



ABILENE, TEXAS

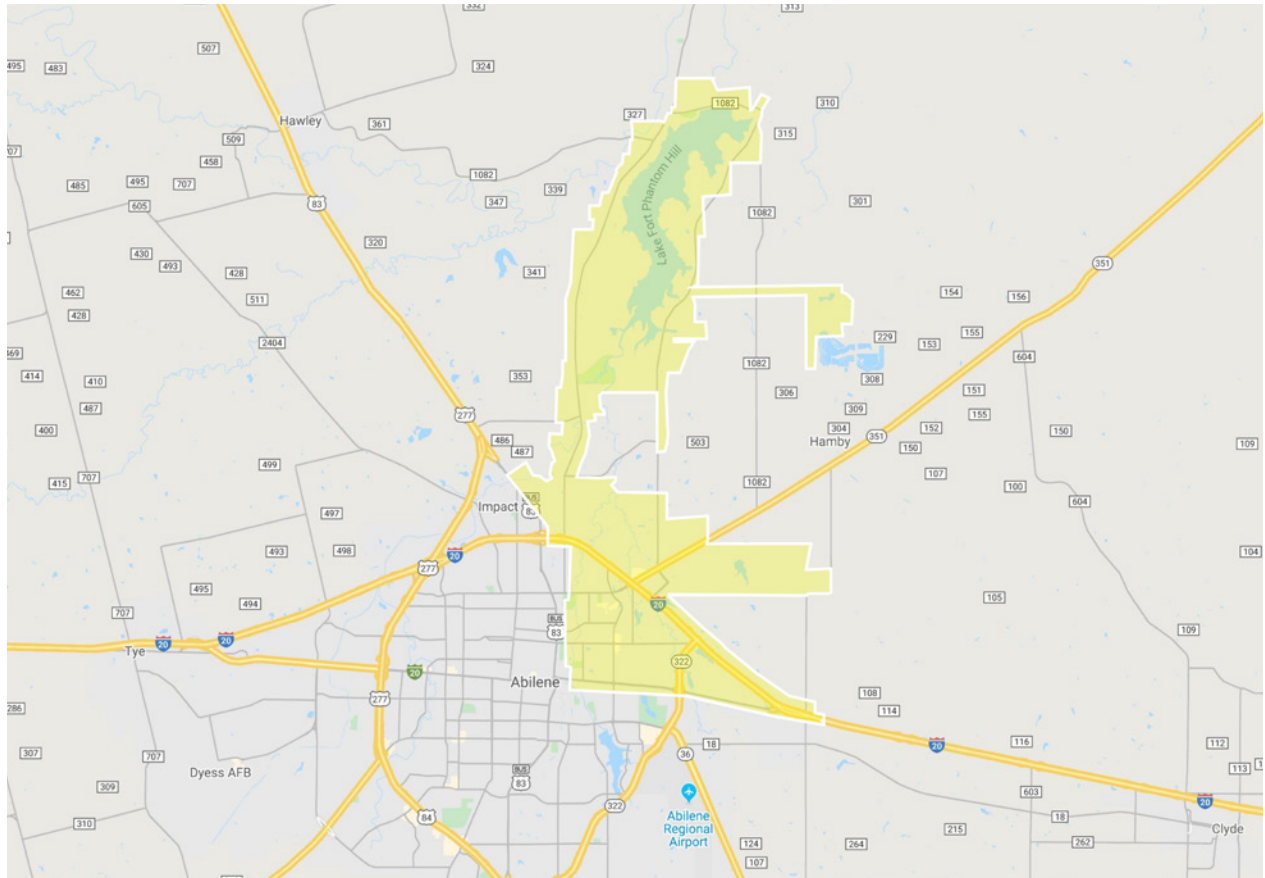
Northeastern Sub-market Demographic Profile

PREPARED FOR:
DEVELOP ABILENE

 **TheRetailCoach.**

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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.

Retail360® 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 Retail360® 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.



