



The **Retail** Coach[®]

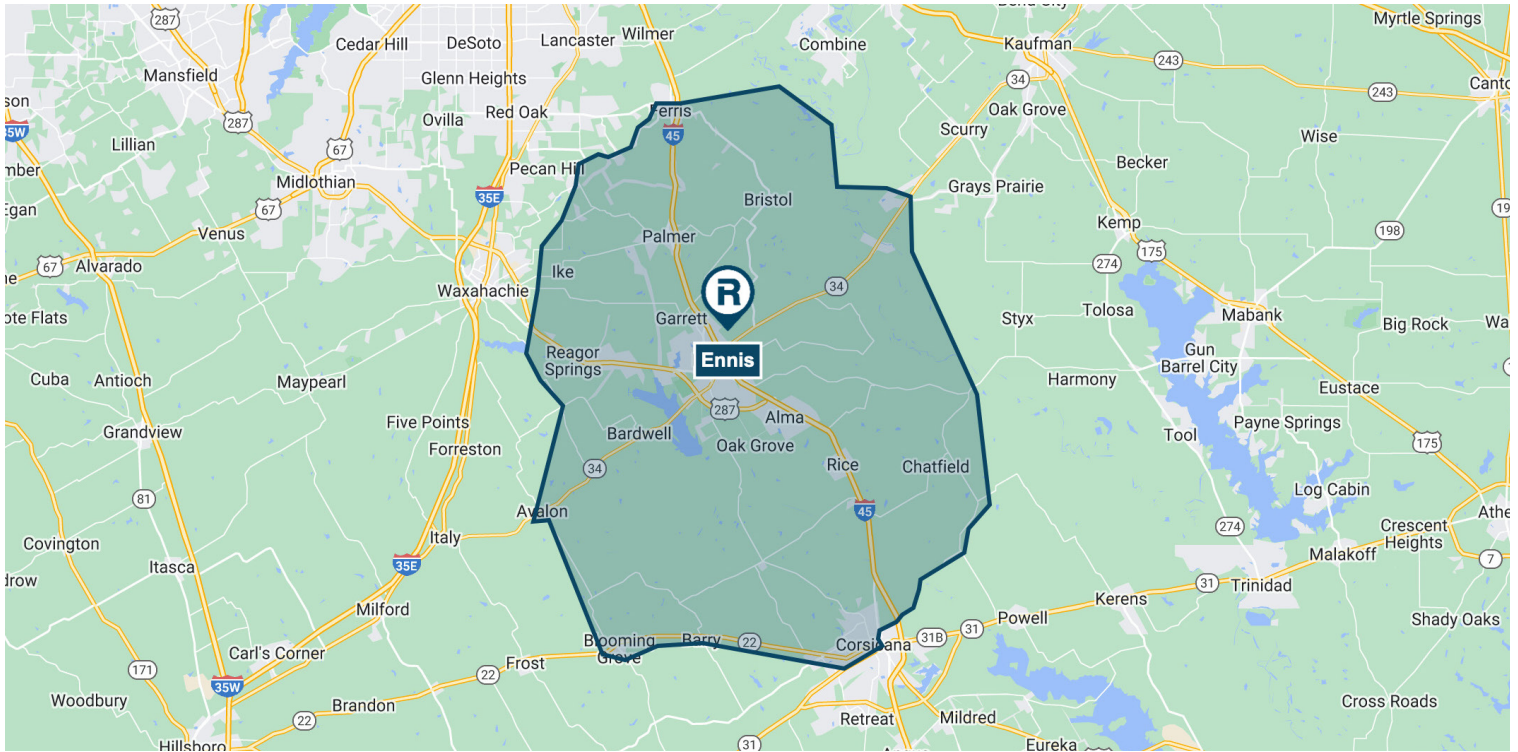
Retail Trade Area Demographic Profile

ENNIS, TEXAS

Prepared for City of Ennis, Texas
February 2024

Retail Trade Area • Demographic Snapshot

Ennis, Texas



Population

2020	70,180	0 - 9 Years	13.28%
2024	76,866	10 - 17 Years	12.27%
2029	83,483	18 - 24 Years	10.94%

