



ABILENE, TEXAS

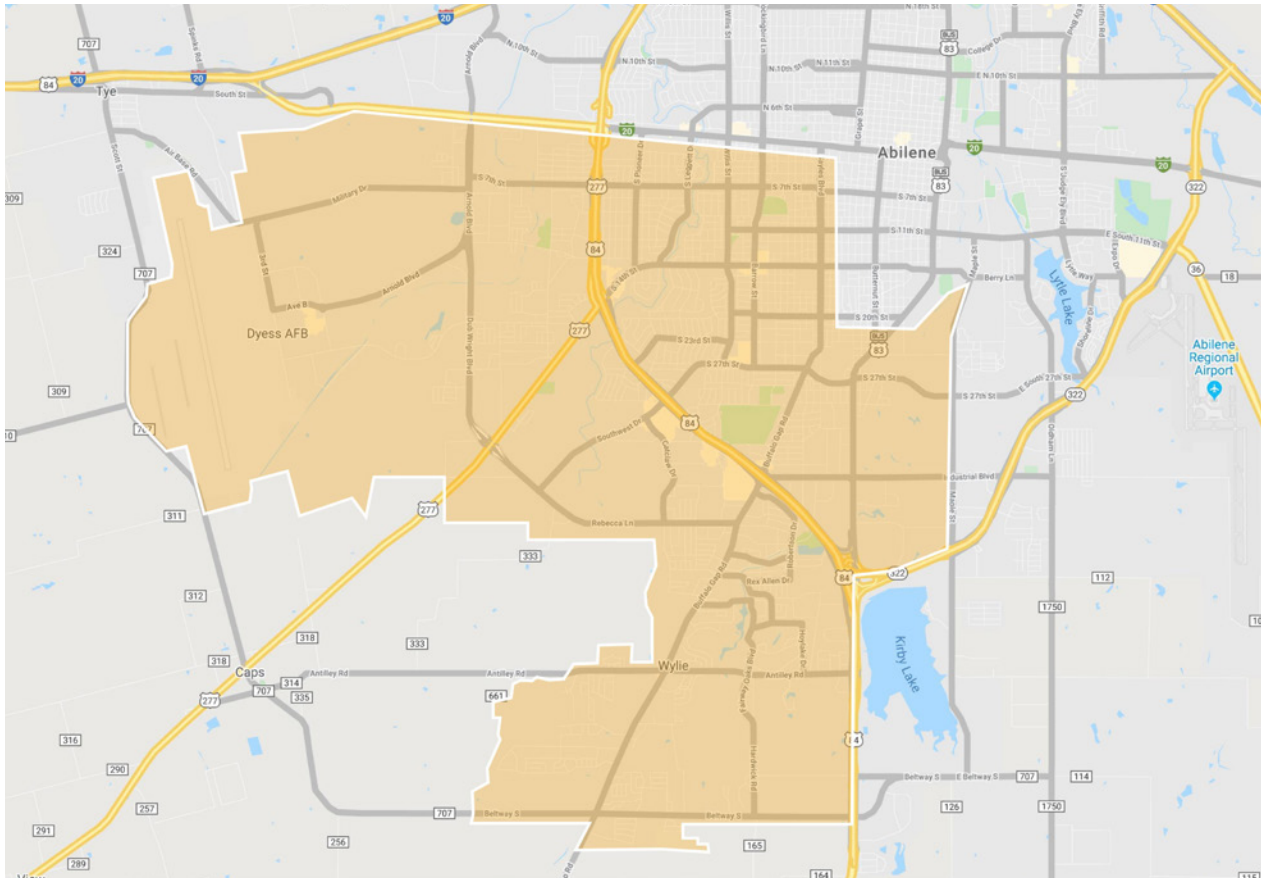
Southwestern Sub-market Demographic Profile

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.



