



ABILENE, TEXAS

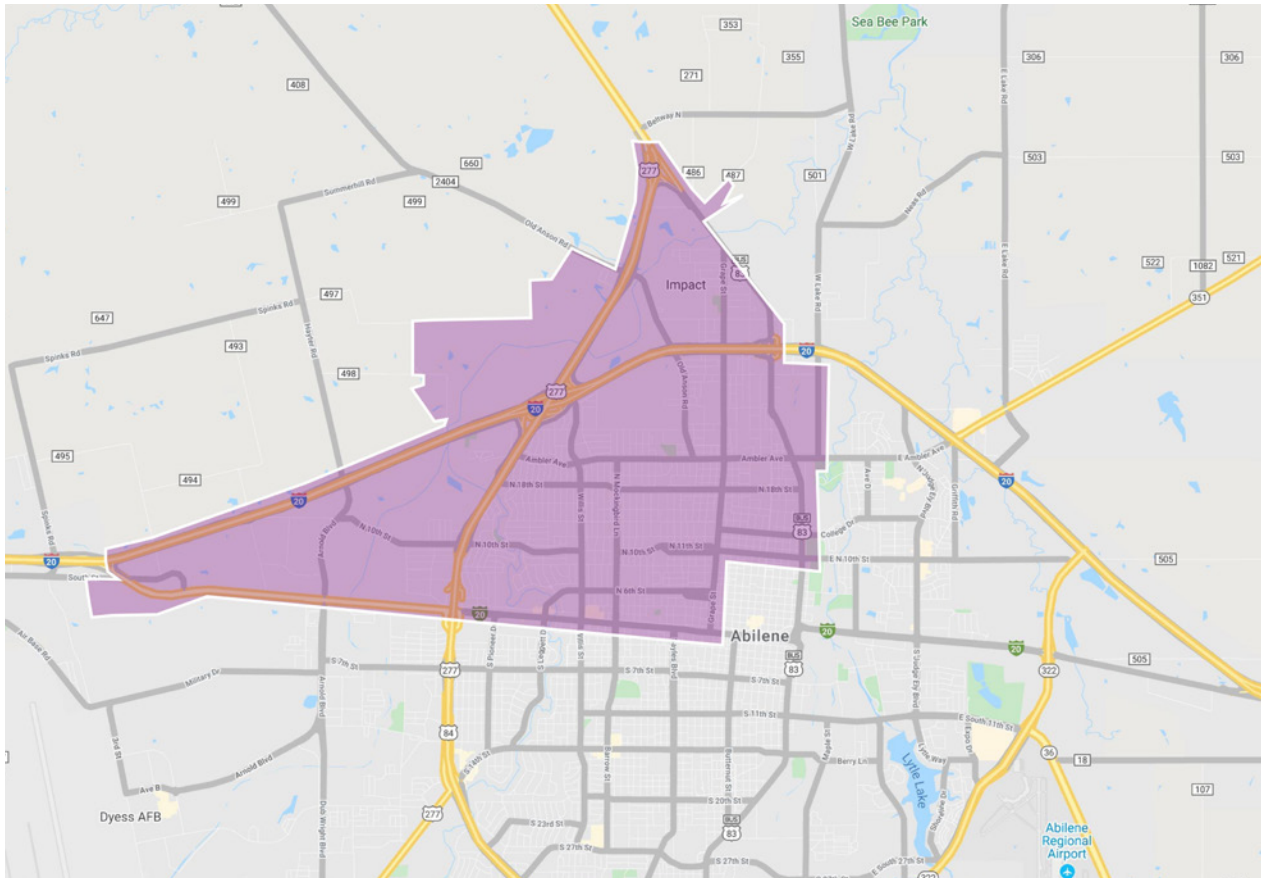
# Northwestern Sub-market Demographic Profile

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.



