



The**Retail**Coach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

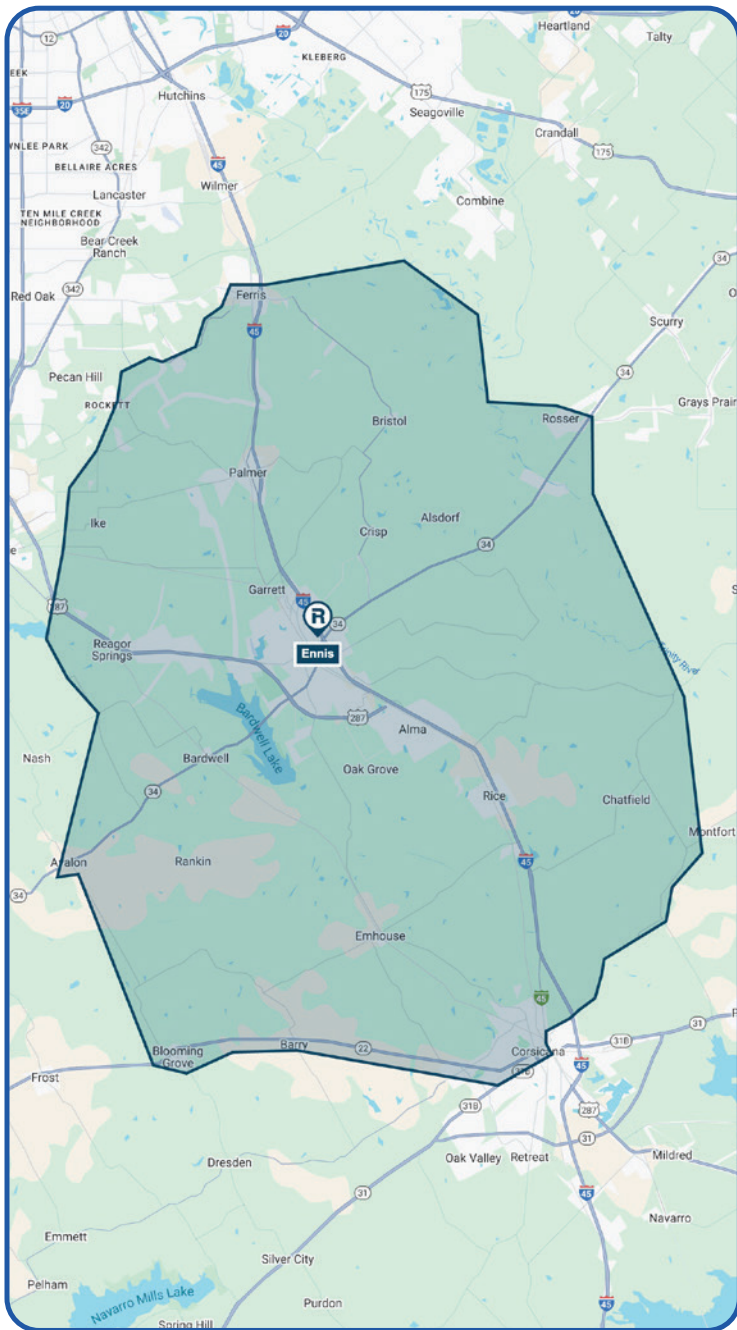
ENNIS, TEXAS

PREPARED FOR ENNIS, TEXAS | ECONOMIC DEVELOPMENT CORP.
NOVEMBER 2025

DEMOGRAPHIC SNAPSHOT



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Population

2020	70,131
2025	79,322
2030	86,510



Age

0-9 Years	13.80%
10 - 17 Years	12.10%
18 - 24 Years	10.53%
25 - 34 Years	13.31%
35 - 44 Years	12.78%
45 - 54 Years	11.45%
55 - 64 Years	10.94%
65 and Older	15.09%
Median Age	35.20
Average Age	37.32



Educational Attainment (%)

Graduate or Professional Degree	5.42%
Bachelors Degree	14.37%
Associate Degree	8.91%
Some College	21.23%
High School Graduate (GED)	29.65%
Some High School, No Degree	10.05%
Less than 9th Grade	10.37%

Race Distribution

White	50.15%
Black/African American	10.97%
American Indian/Alaskan	1.01%
Asian	0.80%
Native Hawaiian/Islander	0.56%
Other Race	19.20%
Two or More Races	17.30%
Hispanic	43.05%
Non-Hispanic	56.95%

