEXAS

PREPARED FOR ENNIS, TEXAS | ECONOMIC DEVELOPMENT CORP.
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DEMOGRAPHIC SNAPSHOT



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Population

2020	20,159
2025	23,464
2030	25,569



Age

0-9 Years	14.30%
10 - 17 Years	11.73%
18 - 24 Years	10.05%
25 - 34 Years	15.34%
35 - 44 Years	13.46%
45 - 54 Years	10.93%
55 - 64 Years	10.09%
65 and Older	14.10%
Median Age	34.05
Average Age	36.60



Educational Attainment (%)

Graduate or Professional Degree	5.07%
Bachelors Degree	16.23%
Associate Degree	9.78%
Some College	18.62%
High School Graduate (GED)	28.90%
Some High School, No Degree	10.08%
Less than 9th Grade	11.33%

Race Distribution

White	42.88%
Black/African American	17.24%
American Indian/Alaskan	0.87%
Asian	0.70%
Native Hawaiian/Islander	0.38%
Other Race	20.77%
Two or More Races	17.15%
Hispanic	44.84%
Non-Hispanic	55.16%

Income

Average HH	\$90,812
Median HH	\$74,567
Per Capita	\$31,725

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2030 Projection	25,569	
2025 Estimate	23,464	
2020 Census	20,159	
2010 Census	18,753	
Growth 2025 - 2030		8.97%
Growth 2020 - 2025		16.39%
Growth 2010 - 2020		7.50%
2025 Est. Population by Single-Classification Race	23,464	
White Alone	10,062	42.88%
Black or African American Alone	4,046	17.24%
Amer. Indian and Alaska Native Alone	204	0.87%
Asian Alone	165	0.70%
Native Hawaiian and Other Pacific Island Alone	89	0.38%
Some Other Race Alone	4,873	20.77%
Two or More Races	4,025	17.15%
2025 Est. Population by Hispanic or Latino Origin	23,464	
Not Hispanic or Latino	12,943	55.16%
Hispanic or Latino	10,521	44.84%
Mexican	9,399	89.34%
Puerto Rican	21	0.20%
Cuban	15	0.14%
All Other Hispanic or Latino	1,086	10.32%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	10,521	
White Alone	2,143	20.37%
Black or African American Alone	88	0.84%
American Indian and Alaska Native Alone	169	1.61%
Asian Alone	11	0.11%
Native Hawaiian and Other Pacific Islander Alone	6	0.06%
Some Other Race Alone	4,820	45.81%
Two or More Races	3,284	31.21%
2025 Est. Pop by Race, Asian Alone, by Category	165	
Chinese, except Taiwanese	5	3.03%
Filipino	7	4.24%
Japanese	0	0.00%
Asian Indian	54	32.73%
Korean	0	0.00%
Vietnamese	52	31.51%
Cambodian	27	16.36%
Hmong	2	1.21%
Laotian	3	1.82%
Thai	6	3.64%
All Other Asian Races Including 2+ Category	9	5.45%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	23,464	
Arab	0	0.00%
Czech	865	3.69%
Danish	9	0.04%
Dutch	54	0.23%
English	1,082	4.61%
French (except Basque)	47	0.20%
French Canadian	0	0.00%
German	1,317	5.61%
Greek	17	0.07%
Hungarian	0	0.00%
Irish	703	3.00%
Italian	199	0.85%
Lithuanian	0	0.00%
United States or American	1,043	4.45%
Norwegian	45	0.19%
Polish	144	0.61%
Portuguese	97	0.41%
Russian	19	0.08%
Scottish	195	0.83%
Scotch-Irish	401	1.71%
Slovak	44	0.19%
Subsaharan African	7	0.03%
Swedish	36	0.15%
Swiss	22	0.09%
Ukrainian	0	0.00%
Welsh	26	0.11%
West Indian (except Hisp. groups)	29	0.12%
Other ancestries	11,650	49.65%
Ancestry Unclassified	5,413	23.07%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	13,950	63.81%
Speak Asian/Pacific Island Language at Home	9	0.04%
Speak IndoEuropean Language at Home	196	0.90%
Speak Spanish at Home	7,695	35.20%
Speak Other Language at Home	11	0.05%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Population by Age	23,464	
Age 0 - 4	1,603	6.83%
Age 5 - 9	1,753	7.47%
Age 10 - 14	1,709	7.28%
Age 15 - 17	1,042	4.44%
Age 18 - 20	1,038	4.42%
Age 21 - 24	1,321	5.63%
Age 25 - 34	3,600	15.34%
Age 35 - 44	3,158	13.46%
Age 45 - 54	2,564	10.93%
Age 55 - 64	2,367	10.09%
Age 65 - 74	1,870	7.97%
Age 75 - 84	1,051	4.48%
Age 85 and over	388	1.65%
Age 16 and over	18,050	76.93%
Age 18 and over	17,357	73.97%
Age 21 and over	16,319	69.55%
Age 65 and over	3,309	14.10%
2025 Est. Median Age		34.05
2025 Est. Average Age		36.60
2025 Est. Population by Sex	23,464	
Male	11,632	49.57%
Female	11,832	50.43%
2025 Est. Male Population by Age	11,632	
Age 0 - 4	815	7.01%
Age 5 - 9	903	7.76%
Age 10 - 14	898	7.72%
Age 15 - 17	564	4.85%
Age 18 - 20	552	4.75%
Age 21 - 24	671	5.77%
Age 25 - 34	1,780	15.30%
Age 35 - 44	1,560	13.41%
Age 45 - 54	1,261	10.84%
Age 55 - 64	1,175	10.10%
Age 65 - 74	897	7.71%
Age 75 - 84	435	3.74%
Age 85 and over	121	1.04%
2025 Est. Median Age, Male		32.89
2025 Est. Average Age, Male		35.40