# Northwestern Sub-market • Demographic Profile

## Abilene, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	29,894	
2020 Estimate	28,998	
2010 Census	28,630	
2000 Census	28,958	
Growth 2020 - 2025		3.09%
Growth 2010 - 2020		1.29%
Growth 2000 - 2010		-1.13%
<b>2020 Est. Population by Single-Classification Race</b>	<b>28,998</b>	
White Alone	19,292	66.53%
Black or African American Alone	3,503	12.08%
Amer. Indian and Alaska Native Alone	247	0.85%
Asian Alone	295	1.02%
Native Hawaiian and Other Pacific Island Alone	15	0.05%
Some Other Race Alone	4,455	15.36%
Two or More Races	1,191	4.11%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>28,998</b>	
Not Hispanic or Latino	16,192	55.84%
Hispanic or Latino	12,806	44.16%
Mexican	11,233	87.72%
Puerto Rican	110	0.86%
Cuban	17	0.13%
All Other Hispanic or Latino	1,446	11.29%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>12,806</b>	
White Alone	7,443	58.12%
Black or African American Alone	227	1.77%
American Indian and Alaska Native Alone	155	1.21%
Asian Alone	25	0.20%
Native Hawaiian and Other Pacific Islander Alone	2	0.02%
Some Other Race Alone	4,430	34.59%
Two or More Races	524	4.09%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>295</b>	
Chinese, except Taiwanese	11	3.73%
Filipino	45	15.25%
Japanese	6	2.03%
Asian Indian	11	3.73%
Korean	87	29.49%
Vietnamese	43	14.58%
Cambodian	25	8.48%
Hmong	0	0.00%
Laotian	4	1.36%
Thai	4	1.36%
All Other Asian Races Including 2+ Category	59	20.00%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>28,998</b>	
Arab	2	0.01%
Czech	19	0.07%
Danish	29	0.10%
Dutch	168	0.58%
English	1,422	4.90%
French (except Basque)	303	1.05%
French Canadian	68	0.23%
German	1,843	6.36%
Greek	4	0.01%
Hungarian	17	0.06%
Irish	1,353	4.67%
Italian	169	0.58%
Lithuanian	2	0.01%
United States or American	2,387	8.23%
Norwegian	102	0.35%
Polish	160	0.55%
Portuguese	28	0.10%
Russian	32	0.11%
Scottish	266	0.92%
Scotch-Irish	446	1.54%
Slovak	3	0.01%
Subsaharan African	306	1.06%
Swedish	116	0.40%
Swiss	8	0.03%
Ukrainian	8	0.03%
Welsh	57	0.20%
West Indian (except Hisp. groups)	31	0.11%
Other ancestries	13,877	47.86%
Ancestry Unclassified	5,773	19.91%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	18,004	68.00%
Speak Asian/Pacific Island Language at Home	290	1.10%
Speak IndoEuropean Language at Home	181	0.68%
Speak Spanish at Home	7,888	29.79%
Speak Other Language at Home	112	0.42%

# Northwestern Sub-market • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>28,998</b>	
Age 0 - 4	2,523	8.70%
Age 5 - 9	2,346	8.09%
Age 10 - 14	2,142	7.39%
Age 15 - 17	1,234	4.26%
Age 18 - 20	1,556	5.37%
Age 21 - 24	1,776	6.13%
Age 25 - 34	4,607	15.89%
Age 35 - 44	3,388	11.68%
Age 45 - 54	2,667	9.20%
Age 55 - 64	2,763	9.53%
Age 65 - 74	2,219	7.65%
Age 75 - 84	1,281	4.42%
Age 85 and over	495	1.71%
Age 16 and over	21,587	74.44%
Age 18 and over	20,753	71.57%
Age 21 and over	19,196	66.20%
Age 65 and over	3,995	13.78%
2020 Est. Median Age		31.17
2020 Est. Average Age		35.00
<b>2020 Est. Population by Sex</b>	<b>28,998</b>	
Male	14,139	48.76%
Female	14,859	51.24%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>14,139</b>	
Age 0 - 4	1,304	9.22%
Age 5 - 9	1,183	8.37%
Age 10 - 14	1,108	7.84%
Age 15 - 17	606	4.29%
Age 18 - 20	770	5.45%
Age 21 - 24	851	6.02%
Age 25 - 34	2,300	16.27%
Age 35 - 44	1,665	11.78%
Age 45 - 54	1,289	9.12%
Age 55 - 64	1,330	9.41%
Age 65 - 74	1,017	7.19%
Age 75 - 84	555	3.93%
Age 85 and over	161	1.14%
2020 Est. Median Age, Male		30.30
2020 Est. Average Age, Male		33.88
<b>2020 Est. Female Population by Age</b>	<b>14,859</b>	
Age 0 - 4	1,219	8.20%
Age 5 - 9	1,163	7.83%
Age 10 - 14	1,034	6.96%
Age 15 - 17	628	4.23%
Age 18 - 20	786	5.29%
Age 21 - 24	925	6.23%
Age 25 - 34	2,307	15.53%
Age 35 - 44	1,724	11.60%
Age 45 - 54	1,379	9.28%
Age 55 - 64	1,433	9.64%
Age 65 - 74	1,202	8.09%
Age 75 - 84	726	4.89%
Age 85 and over	333	2.24%
2020 Est. Median Age, Female		32.08
2020 Est. Average Age, Female		36.07

