



The**Retail**Coach.®

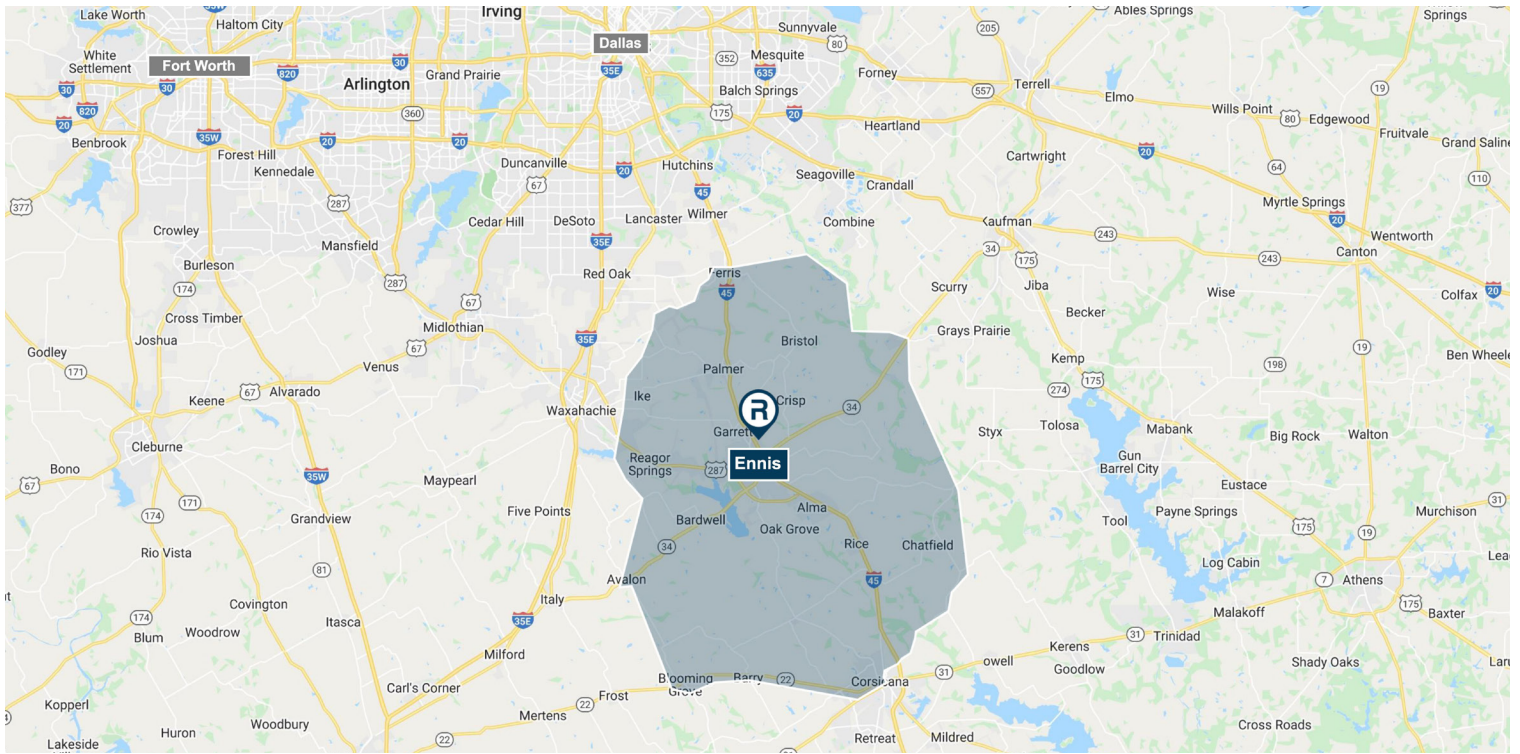
Retail Trade Area Demographic Profile

ENNIS, TEXAS

Prepared for City of Ennis, Texas
February 2022

Retail Trade Area • Demographic Snapshot

Ennis, Texas



Population

2010	62,157
2022	74,157

Educational Attainment (%)