Income

Average HH	\$94,287
Median HH	\$74,235
Per Capita	\$32,385

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2030 Projection	86,510	
2025 Estimate	79,322	
2020 Census	70,131	
2010 Census	61,339	
Growth 2025 - 2030		9.06%
Growth 2020 - 2025		13.11%
Growth 2010 - 2020		14.33%
2025 Est. Population by Single-Classification Race	79,322	
White Alone	39,783	50.15%
Black or African American Alone	8,699	10.97%
Amer. Indian and Alaska Native Alone	804	1.01%
Asian Alone	631	0.80%
Native Hawaiian and Other Pacific Island Alone	448	0.56%
Some Other Race Alone	15,230	19.20%
Two or More Races	13,726	17.30%
2025 Est. Population by Hispanic or Latino Origin	79,322	
Not Hispanic or Latino	45,172	56.95%
Hispanic or Latino	34,149	43.05%
Mexican	31,077	91.00%
Puerto Rican	183	0.54%
Cuban	184	0.54%
All Other Hispanic or Latino	2,705	7.92%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	34,149	
White Alone	7,010	20.53%
Black or African American Alone	270	0.79%
American Indian and Alaska Native Alone	622	1.82%
Asian Alone	23	0.07%
Native Hawaiian and Other Pacific Islander Alone	15	0.04%
Some Other Race Alone	15,048	44.07%
Two or More Races	11,161	32.68%
2025 Est. Pop by Race, Asian Alone, by Category	631	
Chinese, except Taiwanese	10	1.58%
Filipino	53	8.40%
Japanese	6	0.95%
Asian Indian	180	28.53%
Korean	1	0.16%
Vietnamese	94	14.90%
Cambodian	201	31.85%
Hmong	3	0.48%
Laotian	8	1.27%
Thai	42	6.66%
All Other Asian Races Including 2+ Category	34	5.39%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	79,322	
Arab	188	0.24%
Czech	2,259	2.85%
Danish	78	0.10%
Dutch	303	0.38%
English	4,757	6.00%
French (except Basque)	791	1.00%
French Canadian	62	0.08%
German	4,776	6.02%
Greek	208	0.26%
Hungarian	80	0.10%
Irish	4,393	5.54%
Italian	774	0.98%
Lithuanian	0	0.00%
United States or American	3,553	4.48%
Norwegian	381	0.48%
Polish	454	0.57%
Portuguese	115	0.15%
Russian	33	0.04%
Scottish	650	0.82%
Scotch-Irish	675	0.85%
Slovak	64	0.08%
Subsaharan African	20	0.03%
Swedish	121	0.15%
Swiss	46	0.06%
Ukrainian	7	0.01%
Welsh	131	0.17%
West Indian (except Hisp. groups)	40	0.05%
Other ancestries	35,972	45.35%
Ancestry Unclassified	18,387	23.18%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	50,745	68.52%
Speak Asian/Pacific Island Language at Home	292	0.39%
Speak IndoEuropean Language at Home	448	0.61%
Speak Spanish at Home	22,398	30.24%
Speak Other Language at Home	64	0.09%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Population by Age	79,322	
Age 0 - 4	5,262	6.63%
Age 5 - 9	5,680	7.16%
Age 10 - 14	5,932	7.48%
Age 15 - 17	3,666	4.62%
Age 18 - 20	3,859	4.87%
Age 21 - 24	4,494	5.67%
Age 25 - 34	10,556	13.31%
Age 35 - 44	10,134	12.78%
Age 45 - 54	9,082	11.45%
Age 55 - 64	8,681	10.94%
Age 65 - 74	6,990	8.81%
Age 75 - 84	3,737	4.71%
Age 85 and over	1,246	1.57%
Age 16 and over	61,223	77.18%
Age 18 and over	58,781	74.10%
Age 21 and over	54,922	69.24%
Age 65 and over	11,973	15.09%
2025 Est. Median Age		35.20
2025 Est. Average Age		37.32
2025 Est. Population by Sex	79,322	
Male	39,674	50.02%
Female	39,647	49.98%
2025 Est. Male Population by Age	39,674	
Age 0 - 4	2,678	6.75%
Age 5 - 9	2,879	7.26%
Age 10 - 14	3,044	7.67%
Age 15 - 17	1,978	4.99%
Age 18 - 20	2,107	5.31%
Age 21 - 24	2,364	5.96%
Age 25 - 34	5,315	13.40%
Age 35 - 44	5,051	12.73%
Age 45 - 54	4,472	11.27%
Age 55 - 64	4,361	10.99%
Age 65 - 74	3,366	8.48%
Age 75 - 84	1,636	4.12%
Age 85 and over	424	1.07%
2025 Est. Median Age, Male		33.97
2025 Est. Average Age, Male		36.35