# Northwestern Sub-market • Demographic Profile

## Abilene, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	8,064	36.68%
Males, Never Married	4,175	18.99%
Females, Never Married	3,889	17.69%
Married, Spouse present	7,978	36.29%
Married, Spouse absent	1,237	5.63%
Widowed	1,495	6.80%
Males Widowed	258	1.17%
Females Widowed	1,237	5.63%
Divorced	3,213	14.61%
Males Divorced	1,442	6.56%
Females Divorced	1,771	8.06%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,848	10.6%
Some High School, no diploma	1,952	11.2%
High School Graduate (or GED)	6,831	39.2%
Some College, no degree	3,505	20.1%
Associate Degree	1,046	6.0%
Bachelor's Degree	1,757	10.1%
Master's Degree	386	2.2%
Professional School Degree	50	0.3%
Doctorate Degree	46	0.3%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,780	40.85%
High School Graduate	2,493	36.63%
Some College or Associate's Degree	1,132	16.63%
Bachelor's Degree or Higher	400	5.88%
<b>Households</b>		
2025 Projection	10,914	
2020 Estimate	10,513	
2010 Census	10,189	
2000 Census	10,246	
Growth 2020 - 2025		3.81%
Growth 2010 - 2020		3.18%
Growth 2000 - 2010		-0.56%
<b>2020 Est. Households by Household Type</b>	<b>10,513</b>	
Family Households	7,197	68.46%
Nonfamily Households	3,316	31.54%
2020 Est. Group Quarters Population	1,036	
2020 Households by Ethnicity, Hispanic/Latino	3,937	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>10,513</b>	
Income < \$15,000	1,733	16.48%
Income \$15,000 - \$24,999	1,450	13.79%
Income \$25,000 - \$34,999	1,372	13.05%
Income \$35,000 - \$49,999	2,004	19.06%
Income \$50,000 - \$74,999	1,713	16.29%
Income \$75,000 - \$99,999	907	8.63%
Income \$100,000 - \$124,999	638	6.07%
Income \$125,000 - \$149,999	359	3.42%
Income \$150,000 - \$199,999	205	1.95%
Income \$200,000 - \$249,999	67	0.64%
Income \$250,000 - \$499,999	48	0.46%
Income \$500,000+	16	0.15%
2020 Est. Average Household Income		\$52,483
2020 Est. Median Household Income		\$39,975
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$41,146
Black or African American Alone		\$38,012
American Indian and Alaska Native Alone		\$56,935
Asian Alone		\$42,708
Native Hawaiian and Other Pacific Islander Alone		\$91,536
Some Other Race Alone		\$36,294
Two or More Races		\$39,880
Hispanic or Latino		\$36,459
Not Hispanic or Latino		\$42,155
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>7,197</b>	
Married-Couple Family, own children	1,856	25.79%
Married-Couple Family, no own children	2,635	36.61%
Male Householder, own children	336	4.67%
Male Householder, no own children	315	4.38%
Female Householder, own children	1,185	16.47%
Female Householder, no own children	869	12.08%
<b>2020 Est. Households by Household Size</b>	<b>10,513</b>	
1-person	2,769	26.34%
2-person	3,168	30.13%
3-person	1,818	17.29%
4-person	1,373	13.06%
5-person	800	7.61%
6-person	368	3.50%
7-or-more-person	219	2.08%
2020 Est. Average Household Size		2.66

# Northwestern Sub-market • Demographic Profile

## Abilene, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>10,513</b>	
Households with 1 or More People under Age 18:	4,041	38.44%
Married-Couple Family	2,125	52.59%
Other Family, Male Householder	412	10.20%
Other Family, Female Householder	1,479	36.60%
Nonfamily, Male Householder	20	0.50%
Nonfamily, Female Householder	6	0.15%
<b>Households with No People under Age 18:</b>	<b>6,472</b>	<b>61.56%</b>
Married-Couple Family	2,371	36.64%
Other Family, Male Householder	244	3.77%
Other Family, Female Householder	573	8.85%
Nonfamily, Male Householder	1,590	24.57%
Nonfamily, Female Householder	1,695	26.19%
<b>2020 Est. Households by Number of Vehicles</b>	<b>10,513</b>	
No Vehicles	821	7.81%
1 Vehicle	4,066	38.68%
2 Vehicles	4,007	38.12%
3 Vehicles	979	9.31%
4 Vehicles	519	4.94%
5 or more Vehicles	121	1.15%
2020 Est. Average Number of Vehicles		1.7
<b>Family Households</b>		
2025 Projection	7,472	
2020 Estimate	7,197	
2010 Census	6,970	
2000 Census	7,329	
Growth 2020 - 2025		3.82%
Growth 2010 - 2020		3.26%
Growth 2000 - 2010		-4.90%