Graduate or Professional Degree	5.50%
Bachelors Degree	11.69%
Associate Degree	7.53%
Some College	21.66%
High School Graduate (GED)	31.31%
Some High School, No Degree	12.50%
Less than 9th Grade	9.80%

Income

Average HH	\$85,122
Median HH	\$64,934
Per Capita	\$29,282

Age

0 - 9 Years	14.78%
10 - 17 Years	12.44%
18 - 24 Years	9.40%
25 - 34 Years	12.28%
35 - 44 Years	13.20%
45 - 54 Years	11.78%
55 - 64 Years	11.40%
65 and Older	14.72%
Median Age	35.84
Average Age	37.20

Race Distribution (%)

White	65.54%
Black/African American	10.62%
American Indian/Alaskan	0.74%
Asian	0.62%
Native Hawaiian/Islander	0.73%
Other Race	18.79%
Two or More Races	2.95%
Hispanic	40.30%



ENNIS
TEXAS

The bluebonnet spirit of Texas

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DESCRIPTION	DATA	%
Population		
2022 Estimate	74,157	
2010 Census	62,157	
2000 Census	55,043	
Growth 2010 - 2022		19.31%
Growth 2000 - 2010		12.92%
2022 Est. Population by Single-Classification Race	74,157	
White Alone	48,606	65.54%
Black or African American Alone	7,877	10.62%
Amer. Indian and Alaska Native Alone	551	0.74%
Asian Alone	460	0.62%
Native Hawaiian and Other Pacific Island Alone	543	0.73%
Some Other Race Alone	13,933	18.79%
Two or More Races	2,188	2.95%
2022 Est. Population by Hispanic or Latino Origin	74,157	
Not Hispanic or Latino	44,274	59.70%
Hispanic or Latino	29,884	40.30%
Mexican	27,180	90.95%
Puerto Rican	187	0.63%
Cuban	54	0.18%
All Other Hispanic or Latino	2,463	8.24%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	29,884	
White Alone	14,276	47.77%
Black or African American Alone	222	0.74%
American Indian and Alaska Native Alone	292	0.98%
Asian Alone	15	0.05%
Native Hawaiian and Other Pacific Islander Alone	2	0.01%
Some Other Race Alone	13,862	46.39%
Two or More Races	1,214	4.06%
2022 Est. Pop by Race, Asian Alone, by Category	460	
Chinese, except Taiwanese	46	10.00%
Filipino	18	3.91%
Japanese	12	2.61%
Asian Indian	181	39.35%
Korean	2	0.44%
Vietnamese	85	18.48%
Cambodian	29	6.30%
Hmong	4	0.87%
Laotian	8	1.74%
Thai	3	0.65%
All Other Asian Races Including 2+ Category	71	15.44%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	74,157	
Arab	615	0.83%
Czech	2,026	2.73%
Danish	134	0.18%
Dutch	440	0.59%
English	3,587	4.84%
French (except Basque)	838	1.13%
French Canadian	84	0.11%
German	4,572	6.16%
Greek	81	0.11%
Hungarian	70	0.09%
Irish	5,407	7.29%
Italian	733	0.99%
Lithuanian	0	0.00%
United States or American	4,178	5.63%
Norwegian	375	0.51%
Polish	393	0.53%
Portuguese	18	0.02%
Russian	27	0.04%
Scottish	714	0.96%
Scotch-Irish	449	0.61%
Slovak	13	0.02%
Subsaharan African	201	0.27%
Swedish	147	0.20%
Swiss	18	0.02%
Ukrainian	20	0.03%
Welsh	165	0.22%
West Indian (except Hisp. groups)	16	0.02%
Other ancestries	37,515	50.59%
Ancestry Unclassified	11,320	15.27%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	47,449	69.03%
Speak Asian/Pacific Island Language at Home	323	0.47%
Speak IndoEuropean Language at Home	654	0.95%
Speak Spanish at Home	20,182	29.36%
Speak Other Language at Home	125	0.18%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	74,157	
Age 0 - 4	5,425	7.32%
Age 5 - 9	5,533	7.46%
Age 10 - 14	5,710	7.70%
Age 15 - 17	3,517	4.74%
Age 18 - 20	3,095	4.17%
Age 21 - 24	3,877	5.23%
Age 25 - 34	9,104	12.28%
Age 35 - 44	9,790	13.20%
Age 45 - 54	8,737	11.78%
Age 55 - 64	8,457	11.40%
Age 65 - 74	6,379	8.60%
Age 75 - 84	3,283	4.43%
Age 85 and over	1,250	1.69%
Age 16 and over	56,335	75.97%
Age 18 and over	53,972	72.78%
Age 21 and over	50,877	68.61%
Age 65 and over	10,912	14.72%
2022 Est. Median Age		35.84
2022 Est. Average Age		37.20
2022 Est. Population by Sex	74,157	
Male	36,695	49.48%
Female	37,462	50.52%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	36,695	
Age 0 - 4	2,794	7.61%
Age 5 - 9	2,839	7.74%
Age 10 - 14	2,949	8.04%
Age 15 - 17	1,817	4.95%
Age 18 - 20	1,620	4.41%
Age 21 - 24	2,004	5.46%
Age 25 - 34	4,523	12.33%
Age 35 - 44	4,784	13.04%
Age 45 - 54	4,332	11.81%
Age 55 - 64	4,218	11.50%
Age 65 - 74	3,015	8.22%
Age 75 - 84	1,372	3.74%
Age 85 and over	429	1.17%
2022 Est. Median Age, Male		34.56
2022 Est. Average Age, Male		36.16
2022 Est. Female Population by Age	37,462	
Age 0 - 4	2,631	7.02%
Age 5 - 9	2,694	7.19%
Age 10 - 14	2,761	7.37%
Age 15 - 17	1,701	4.54%
Age 18 - 20	1,475	3.94%
Age 21 - 24	1,873	5.00%
Age 25 - 34	4,581	12.23%
Age 35 - 44	5,006	13.36%
Age 45 - 54	4,404	11.76%
Age 55 - 64	4,239	11.32%
Age 65 - 74	3,364	8.98%
Age 75 - 84	1,911	5.10%
Age 85 and over	821	2.19%
2022 Est. Median Age, Female		37.04
2022 Est. Average Age, Female		38.22