Northeastern Sub-market • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2025 Projection	18,896	
2020 Estimate	18,276	
2010 Census	17,501	
2000 Census	14,054	
Growth 2020 - 2025		3.39%
Growth 2010 - 2020		4.43%
Growth 2000 - 2010		24.53%
2020 Est. Population by Single-Classification Race	18,276	
White Alone	12,187	66.68%
Black or African American Alone	2,683	14.68%
Amer. Indian and Alaska Native Alone	62	0.34%
Asian Alone	428	2.34%
Native Hawaiian and Other Pacific Island Alone	4	0.02%
Some Other Race Alone	2,530	13.84%
Two or More Races	381	2.09%
2020 Est. Population by Hispanic or Latino Origin	18,276	
Not Hispanic or Latino	14,136	77.35%
Hispanic or Latino	4,139	22.65%
Mexican	1,999	48.30%
Puerto Rican	33	0.80%
Cuban	6	0.15%
All Other Hispanic or Latino	2,103	50.81%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	4,139	
White Alone	1,422	34.36%
Black or African American Alone	75	1.81%
American Indian and Alaska Native Alone	14	0.34%
Asian Alone	10	0.24%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,510	60.64%
Two or More Races	109	2.63%
2020 Est. Pop by Race, Asian Alone, by Category	428	
Chinese, except Taiwanese	94	21.96%
Filipino	159	37.15%
Japanese	0	0.00%
Asian Indian	31	7.24%
Korean	35	8.18%
Vietnamese	24	5.61%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	43	10.05%
Thai	42	9.81%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	18,276	
Arab	4	0.02%
Czech	31	0.17%
Danish	29	0.16%
Dutch	125	0.68%
English	1,209	6.62%
French (except Basque)	177	0.97%
French Canadian	31	0.17%
German	1,264	6.92%
Greek	9	0.05%
Hungarian	6	0.03%
Irish	1,166	6.38%
Italian	217	1.19%
Lithuanian	3	0.02%
United States or American	1,069	5.85%
Norwegian	48	0.26%
Polish	91	0.50%
Portuguese	15	0.08%
Russian	17	0.09%
Scottish	355	1.94%
Scotch-Irish	322	1.76%
Slovak	9	0.05%
Subsaharan African	76	0.42%
Swedish	54	0.30%
Swiss	11	0.06%
Ukrainian	12	0.07%
Welsh	43	0.24%
West Indian (except Hisp. groups)	57	0.31%
Other ancestries	5,144	28.15%
Ancestry Unclassified	6,681	36.56%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	13,737	77.91%
Speak Asian/Pacific Island Language at Home	360	2.04%
Speak IndoEuropean Language at Home	280	1.59%
Speak Spanish at Home	3,242	18.39%
Speak Other Language at Home	13	0.07%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	18,276	
Age 0 - 4	644	3.52%
Age 5 - 9	642	3.51%
Age 10 - 14	625	3.42%
Age 15 - 17	540	2.96%
Age 18 - 20	2,117	11.58%
Age 21 - 24	2,799	15.32%
Age 25 - 34	3,367	18.42%
Age 35 - 44	2,674	14.63%
Age 45 - 54	1,645	9.00%
Age 55 - 64	1,261	6.90%
Age 65 - 74	968	5.30%
Age 75 - 84	638	3.49%
Age 85 and over	356	1.95%
Age 16 and over	16,196	88.62%
Age 18 and over	15,826	86.59%
Age 21 and over	13,708	75.01%
Age 65 and over	1,963	10.74%
2020 Est. Median Age		29.26
2020 Est. Average Age		35.28
2020 Est. Population by Sex	18,276	
Male	11,233	61.46%
Female	7,043	38.54%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	11,233	
Age 0 - 4	325	2.89%
Age 5 - 9	327	2.91%
Age 10 - 14	323	2.88%
Age 15 - 17	282	2.51%
Age 18 - 20	1,062	9.45%
Age 21 - 24	1,675	14.91%
Age 25 - 34	2,538	22.59%
Age 35 - 44	2,008	17.88%
Age 45 - 54	1,173	10.44%
Age 55 - 64	693	6.17%
Age 65 - 74	459	4.09%
Age 75 - 84	251	2.24%
Age 85 and over	118	1.05%
2020 Est. Median Age, Male		30.82
2020 Est. Average Age, Male		34.36
2020 Est. Female Population by Age	7,043	
Age 0 - 4	319	4.53%
Age 5 - 9	314	4.46%
Age 10 - 14	302	4.29%
Age 15 - 17	258	3.66%
Age 18 - 20	1,056	14.99%
Age 21 - 24	1,124	15.96%
Age 25 - 34	829	11.77%
Age 35 - 44	666	9.46%
Age 45 - 54	472	6.70%
Age 55 - 64	568	8.07%
Age 65 - 74	510	7.24%
Age 75 - 84	388	5.51%
Age 85 and over	238	3.38%
2020 Est. Median Age, Female		25.99
2020 Est. Average Age, Female		38.09