<b>2020 Est. Families by Poverty Status</b>	<b>7,197</b>	
2020 Families at or Above Poverty	5,704	79.26%
2020 Families at or Above Poverty with Children	2,715	37.72%
2020 Families Below Poverty	1,493	20.75%
2020 Families Below Poverty with Children	1,188	16.51%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>21,587</b>	
Civilian Labor Force, Employed	13,275	61.50%
Civilian Labor Force, Unemployed	562	2.60%
Armed Forces	299	1.39%
Not in Labor Force	7,451	34.52%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>13,008</b>	
For-Profit Private Workers	9,286	71.39%
Non-Profit Private Workers	1,408	10.82%
Local Government Workers	155	1.19%
State Government Workers	640	4.92%
Federal Government Workers	685	5.27%
Self-Employed Workers	833	6.40%
Unpaid Family Workers	2	0.02%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>13,008</b>	
Architect/Engineer	114	0.88%
Arts/Entertainment/Sports	140	1.08%
Building Grounds Maintenance	772	5.94%
Business/Financial Operations	236	1.81%
Community/Social Services	184	1.41%
Computer/Mathematical	89	0.68%
Construction/Extraction	1,138	8.75%
Education/Training/Library	370	2.84%
Farming/Fishing/Forestry	24	0.19%
Food Prep/Serving	1,502	11.55%
Health Practitioner/Technician	661	5.08%
Healthcare Support	389	2.99%
Maintenance Repair	653	5.02%
Legal	28	0.22%
Life/Physical/Social Science	6	0.05%
Management	900	6.92%
Office/Admin. Support	1,784	13.72%
Production	801	6.16%
Protective Services	302	2.32%
Sales/Related	1,273	9.79%
Personal Care/Service	764	5.87%
Transportation/Moving	879	6.76%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>13,008</b>	
White Collar	5,784	44.47%
Blue Collar	3,471	26.68%
Service and Farm	3,753	28.85%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>12,849</b>	
Drove Alone	10,129	78.83%
Car Pooled	1,774	13.81%
Public Transportation	89	0.69%
Walked	330	2.57%
Bicycle	10	0.08%
Other Means	112	0.87%
Worked at Home	405	3.15%

# Northwestern Sub-market • Demographic Profile

## Abilene, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	6,259	
15 - 29 Minutes	4,962	
30 - 44 Minutes	722	
45 - 59 Minutes	112	
60 or more Minutes	410	
2020 Est. Avg Travel Time to Work in Minutes		18
2020 Est. Occupied Housing Units by Tenure	10,513	
Owner Occupied	6,416	61.03%
Renter Occupied	4,097	38.97%
2020 Owner Occ. HUs: Avg. Length of Residence		19.02
2020 Renter Occ. HUs: Avg. Length of Residence		6.37
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>10,513</b>	
Value Less than \$20,000	317	4.94%
Value \$20,000 - \$39,999	801	12.48%
Value \$40,000 - \$59,999	950	14.81%
Value \$60,000 - \$79,999	1,081	16.85%
Value \$80,000 - \$99,999	1,028	16.02%
Value \$100,000 - \$149,999	1,452	22.63%
Value \$150,000 - \$199,999	358	5.58%
Value \$200,000 - \$299,999	248	3.87%
Value \$300,000 - \$399,999	79	1.23%
Value \$400,000 - \$499,999	23	0.36%
Value \$500,000 - \$749,999	21	0.33%
Value \$750,000 - \$999,999	18	0.28%
Value \$1,000,000 or \$1,499,999	8	0.13%
Value \$1,500,000 or \$1,999,999	1	0.02%
Value \$2,000,000+	31	0.48%
2020 Est. Median All Owner-Occupied Housing Value		\$81,093

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	357	3.07%
Housing Units Built 2010 to 2014	182	1.56%
Housing Units Built 2000 to 2009	520	4.47%
Housing Units Built 1990 to 1999	519	4.46%
Housing Units Built 1980 to 1989	482	4.14%
Housing Units Built 1970 to 1979	1,050	9.02%
Housing Units Built 1960 to 1969	1,689	14.51%
Housing Units Built 1950 to 1959	4,465	38.37%
Housing Units Built 1940 to 1949	1,119	9.62%
Housing Unit Built 1939 or Earlier	1,255	10.78%
2020 Est. Median Year Structure Built		1958

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	9,258	79.55%
1 Unit Attached	200	1.72%
2 Units	386	3.32%
3 or 4 Units	489	4.20%
5 to 19 Units	629	5.41%
20 to 49 Units	106	0.91%
50 or More Units	225	1.93%
Mobile Home or Trailer	337	2.90%
Boat, RV, Van, etc.	7	0.06%





## 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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