DESCRIPTION	DATA	%
2025 Est. Female Population by Age	39,647	
Age 0 - 4	2,584	6.52%
Age 5 - 9	2,801	7.07%
Age 10 - 14	2,889	7.29%
Age 15 - 17	1,688	4.26%
Age 18 - 20	1,752	4.42%
Age 21 - 24	2,130	5.37%
Age 25 - 34	5,241	13.22%
Age 35 - 44	5,083	12.82%
Age 45 - 54	4,610	11.63%
Age 55 - 64	4,320	10.90%
Age 65 - 74	3,625	9.14%
Age 75 - 84	2,101	5.30%
Age 85 and over	822	2.07%
2025 Est. Median Age, Female		36.42
2025 Est. Average Age, Female		38.26
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,317	29.33%
Males, Never Married	10,488	16.80%
Females, Never Married	7,829	12.54%
Married, Spouse present	31,061	49.74%
Married, Spouse absent	3,298	5.28%
Widowed	3,551	5.69%
Males Widowed	748	1.20%
Females Widowed	2,803	4.49%
Divorced	6,220	9.96%
Males Divorced	2,664	4.27%
Females Divorced	3,556	5.69%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,231	10.37%
Some High School, no diploma	5,066	10.05%
High School Graduate (or GED)	14,952	29.65%
Some College, no degree	10,705	21.23%
Associate Degree	4,495	8.91%
Bachelor's Degree	7,246	14.37%
Master's Degree	2,072	4.11%
Professional School Degree	340	0.67%
Doctorate Degree	321	0.64%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	7,898	42.89%
High School Graduate	5,414	29.40%
Some College or Associate's Degree	4,183	22.71%
Bachelor's Degree or Higher	922	5.01%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2030 Projection	29,295	
2025 Estimate	26,796	
2020 Census	23,666	
2010 Census	20,963	
Growth 2025 - 2030		9.33%
Growth 2020 - 2025		13.23%
Growth 2010 - 2020		12.89%
2025 Est. Households by Household Type	26,796	
Family Households	19,879	74.19%
Nonfamily Households	6,917	25.81%
2025 Est. Group Quarters Population	1,306	
2025 Households by Ethnicity, Hispanic/Latino	8,798	
2025 Est. Households by Household Income	26,796	
Income < \$15,000	1,647	6.15%
Income \$15,000 - \$24,999	1,955	7.30%
Income \$25,000 - \$34,999	2,184	8.15%
Income \$35,000 - \$49,999	3,042	11.35%
Income \$50,000 - \$74,999	4,701	17.54%
Income \$75,000 - \$99,999	3,708	13.84%
Income \$100,000 - \$124,999	2,829	10.56%
Income \$125,000 - \$149,999	2,402	8.96%
Income \$150,000 - \$199,999	2,451	9.15%
Income \$200,000 - \$249,999	917	3.42%
Income \$250,000 - \$499,999	744	2.78%
Income \$500,000+	216	0.81%
2025 Est. Average Household Income		\$94,287
2025 Est. Median Household Income		\$74,235
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$85,935
Black or African American Alone		\$55,045
American Indian and Alaska Native Alone		\$81,416
Asian Alone		\$139,804
Native Hawaiian and Other Pacific Islander Alone		\$185,205
Some Other Race Alone		\$48,949
Two or More Races		\$92,612
Hispanic or Latino		\$65,453
Not Hispanic or Latino		\$79,740

DESCRIPTION	DATA	%
2025 Est. HH by Type and Presence of Own Child.	26,796	
Family Households with Children	8,616	32.15%
Family Households without Children	18,179	67.84%
Married-Couple Families	14,753	55.06%
Married-Couple Family, own children	5,982	22.32%
Married-Couple Family, no own children	8,771	32.73%
Cohabiting-Couple Families	1,134	4.23%
Cohabiting-Couple Family, own children	308	1.15%
Cohabiting-Couple Family, no own children	826	3.08%
Male Householder Families	3,869	14.44%
Male Householder, own children	381	1.42%
Male Householder, no own children	888	3.31%
Male Householder, only Nonrelatives	196	0.73%
Male Householder, Living Alone	2,405	8.98%
Female Householder Families	7,040	26.27%
Female Householder, own children	1,945	7.26%
Female Householder, no own children	1,742	6.50%
Female Householder, only Nonrelatives	221	0.83%
Female Householder, Living Alone	3,131	11.69%
2025 Est. Households by Household Size	26,796	
1-person	5,263	19.64%
2-person	8,339	31.12%
3-person	4,415	16.48%
4-person	4,201	15.68%
5-person	2,520	9.40%
6-person	1,145	4.27%
7-or-more-person	914	3.41%
2025 Est. Average Household Size		2.91
2025 Est. Households by Number of Vehicles	26,796	
No Vehicles	1,102	4.11%
1 Vehicle	6,701	25.01%
2 Vehicles	10,678	39.85%
3 Vehicles	5,661	21.13%
4 Vehicles	1,741	6.50%
5 or more Vehicles	912	3.40%
2025 Est. Average Number of Vehicles		2.1