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,731	53.35%
Males, Never Married	5,771	35.26%
Females, Never Married	2,961	18.09%
Married, Spouse present	3,949	24.13%
Married, Spouse absent	1,856	11.34%
Widowed	498	3.04%
Males Widowed	92	0.56%
Females Widowed	407	2.49%
Divorced	1,330	8.13%
Males Divorced	749	4.58%
Females Divorced	581	3.55%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	428	3.9%
Some High School, no diploma	1,802	16.5%
High School Graduate (or GED)	3,781	34.7%
Some College, no degree	2,345	21.5%
Associate Degree	406	3.7%
Bachelor's Degree	1,152	10.6%
Master's Degree	675	6.2%
Professional School Degree	94	0.9%
Doctorate Degree	226	2.1%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	681	27.71%
High School Graduate	1,200	48.82%
Some College or Associate's Degree	468	19.04%
Bachelor's Degree or Higher	109	4.44%
Households		
2025 Projection	5,755	
2020 Estimate	5,497	
2010 Census	5,193	
2000 Census	4,694	
Growth 2020 - 2025		4.69%
Growth 2010 - 2020		5.85%
Growth 2000 - 2010		10.63%
2020 Est. Households by Household Type	5,497	
Family Households	2,742	49.88%
Nonfamily Households	2,755	50.12%
2020 Est. Group Quarters Population	6,407	
2020 Households by Ethnicity, Hispanic/Latino	755	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	5,497	
Income < \$15,000	804	14.63%
Income \$15,000 - \$24,999	703	12.79%
Income \$25,000 - \$34,999	609	11.08%
Income \$35,000 - \$49,999	987	17.96%
Income \$50,000 - \$74,999	756	13.75%
Income \$75,000 - \$99,999	520	9.46%
Income \$100,000 - \$124,999	422	7.68%
Income \$125,000 - \$149,999	304	5.53%
Income \$150,000 - \$199,999	232	4.22%
Income \$200,000 - \$249,999	80	1.46%
Income \$250,000 - \$499,999	64	1.16%
Income \$500,000+	17	0.31%
2020 Est. Average Household Income		\$64,149
2020 Est. Median Household Income		\$44,233
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$47,006
Black or African American Alone		\$36,795
American Indian and Alaska Native Alone		\$59,257
Asian Alone		\$30,375
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$43,234
Two or More Races		\$34,376
Hispanic or Latino		\$39,129
Not Hispanic or Latino		\$45,226
2020 Est. Family HH Type by Presence of Own Child.	2,742	
Married-Couple Family, own children	687	25.06%
Married-Couple Family, no own children	1,449	52.85%
Male Householder, own children	66	2.41%
Male Householder, no own children	89	3.25%
Female Householder, own children	245	8.94%
Female Householder, no own children	205	7.48%
2020 Est. Households by Household Size	5,497	
1-person	1,941	35.31%
2-person	1,890	34.38%
3-person	839	15.26%
4-person	524	9.53%
5-person	195	3.55%
6-person	76	1.38%
7-or-more-person	32	0.58%
2020 Est. Average Household Size		2.19

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	5,497	
Households with 1 or More People under Age 18:	1,129	20.54%
Married-Couple Family	744	65.90%
Other Family, Male Householder	77	6.82%
Other Family, Female Householder	295	26.13%
Nonfamily, Male Householder	11	0.97%
Nonfamily, Female Householder	3	0.27%
Households with No People under Age 18:	4,368	79.46%
Married-Couple Family	1,389	31.80%
Other Family, Male Householder	81	1.85%
Other Family, Female Householder	155	3.55%
Nonfamily, Male Householder	1,247	28.55%
Nonfamily, Female Householder	1,496	34.25%
2020 Est. Households by Number of Vehicles	5,497	
No Vehicles	372	6.77%
1 Vehicle	2,331	42.41%
2 Vehicles	2,007	36.51%
3 Vehicles	548	9.97%
4 Vehicles	166	3.02%
5 or more Vehicles	72	1.31%
2020 Est. Average Number of Vehicles		1.64
Family Households		
2025 Projection	2,877	
2020 Estimate	2,742	
2010 Census	2,560	
2000 Census	2,435	
Growth 2020 - 2025		4.92%
Growth 2010 - 2020		7.11%
Growth 2000 - 2010		5.13%