Educational Attainment (%)

Graduate or Professional Degree	5.07%	25 - 34 Years	12.31%
Bachelors Degree	13.12%	35 - 44 Years	12.08%
Associate Degree	9.20%	45 - 54 Years	11.60%
Some College	23.18%	55 - 64 Years	11.48%
High School Graduate (or GED)	27.87%	65 and Older	16.03%
Some High School, No Degree	12.61%	Median Age	35.98
Less than 9th Grade	8.94%	Average Age	37.93

Income

Average HH	\$95,090	Race Distribution (%)	
Median HH	\$72,341	White	51.64%
Per Capita	\$32,651	Black/African American	10.54%
		American Indian/Alaskan	1.03%
		Asian	0.69%
		Native Hawaiian/Islander	0.61%
		Other Race	18.77%
		Two or More Races	16.71%
		Hispanic	41.97%



The bluebonnet spirit of Texas

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Retail Trade Area • Demographic Profile

Ennis, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	83,483	
2024 Estimate	76,866	
2020 Census	70,180	
2010 Census	61,377	
Growth 2024 - 2029		8.61%
Growth 2020 - 2024		9.53%
Growth 2010 - 2020		14.34%
2024 Est. Population by Single-Classification Race	76,866	
White Alone	39,692	51.64%
Black or African American Alone	8,104	10.54%
Amer. Indian and Alaska Native Alone	794	1.03%
Asian Alone	532	0.69%
Native Hawaiian and Other Pacific Island Alone	469	0.61%
Some Other Race Alone	14,426	18.77%
Two or More Races	12,848	16.71%
2024 Est. Population by Hispanic or Latino Origin	76,866	
Not Hispanic or Latino	44,602	58.03%
Hispanic or Latino	32,264	41.97%
Mexican	29,953	92.84%
Puerto Rican	208	0.65%
Cuban	186	0.58%
All Other Hispanic or Latino	1,916	5.94%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	32,264	
White Alone	6,616	20.51%
Black or African American Alone	257	0.80%
American Indian and Alaska Native Alone	591	1.83%
Asian Alone	21	0.07%
Native Hawaiian and Other Pacific Islander Alone	14	0.04%
Some Other Race Alone	14,244	44.15%
Two or More Races	10,521	32.61%
2024 Est. Pop by Race, Asian Alone, by Category	532	
Chinese, except Taiwanese	3	0.56%
Filipino	17	3.19%
Japanese	8	1.50%
Asian Indian	130	24.44%
Korean	0	0.00%
Vietnamese	95	17.86%
Cambodian	176	33.08%
Hmong	25	4.70%
Laotian	0	0.00%
Thai	43	8.08%
All Other Asian Races Including 2+ Category	35	6.58%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	76,866	
Arab	193	0.25%
Czech	2,137	2.78%
Danish	89	0.12%
Dutch	331	0.43%
English	4,219	5.49%
French (except Basque)	731	0.95%
French Canadian	47	0.06%
German	4,546	5.91%
Greek	261	0.34%
Hungarian	125	0.16%
Irish	4,908	6.38%
Italian	632	0.82%
Lithuanian	0	0.00%
United States or American	3,671	4.78%
Norwegian	378	0.49%
Polish	370	0.48%
Portuguese	177	0.23%
Russian	2	0.00%
Scottish	674	0.88%
Scotch-Irish	352	0.46%
Slovak	24	0.03%
Subsaharan African	107	0.14%
Swedish	114	0.15%
Swiss	14	0.02%
Ukrainian	7	0.01%
Welsh	165	0.22%
West Indian (except Hisp. groups)	30	0.04%
Other ancestries	36,303	47.23%
Ancestry Unclassified	16,257	21.15%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	49,038	68.29%
Speak Asian/Pacific Island Language at Home	342	0.48%
Speak IndoEuropean Language at Home	431	0.60%
Speak Spanish at Home	21,865	30.45%
Speak Other Language at Home	136	0.19%