DESCRIPTION	DATA	%
2025 Est. Female Population by Age	11,832	
Age 0 - 4	788	6.66%
Age 5 - 9	850	7.18%
Age 10 - 14	811	6.85%
Age 15 - 17	478	4.04%
Age 18 - 20	486	4.11%
Age 21 - 24	650	5.49%
Age 25 - 34	1,820	15.38%
Age 35 - 44	1,598	13.51%
Age 45 - 54	1,303	11.01%
Age 55 - 64	1,192	10.07%
Age 65 - 74	973	8.22%
Age 75 - 84	616	5.21%
Age 85 and over	267	2.26%
2025 Est. Median Age, Female		35.19
2025 Est. Average Age, Female		37.70
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,802	31.53%
Males, Never Married	3,402	18.49%
Females, Never Married	2,400	13.04%
Married, Spouse present	8,216	44.66%
Married, Spouse absent	1,237	6.72%
Widowed	1,096	5.96%
Males Widowed	205	1.11%
Females Widowed	891	4.84%
Divorced	2,048	11.13%
Males Divorced	776	4.22%
Females Divorced	1,272	6.91%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,699	11.33%
Some High School, no diploma	1,511	10.08%
High School Graduate (or GED)	4,334	28.90%
Some College, no degree	2,793	18.62%
Associate Degree	1,466	9.78%
Bachelor's Degree	2,435	16.23%
Master's Degree	604	4.03%
Professional School Degree	67	0.45%
Doctorate Degree	89	0.59%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,626	44.81%
High School Graduate	1,598	27.26%
Some College or Associate's Degree	1,245	21.24%
Bachelor's Degree or Higher	392	6.69%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2030 Projection	8,904	
2025 Estimate	8,109	
2020 Census	6,897	
2010 Census	6,236	
Growth 2025 - 2030		9.80%
Growth 2020 - 2025		17.57%
Growth 2010 - 2020		10.60%
2025 Est. Households by Household Type	8,109	
Family Households	5,879	72.50%
Nonfamily Households	2,230	27.5%
2025 Est. Group Quarters Population	252	
2025 Households by Ethnicity, Hispanic/Latino	2,830	
2025 Est. Households by Household Income	8,109	
Income < \$15,000	391	4.82%
Income \$15,000 - \$24,999	555	6.84%
Income \$25,000 - \$34,999	831	10.25%
Income \$35,000 - \$49,999	893	11.01%
Income \$50,000 - \$74,999	1,407	17.35%
Income \$75,000 - \$99,999	1,148	14.16%
Income \$100,000 - \$124,999	788	9.72%
Income \$125,000 - \$149,999	874	10.78%
Income \$150,000 - \$199,999	825	10.17%
Income \$200,000 - \$249,999	223	2.75%
Income \$250,000 - \$499,999	146	1.80%
Income \$500,000+	28	0.35%
2025 Est. Average Household Income		\$90,812
2025 Est. Median Household Income		\$74,567
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$91,426
Black or African American Alone		\$65,295
American Indian and Alaska Native Alone		\$73,637
Asian Alone		\$88,635
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$41,191
Two or More Races		\$116,226
Hispanic or Latino		\$65,656
Not Hispanic or Latino		\$79,511

DESCRIPTION	DATA	%
2025 Est. HH by Type and Presence of Own Child.	8,109	
Family Households with Children	2,909	35.87%
Family Households without Children	5,200	64.13%
Married-Couple Families	4,100	50.56%
Married-Couple Family, own children	1,823	22.48%
Married-Couple Family, no own children	2,277	28.08%
Cohabiting-Couple Families	423	5.22%
Cohabiting-Couple Family, own children	136	1.68%
Cohabiting-Couple Family, no own children	287	3.54%
Male Householder Families	1,057	13.04%
Male Householder, own children	69	0.85%
Male Householder, no own children	281	3.46%
Male Householder, only Nonrelatives	52	0.64%
Male Householder, Living Alone	655	8.08%
Female Householder Families	2,529	31.19%
Female Householder, own children	881	10.87%
Female Householder, no own children	617	7.61%
Female Householder, only Nonrelatives	94	1.16%
Female Householder, Living Alone	937	11.56%
2025 Est. Households by Household Size	8,109	
1-person	1,819	22.43%
2-person	2,267	27.96%
3-person	1,383	17.05%
4-person	1,303	16.07%
5-person	765	9.43%
6-person	332	4.09%
7-or-more-person	240	2.96%
2025 Est. Average Household Size		2.86
2025 Est. Households by Number of Vehicles	8,109	
No Vehicles	335	4.13%
1 Vehicle	2,329	28.72%
2 Vehicles	3,332	41.09%
3 Vehicles	1,436	17.71%
4 Vehicles	399	4.92%
5 or more Vehicles	278	3.43%
2025 Est. Average Number of Vehicles		2.0