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,218	28.21%
Males, Never Married	8,452	14.70%
Females, Never Married	7,766	13.51%
Married, Spouse present	28,241	49.12%
Married, Spouse absent	3,509	6.10%
Widowed	3,388	5.89%
Males Widowed	967	1.68%
Females Widowed	2,421	4.21%
Divorced	6,133	10.67%
Males Divorced	2,650	4.61%
Females Divorced	3,483	6.06%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,608	9.80%
Some High School, no diploma	5,876	12.50%
High School Graduate (or GED)	14,717	31.31%
Some College, no degree	10,182	21.66%
Associate Degree	3,541	7.53%
Bachelor's Degree	5,493	11.69%
Master's Degree	1,973	4.20%
Professional School Degree	429	0.91%
Doctorate Degree	181	0.39%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	7,356	48.03%
High School Graduate	4,642	30.31%
Some College or Associate's Degree	2,725	17.79%
Bachelor's Degree or Higher	596	3.89%
Households		
2022 Estimate	25,305	
2010 Census	21,226	
2000 Census	18,963	
Growth 2010 - 2022		19.22%
Growth 2000 - 2010		11.93%
2022 Est. Households by Household Type	25,305	
Family Households	19,109	75.51%
Nonfamily Households	6,196	24.48%
2022 Est. Group Quarters Population	595	
2022 Households by Ethnicity, Hispanic/Latino	7,432	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	25,305	
Income < \$15,000	2,115	8.36%
Income \$15,000 - \$24,999	2,026	8.01%
Income \$25,000 - \$34,999	2,580	10.20%
Income \$35,000 - \$49,999	3,178	12.56%
Income \$50,000 - \$74,999	4,402	17.40%
Income \$75,000 - \$99,999	3,414	13.49%
Income \$100,000 - \$124,999	2,662	10.52%
Income \$125,000 - \$149,999	1,797	7.10%
Income \$150,000 - \$199,999	1,572	6.21%
Income \$200,000 - \$249,999	777	3.07%
Income \$250,000 - \$499,999	573	2.26%
Income \$500,000+	211	0.83%
2022 Est. Average Household Income		\$85,122
2022 Est. Median Household Income		\$64,934
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$71,873
Black or African American Alone		\$36,594
American Indian and Alaska Native Alone		\$70,406
Asian Alone		\$100,000
Native Hawaiian and Other Pacific Islander Alone		\$94,860
Some Other Race Alone		\$55,953
Two or More Races		\$57,777
Hispanic or Latino		\$55,698
Not Hispanic or Latino		\$70,247
2022 Est. Family HH Type by Presence of Own Child.	19,109	
Married-Couple Family, own children	6,262	32.77%
Married-Couple Family, no own children	7,883	41.25%
Male Householder, own children	793	4.15%
Male Householder, no own children	707	3.70%
Female Householder, own children	1,934	10.12%
Female Householder, no own children	1,531	8.01%
2022 Est. Households by Household Size	25,305	
1-person	5,310	20.98%
2-person	7,737	30.57%
3-person	4,249	16.79%
4-person	3,773	14.91%
5-person	2,252	8.90%
6-person	1,113	4.40%
7-or-more-person	873	3.45%
2022 Est. Average Household Size		2.90