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DESCRIPTION	DATA	%
2024 Est. Population by Age	76,866	
Age 0 - 4	5,054	6.58%
Age 5 - 9	5,154	6.71%
Age 10 - 14	5,812	7.56%
Age 15 - 17	3,623	4.71%
Age 18 - 20	3,823	4.97%
Age 21 - 24	4,586	5.97%
Age 25 - 34	9,461	12.31%
Age 35 - 44	9,288	12.08%
Age 45 - 54	8,915	11.60%
Age 55 - 64	8,827	11.48%
Age 65 - 74	7,175	9.33%
Age 75 - 84	3,873	5.04%
Age 85 and over	1,276	1.66%
Age 16 and over	59,634	77.58%
Age 18 and over	57,223	74.44%
Age 21 and over	53,401	69.47%
Age 65 and over	12,324	16.03%
2024 Est. Median Age		35.98
2024 Est. Average Age		37.93
2024 Est. Population by Sex	76,866	
Male	37,964	49.39%
Female	38,902	50.61%
2024 Est. Male Population by Age	37,964	
Age 0 - 4	2,569	6.77%
Age 5 - 9	2,677	7.05%
Age 10 - 14	3,005	7.91%
Age 15 - 17	1,875	4.94%
Age 18 - 20	2,015	5.31%
Age 21 - 24	2,392	6.30%
Age 25 - 34	4,704	12.39%
Age 35 - 44	4,517	11.90%
Age 45 - 54	4,316	11.37%
Age 55 - 64	4,321	11.38%
Age 65 - 74	3,416	9.00%
Age 75 - 84	1,702	4.48%
Age 85 and over	454	1.20%
2024 Est. Median Age, Male		34.42
2024 Est. Average Age, Male		36.86
2024 Est. Female Population by Age	38,902	
Age 0 - 4	2,485	6.39%
Age 5 - 9	2,477	6.37%
Age 10 - 14	2,807	7.22%
Age 15 - 17	1,748	4.49%
Age 18 - 20	1,808	4.65%
Age 21 - 24	2,194	5.64%
Age 25 - 34	4,758	12.23%
Age 35 - 44	4,771	12.26%
Age 45 - 54	4,599	11.82%
Age 55 - 64	4,505	11.58%
Age 65 - 74	3,759	9.66%
Age 75 - 84	2,170	5.58%
Age 85 and over	822	2.11%
2024 Est. Median Age, Female		37.45
2024 Est. Average Age, Female		38.95

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	17,394	28.59%
Males, Never Married	9,805	16.11%
Females, Never Married	7,589	12.47%
Married, Spouse present	30,263	49.74%
Married, Spouse absent	3,560	5.85%
Widowed	3,667	6.03%
Males Widowed	996	1.64%
Females Widowed	2,671	4.39%
Divorced	5,962	9.80%
Males Divorced	2,211	3.63%
Females Divorced	3,751	6.16%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,366	8.94%
Some High School, no diploma	6,156	12.61%
High School Graduate (or GED)	13,607	27.87%
Some College, no degree	11,317	23.18%
Associate Degree	4,492	9.20%
Bachelor's Degree	6,404	13.12%
Master's Degree	1,901	3.89%
Professional School Degree	337	0.69%
Doctorate Degree	237	0.49%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	7,571	44.22%
High School Graduate	4,706	27.48%
Some College or Associate's Degree	3,966	23.16%
Bachelor's Degree or Higher	880	5.14%
Households		
2029 Projection	28,210	
2024 Estimate	25,958	
2020 Census	23,688	
2010 Census	20,984	
Growth 2024 - 2029		8.68%
Growth 2020 - 2024		9.58%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	25,958	
Family Households	19,492	75.09%
Nonfamily Households	6,466	24.91%
2024 Est. Group Quarters Population	1,269	
2024 Households by Ethnicity, Hispanic/Latino	8,251	