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2030 Projection	6,461	
2025 Estimate	5,879	
2020 Estimate	4,981	
2010 Census	4,617	
Growth 2025 - 2030		9.90%
Growth 2020 - 2025		18.03%
Growth 2010 - 2020		7.88%
2025 Est. Families by Poverty Status	5,879	
2025 Families at or Above Poverty	5,211	88.64%
2025 Families at or Above Poverty with Children	2,399	40.81%
2025 Families Below Poverty	668	11.36%
2025 Families Below Poverty with Children	546	9.29%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	12,358	68.46%
Civilian Labor Force, Unemployed	491	2.72%
Armed Forces	0	0.00%
Not in Labor Force	5,201	28.81%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	8,124	65.17%
Non-Profit Private Workers	739	5.93%
Local Government Workers	436	3.50%
State Government Workers	217	1.74%
Federal Government Workers	1,210	9.71%
Self-Employed Workers	1,737	13.94%
Unpaid Family Workers	2	0.02%

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	122	0.98%
Arts/Entertainment/Sports	64	0.51%
Building Grounds Maintenance	291	2.33%
Business/Financial Operations	545	4.37%
Community/Social Services	135	1.08%
Computer/Mathematical	48	0.39%
Construction/Extraction	1,100	8.83%
Education/Training/Library	606	4.86%
Farming/Fishing/Forestry	87	0.70%
Food Prep/Serving	833	6.68%
Health Practitioner/Technician	631	5.06%
Healthcare Support	435	3.49%
Maintenance Repair	535	4.29%
Legal	71	0.57%
Life/Physical/Social Science	76	0.61%
Management	1,309	10.50%
Office/Admin. Support	1,465	11.75%
Production	1,325	10.63%
Protective Services	297	2.38%
Sales/Related	1,044	8.38%
Personal Care/Service	259	2.08%
Transportation/Moving	1,187	9.52%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	6,116	49.07%
Blue Collar	4,147	33.27%
Service and Farm	2,202	17.67%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	9,126	75.83%
Car Pooled	2,083	17.31%
Public Transportation	2	0.02%
Walked	35	0.29%
Bicycle	3	0.03%
Other Means	91	0.76%
Worked at Home	695	5.78%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,398	
15 - 29 Minutes	2,484	
30 - 44 Minutes	1,803	
45 - 59 Minutes	1,094	
60 or more Minutes	1,550	
2025 Est. Avg Travel Time to Work in Minutes		30

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Occupied Housing Units by Tenure	8,109	
Owner Occupied	4,638	57.20%
Renter Occupied	3,471	42.80%
2025 Owner Occ. HUs: Avg. Length of Residence		15.30 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.00 [†]
2025 Est. Owner-Occupied Housing Units by Value	4,638	
Value Less than \$20,000	103	2.22%
Value \$20,000 - \$39,999	167	3.60%
Value \$40,000 - \$59,999	66	1.42%
Value \$60,000 - \$79,999	139	3.00%
Value \$80,000 - \$99,999	180	3.88%
Value \$100,000 - \$149,999	464	10.00%
Value \$150,000 - \$199,999	561	12.10%
Value \$200,000 - \$299,999	1,180	25.44%
Value \$300,000 - \$399,999	893	19.25%
Value \$400,000 - \$499,999	423	9.12%
Value \$500,000 - \$749,999	268	5.78%
Value \$750,000 - \$999,999	93	2.00%
Value \$1,000,000 or \$1,499,999	85	1.83%
Value \$1,500,000 or \$1,999,999	14	0.30%
Value \$2,000,000+	2	0.04%
2025 Est. Median All Owner-Occupied Housing Value		\$252,892
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	6,343	74.15%
1 Unit Attached	158	1.85%
2 Units	406	4.75%
3 or 4 Units	347	4.06%
5 to 19 Units	452	5.28%
20 to 49 Units	84	0.98%
50 or More Units	273	3.19%
Mobile Home or Trailer	482	5.63%
Boat, RV, Van, etc.	9	0.11%

DESCRIPTION	DATA	%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	718	8.39%
Housing Units Built 2010 to 2019	846	9.89%
Housing Units Built 2000 to 2009	1,956	22.87%
Housing Units Built 1990 to 1999	799	9.34%
Housing Units Built 1980 to 1989	811	9.48%
Housing Units Built 1970 to 1979	843	9.86%
Housing Units Built 1960 to 1969	1,220	14.26%
Housing Units Built 1950 to 1959	564	6.59%
Housing Units Built 1940 to 1949	313	3.66%
Housing Unit Built 1939 or Earlier	484	5.66%
2025 Est. Median Year Structure Built		1991

[†] 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.



The**Retail**Coach®

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, Unacast, 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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