2020 Est. Families by Poverty Status	2,742	
2020 Families at or Above Poverty	2,460	89.72%
2020 Families at or Above Poverty with Children	855	31.18%
2020 Families Below Poverty	282	10.29%
2020 Families Below Poverty with Children	202	7.37%
2020 Est. Pop 16+ by Employment Status	16,196	
Civilian Labor Force, Employed	6,315	38.99%
Civilian Labor Force, Unemployed	399	2.46%
Armed Forces	165	1.02%
Not in Labor Force	9,317	57.53%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	6,210	
For-Profit Private Workers	3,696	59.52%
Non-Profit Private Workers	1,288	20.74%
Local Government Workers	128	2.06%
State Government Workers	313	5.04%
Federal Government Workers	317	5.11%
Self-Employed Workers	451	7.26%
Unpaid Family Workers	17	0.27%
2020 Est. Civ. Employed Pop 16+ by Occupation	6,210	
Architect/Engineer	62	1.00%
Arts/Entertainment/Sports	165	2.66%
Building Grounds Maintenance	174	2.80%
Business/Financial Operations	222	3.58%
Community/Social Services	94	1.51%
Computer/Mathematical	82	1.32%
Construction/Extraction	388	6.25%
Education/Training/Library	671	10.81%
Farming/Fishing/Forestry	8	0.13%
Food Prep/Serving	568	9.15%
Health Practitioner/Technician	427	6.88%
Healthcare Support	297	4.78%
Maintenance Repair	291	4.69%
Legal	38	0.61%
Life/Physical/Social Science	3	0.05%
Management	442	7.12%
Office/Admin. Support	646	10.40%
Production	297	4.78%
Protective Services	131	2.11%
Sales/Related	469	7.55%
Personal Care/Service	394	6.35%
Transportation/Moving	342	5.51%

2020 Est. Pop 16+ by Occupation Classification	6,210	
White Collar	3,319	53.45%
Blue Collar	1,318	21.22%
Service and Farm	1,572	25.31%
2020 Est. Workers Age 16+ by Transp. to Work	6,435	
Drove Alone	5,294	82.27%
Car Pooled	423	6.57%
Public Transportation	5	0.08%
Walked	292	4.54%
Bicycle	64	1.00%
Other Means	35	0.54%
Worked at Home	322	5.00%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,016	
15 - 29 Minutes	2,341	
30 - 44 Minutes	449	
45 - 59 Minutes	23	
60 or more Minutes	285	
2020 Est. Avg Travel Time to Work in Minutes		18
2020 Est. Occupied Housing Units by Tenure	5,497	
Owner Occupied	2,528	45.99%
Renter Occupied	2,969	54.01%
2020 Owner Occ. HUs: Avg. Length of Residence		18.39
2020 Renter Occ. HUs: Avg. Length of Residence		5.31
2020 Est. Owner-Occupied Housing Units by Value	5,497	
Value Less than \$20,000	198	7.83%
Value \$20,000 - \$39,999	161	6.37%
Value \$40,000 - \$59,999	82	3.24%
Value \$60,000 - \$79,999	194	7.67%
Value \$80,000 - \$99,999	254	10.05%
Value \$100,000 - \$149,999	540	21.36%
Value \$150,000 - \$199,999	336	13.29%
Value \$200,000 - \$299,999	534	21.12%
Value \$300,000 - \$399,999	177	7.00%
Value \$400,000 - \$499,999	17	0.67%
Value \$500,000 - \$749,999	14	0.55%
Value \$750,000 - \$999,999	4	0.16%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	17	0.67%
2020 Est. Median All Owner-Occupied Housing Value		\$132,834

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	378	6.08%
Housing Units Built 2010 to 2014	168	2.70%
Housing Units Built 2000 to 2009	863	13.88%
Housing Units Built 1990 to 1999	820	13.18%
Housing Units Built 1980 to 1989	1,018	16.37%
Housing Units Built 1970 to 1979	1,003	16.13%
Housing Units Built 1960 to 1969	796	12.80%
Housing Units Built 1950 to 1959	558	8.97%
Housing Units Built 1940 to 1949	437	7.03%
Housing Unit Built 1939 or Earlier	179	2.88%
2020 Est. Median Year Structure Built		1981

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	3,288	52.86%
1 Unit Attached	254	4.08%
2 Units	260	4.18%
3 or 4 Units	264	4.24%
5 to 19 Units	1,241	19.95%
20 to 49 Units	264	4.24%
50 or More Units	328	5.27%
Mobile Home or Trailer	315	5.06%
Boat, RV, Van, etc.	5	0.08%



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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