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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	25,958	
Income < \$15,000	1,505	5.80%
Income \$15,000 - \$24,999	1,689	6.51%
Income \$25,000 - \$34,999	2,445	9.42%
Income \$35,000 - \$49,999	3,592	13.84%
Income \$50,000 - \$74,999	4,132	15.92%
Income \$75,000 - \$99,999	3,351	12.91%
Income \$100,000 - \$124,999	2,790	10.75%
Income \$125,000 - \$149,999	2,165	8.34%
Income \$150,000 - \$199,999	2,298	8.85%
Income \$200,000 - \$249,999	945	3.64%
Income \$250,000 - \$499,999	757	2.92%
Income \$500,000+	288	1.11%
2024 Est. Average Household Income		\$95,090
2024 Est. Median Household Income		\$72,341
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$84,726
Black or African American Alone		\$45,143
American Indian and Alaska Native Alone		\$78,007
Asian Alone		\$140,183
Native Hawaiian and Other Pacific Islander Alone		\$184,749
Some Other Race Alone		\$45,603
Two or More Races		\$93,796
Hispanic or Latino		\$58,399
Not Hispanic or Latino		\$80,607
2024 Est. HH by Type and Presence of Own Child.	25,958	
Family Households with Children	8,467	32.62%
Family Households without Children	17,491	67.38%
Married-Couple Families	14,468	55.74%
Married-Couple Family, own children	5,857	22.56%
Married-Couple Family, no own children	8,610	33.17%
Cohabiting-Couple Families	867	3.34%
Cohabiting-Couple Family, own children	256	0.99%
Cohabiting-Couple Family, no own children	611	2.35%
Male Householder Families	3,823	14.73%
Male Householder, own children	413	1.59%
Male Householder, no own children	707	2.72%
Male Householder, only Nonrelatives	262	1.01%
Male Householder, Living Alone	2,441	9.40%
Female Householder Families	6,801	26.20%
Female Householder, own children	1,941	7.48%
Female Householder, no own children	1,814	6.99%
Female Householder, only Nonrelatives	138	0.53%
Female Householder, Living Alone	2,909	11.21%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	25,958	
1-person	5,111	19.69%
2-person	8,063	31.06%
3-person	4,278	16.48%
4-person	4,070	15.68%
5-person	2,439	9.40%
6-person	1,116	4.30%
7-or-more-person	881	3.39%
2024 Est. Average Household Size		2.91
2024 Est. Households by Number of Vehicles	25,958	
No Vehicles	586	2.26%
1 Vehicle	7,088	27.31%
2 Vehicles	9,978	38.44%
3 Vehicles	5,692	21.93%
4 Vehicles	2,018	7.77%
5 or more Vehicles	597	2.30%
2024 Est. Average Number of Vehicles		2.2
Family Households		
2029 Projection	21,241	
2024 Estimate	19,492	
2020 Estimate	17,488	
2010 Census	15,694	
Growth 2024 - 2029		8.97%
Growth 2020 - 2024		11.46%
Growth 2010 - 2020		11.43%
2024 Est. Families by Poverty Status	19,492	
2024 Families at or Above Poverty	17,653	90.56%
2024 Families at or Above Poverty with Children	7,889	40.47%
2024 Families Below Poverty	1,839	9.44%
2024 Families Below Poverty with Children	1,508	7.74%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	37,554	62.97%
Civilian Labor Force, Unemployed	1,988	3.33%
Armed Forces	67	0.11%
Not in Labor Force	20,026	33.58%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	26,612	69.80%
Non-Profit Private Workers	1,906	5.00%
Local Government Workers	909	2.38%
State Government Workers	1,260	3.31%
Federal Government Workers	3,234	8.48%
Self-Employed Workers	4,071	10.68%
Unpaid Family Workers	134	0.35%