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2030 Projection	21,784	
2025 Estimate	19,879	
2020 Estimate	17,471	
2010 Census	15,676	
Growth 2025 - 2030		9.58%
Growth 2020 - 2025		13.78%
Growth 2010 - 2020		11.45%
2025 Est. Families by Poverty Status	19,879	
2025 Families at or Above Poverty	17,831	89.70%
2025 Families at or Above Poverty with Children	7,633	38.40%
2025 Families Below Poverty	2,048	10.30%
2025 Families Below Poverty with Children	1,778	8.94%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	39,005	63.71%
Civilian Labor Force, Unemployed	1,836	3.00%
Armed Forces	40	0.07%
Not in Labor Force	20,341	33.22%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	25,832	65.96%
Non-Profit Private Workers	2,106	5.38%
Local Government Workers	1,028	2.62%
State Government Workers	1,367	3.49%
Federal Government Workers	3,789	9.68%
Self-Employed Workers	4,936	12.60%
Unpaid Family Workers	102	0.26%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	483	1.23%
Arts/Entertainment/Sports	401	1.02%
Building Grounds Maintenance	1,087	2.78%
Business/Financial Operations	1,994	5.09%
Community/Social Services	489	1.25%
Computer/Mathematical	409	1.04%
Construction/Extraction	3,312	8.46%
Education/Training/Library	2,186	5.58%
Farming/Fishing/Forestry	231	0.59%
Food Prep/Serving	1,869	4.77%
Health Practitioner/Technician	1,808	4.62%
Healthcare Support	1,124	2.87%
Maintenance Repair	1,714	4.38%
Legal	265	0.68%
Life/Physical/Social Science	149	0.38%
Management	4,236	10.82%
Office/Admin. Support	4,149	10.60%
Production	3,855	9.84%
Protective Services	947	2.42%
Sales/Related	3,607	9.21%
Personal Care/Service	812	2.07%
Transportation/Moving	4,033	10.30%

DESCRIPTION	DATA	%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	20,177	51.52%
Blue Collar	12,913	32.97%
Service and Farm	6,071	15.50%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	30,705	80.53%
Car Pooled	4,586	12.03%
Public Transportation	22	0.06%
Walked	299	0.78%
Bicycle	14	0.04%
Other Means	255	0.67%
Worked at Home	2,246	5.89%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,712	
15 - 29 Minutes	9,926	
30 - 44 Minutes	5,559	
45 - 59 Minutes	3,496	
60 or more Minutes	5,201	
2025 Est. Avg Travel Time to Work in Minutes		31

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Occupied Housing Units by Tenure	26,796	
Owner Occupied	18,359	68.51%
Renter Occupied	8,437	31.49%
2025 Owner Occ. HUs: Avg. Length of Residence		15.36 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.53 [†]
2025 Est. Owner-Occupied Housing Units by Value	18,359	
Value Less than \$20,000	594	3.24%
Value \$20,000 - \$39,999	606	3.30%
Value \$40,000 - \$59,999	392	2.13%
Value \$60,000 - \$79,999	631	3.44%
Value \$80,000 - \$99,999	757	4.12%
Value \$100,000 - \$149,999	2,461	13.41%
Value \$150,000 - \$199,999	1,804	9.83%
Value \$200,000 - \$299,999	4,127	22.48%
Value \$300,000 - \$399,999	2,957	16.11%
Value \$400,000 - \$499,999	1,652	9.00%
Value \$500,000 - \$749,999	1,173	6.39%
Value \$750,000 - \$999,999	497	2.71%
Value \$1,000,000 or \$1,499,999	420	2.29%
Value \$1,500,000 or \$1,999,999	216	1.18%
Value \$2,000,000+	71	0.39%
2025 Est. Median All Owner-Occupied Housing Value		\$246,304
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	20,661	71.94%
1 Unit Attached	427	1.49%
2 Units	829	2.89%
3 or 4 Units	650	2.26%
5 to 19 Units	770	2.68%
20 to 49 Units	384	1.34%
50 or More Units	541	1.88%
Mobile Home or Trailer	4,385	15.27%
Boat, RV, Van, etc.	72	0.25%

DESCRIPTION	DATA	%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,818	9.81%
Housing Units Built 2010 to 2019	2,461	8.57%
Housing Units Built 2000 to 2009	4,969	17.30%
Housing Units Built 1990 to 1999	3,765	13.11%
Housing Units Built 1980 to 1989	3,441	11.98%
Housing Units Built 1970 to 1979	4,225	14.71%
Housing Units Built 1960 to 1969	2,498	8.70%
Housing Units Built 1950 to 1959	1,739	6.05%
Housing Units Built 1940 to 1949	1,098	3.82%
Housing Unit Built 1939 or Earlier	1,704	5.93%
2025 Est. Median Year Structure Built		1989

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: infoUSATM, 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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