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	25,305	
Households with 1 or More People under Age 18:	10,458	41.33%
Married-Couple Family	7,028	67.20%
Other Family, Male Householder	968	9.26%
Other Family, Female Householder	2,372	22.68%
Nonfamily, Male Householder	78	0.75%
Nonfamily, Female Householder	12	0.12%
Households with No People under Age 18:	14,848	
Married-Couple Family	7,116	47.93%
Other Family, Male Householder	536	3.61%
Other Family, Female Householder	1,094	7.37%
Nonfamily, Male Householder	2,753	18.54%
Nonfamily, Female Householder	3,349	22.55%
2022 Est. Households by Number of Vehicles	25,305	
No Vehicles	732	2.89%
1 Vehicle	7,353	29.06%
2 Vehicles	9,695	38.31%
3 Vehicles	5,187	20.50%
4 Vehicles	1,782	7.04%
5 or more Vehicles	557	2.20%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2022 Estimate	19,109	
2010 Census	15,927	
2000 Census	14,262	
Growth 2010 - 2022		19.98%
Growth 2000 - 2010		11.67%
2022 Est. Families by Poverty Status	19,109	
2022 Families at or Above Poverty	16,802	87.93%
2022 Families at or Above Poverty with Children	7,792	40.78%
2022 Families Below Poverty	2,307	12.07%
2022 Families Below Poverty with Children	1,962	10.27%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	34,505	61.25%
Civilian Labor Force, Unemployed	1,728	3.07%
Armed Forces	31	0.06%
Not in Labor Force	20,071	35.63%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	34,360	
For-Profit Private Workers	24,672	71.80%
Non-Profit Private Workers	1,484	4.32%
Local Government Workers	429	1.25%
State Government Workers	1,110	3.23%
Federal Government Workers	2,434	7.08%
Self-Employed Workers	4,106	11.95%
Unpaid Family Workers	126	0.37%
2022 Est. Civ. Employed Pop 16+ by Occupation	34,360	
Architect/Engineer	273	0.80%
Arts/Entertainment/Sports	282	0.82%
Building Grounds Maintenance	1,256	3.65%
Business/Financial Operations	1,790	5.21%
Community/Social Services	289	0.84%
Computer/Mathematical	239	0.70%
Construction/Extraction	2,980	8.67%
Education/Training/Library	1,919	5.58%
Farming/Fishing/Forestry	253	0.74%
Food Prep/Serving	1,642	4.78%
Health Practitioner/Technician	1,499	4.36%
Healthcare Support	1,065	3.10%
Maintenance Repair	1,677	4.88%
Legal	227	0.66%
Life/Physical/Social Science	113	0.33%
Management	3,274	9.53%
Office/Admin. Support	3,726	10.84%
Production	3,900	11.35%
Protective Services	616	1.79%
Sales/Related	3,615	10.52%
Personal Care/Service	543	1.58%
Transportation/Moving	3,181	9.26%
2022 Est. Pop 16+ by Occupation Classification	34,360	
White Collar	17,246	50.19%
Blue Collar	11,739	34.17%
Service and Farm	5,375	15.64%
2022 Est. Workers Age 16+ by Transp. to Work	33,372	
Drove Alone	27,622	82.77%
Car Pooled	3,821	11.45%
Public Transportation	60	0.18%
Walked	248	0.74%
Bicycle	8	0.02%
Other Means	160	0.48%
Worked at Home	1,455	4.36%

Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,414	
15 - 29 Minutes	8,972	
30 - 44 Minutes	4,815	
45 - 59 Minutes	2,926	
60 or more Minutes	4,691	
2022 Est. Avg Travel Time to Work in Minutes		31
2022 Est. Occupied Housing Units by Tenure	25,305	
Owner Occupied	17,718	70.02%
Renter Occupied	7,588	29.99%
2022 Owner Occ. HUs: Avg. Length of Residence		15.75 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.60 [†]
2022 Est. Owner-Occupied Housing Units by Value	25,305	
Value Less than \$20,000	585	3.30%
Value \$20,000 - \$39,999	896	5.06%
Value \$40,000 - \$59,999	1,035	5.84%
Value \$60,000 - \$79,999	1,389	7.84%
Value \$80,000 - \$99,999	1,626	9.18%
Value \$100,000 - \$149,999	3,049	17.21%
Value \$150,000 - \$199,999	2,036	11.49%
Value \$200,000 - \$299,999	3,166	17.87%
Value \$300,000 - \$399,999	1,905	10.75%
Value \$400,000 - \$499,999	879	4.96%
Value \$500,000 - \$749,999	739	4.17%
Value \$750,000 - \$999,999	268	1.51%
Value \$1,000,000 or \$1,499,999	78	0.44%
Value \$1,500,000 or \$1,999,999	24	0.14%
Value \$2,000,000+	42	0.24%
2022 Est. Median All Owner-Occupied Housing Value		\$155,852
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	19,910	72.48%
1 Unit Attached	457	1.66%
2 Units	697	2.54%
3 or 4 Units	615	2.24%
5 to 19 Units	959	3.49%
20 to 49 Units	191	0.70%
50 or More Units	283	1.03%
Mobile Home or Trailer	4,298	15.65%
Boat, RV, Van, etc.	58	0.21%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,843	13.99%
Housing Units Built 2010 to 2014	690	2.51%
Housing Units Built 2000 to 2009	4,322	15.74%
Housing Units Built 1990 to 1999	3,657	13.31%
Housing Units Built 1980 to 1989	4,348	15.83%
Housing Units Built 1970 to 1979	3,909	14.23%
Housing Units Built 1960 to 1969	2,199	8.01%
Housing Units Built 1950 to 1959	1,833	6.67%
Housing Units Built 1940 to 1949	772	2.81%
Housing Unit Built 1939 or Earlier	1,895	6.90%
2022 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.



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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