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Ennis, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	464	1.22%
Arts/Entertainment/Sports	360	0.94%
Building Grounds Maintenance	1,324	3.47%
Business/Financial Operations	1,876	4.92%
Community/Social Services	368	0.97%
Computer/Mathematical	386	1.01%
Construction/Extraction	2,909	7.63%
Education/Training/Library	2,102	5.51%
Farming/Fishing/Forestry	182	0.48%
Food Prep/Serving	2,129	5.58%
Health Practitioner/Technician	1,974	5.18%
Healthcare Support	939	2.46%
Maintenance Repair	1,871	4.91%
Legal	360	0.94%
Life/Physical/Social Science	130	0.34%
Management	4,184	10.97%
Office/Admin. Support	4,416	11.58%
Production	3,185	8.35%
Protective Services	745	1.95%
Sales/Related	3,293	8.64%
Personal Care/Service	837	2.19%
Transportation/Moving	4,095	10.74%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	19,911	52.22%
Blue Collar	12,060	31.63%
Service and Farm	6,156	16.15%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	29,882	80.50%
Car Pooled	4,752	12.80%
Public Transportation	39	0.11%
Walked	302	0.81%
Bicycle	17	0.05%
Other Means	271	0.73%
Worked at Home	1,858	5.00%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,969	
15 - 29 Minutes	10,218	
30 - 44 Minutes	6,167	
45 - 59 Minutes	3,322	
60 or more Minutes	4,613	
2024 Est. Avg Travel Time to Work in Minutes		31
2024 Est. Occupied Housing Units by Tenure	25,958	
Owner Occupied	0	0.00%
Renter Occupied	0	0.00%
2024 Owner Occ. HUs: Avg. Length of Residence		15.67 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.67 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	0	
Value Less than \$20,000	585	3.30%
Value \$20,000 - \$39,999	429	2.42%
Value \$40,000 - \$59,999	949	5.35%
Value \$60,000 - \$79,999	672	3.79%
Value \$80,000 - \$99,999	1,194	6.73%
Value \$100,000 - \$149,999	2,807	15.82%
Value \$150,000 - \$199,999	1,907	10.75%
Value \$200,000 - \$299,999	3,525	19.87%
Value \$300,000 - \$399,999	2,493	14.05%
Value \$400,000 - \$499,999	1,485	8.37%
Value \$500,000 - \$749,999	793	4.47%
Value \$750,000 - \$999,999	362	2.04%
Value \$1,000,000 or \$1,499,999	216	1.22%
Value \$1,500,000 or \$1,999,999	252	1.42%
Value \$2,000,000+	72	0.41%
2024 Est. Median All Owner-Occupied Housing Value		\$208,646
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	19,646	70.49%
1 Unit Attached	596	2.14%
2 Units	869	3.12%
3 or 4 Units	673	2.41%
5 to 19 Units	749	2.69%
20 to 49 Units	394	1.41%
50 or More Units	557	2.00%
Mobile Home or Trailer	4,272	15.33%
Boat, RV, Van, etc.	113	0.41%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,203	7.91%
Housing Units Built 2010 to 2019	2,112	7.58%
Housing Units Built 2000 to 2009	4,897	17.57%
Housing Units Built 1990 to 1999	3,868	13.88%
Housing Units Built 1980 to 1989	3,774	13.54%
Housing Units Built 1970 to 1979	4,193	15.05%
Housing Units Built 1960 to 1969	2,152	7.72%
Housing Units Built 1950 to 1959	1,596	5.73%
Housing Units Built 1940 to 1949	1,230	4.41%
Housing Unit Built 1939 or Earlier	1,845	6.62%
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.



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, 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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