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DESCRIPTION	DATA	%
Population		
2025 Projection	60,982	
2020 Estimate	58,690	
2010 Census	56,434	
2000 Census	56,890	
Growth 2020 - 2025		3.91%
Growth 2010 - 2020		4.00%
Growth 2000 - 2010		-0.80%
2020 Est. Population by Single-Classification Race	58,690	
White Alone	44,978	76.64%
Black or African American Alone	4,552	7.76%
Amer. Indian and Alaska Native Alone	512	0.87%
Asian Alone	1,888	3.22%
Native Hawaiian and Other Pacific Island Alone	72	0.12%
Some Other Race Alone	4,097	6.98%
Two or More Races	2,590	4.41%
2020 Est. Population by Hispanic or Latino Origin	58,690	
Not Hispanic or Latino	45,608	77.71%
Hispanic or Latino	13,082	22.29%
Mexican	10,376	79.32%
Puerto Rican	495	3.78%
Cuban	95	0.73%
All Other Hispanic or Latino	2,116	16.18%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	13,082	
White Alone	7,461	57.03%
Black or African American Alone	293	2.24%
American Indian and Alaska Native Alone	208	1.59%
Asian Alone	62	0.47%
Native Hawaiian and Other Pacific Islander Alone	17	0.13%
Some Other Race Alone	4,018	30.71%
Two or More Races	1,023	7.82%
2020 Est. Pop by Race, Asian Alone, by Category	1,888	
Chinese, except Taiwanese	65	3.44%
Filipino	205	10.86%
Japanese	73	3.87%
Asian Indian	162	8.58%
Korean	27	1.43%
Vietnamese	273	14.46%
Cambodian	180	9.53%
Hmong	0	0.00%
Laotian	34	1.80%
Thai	30	1.59%
All Other Asian Races Including 2+ Category	838	44.39%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	58,690	
Arab	48	0.08%
Czech	125	0.21%
Danish	117	0.20%
Dutch	509	0.87%
English	4,692	8.00%
French (except Basque)	914	1.56%
French Canadian	343	0.58%
German	5,757	9.81%
Greek	65	0.11%
Hungarian	89	0.15%
Irish	3,885	6.62%
Italian	909	1.55%
Lithuanian	50	0.09%
United States or American	5,383	9.17%
Norwegian	365	0.62%
Polish	473	0.81%
Portuguese	24	0.04%
Russian	50	0.09%
Scottish	1,054	1.80%
Scotch-Irish	1,133	1.93%
Slovak	70	0.12%
Subsaharan African	381	0.65%
Swedish	227	0.39%
Swiss	14	0.02%
Ukrainian	7	0.01%
Welsh	158	0.27%
West Indian (except Hisp. groups)	124	0.21%
Other ancestries	17,679	30.12%
Ancestry Unclassified	14,044	23.93%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	44,293	81.57%
Speak Asian/Pacific Island Language at Home	1,644	3.03%
Speak IndoEuropean Language at Home	667	1.23%
Speak Spanish at Home	7,513	13.84%
Speak Other Language at Home	183	0.34%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	58,690	
Age 0 - 4	4,390	7.48%
Age 5 - 9	4,170	7.11%
Age 10 - 14	4,024	6.86%
Age 15 - 17	2,310	3.94%
Age 18 - 20	2,928	4.99%
Age 21 - 24	4,351	7.41%
Age 25 - 34	8,935	15.22%
Age 35 - 44	7,145	12.17%
Age 45 - 54	5,625	9.58%
Age 55 - 64	6,023	10.26%
Age 65 - 74	4,615	7.86%
Age 75 - 84	2,771	4.72%
Age 85 and over	1,404	2.39%
Age 16 and over	45,352	77.27%
Age 18 and over	43,797	74.62%
Age 21 and over	40,869	69.64%
Age 65 and over	8,790	14.98%
2020 Est. Median Age		32.83
2020 Est. Average Age		36.61
2020 Est. Population by Sex	58,690	
Male	28,856	49.17%
Female	29,834	50.83%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	28,856	
Age 0 - 4	2,221	7.70%
Age 5 - 9	2,136	7.40%
Age 10 - 14	2,069	7.17%
Age 15 - 17	1,190	4.12%
Age 18 - 20	1,591	5.51%
Age 21 - 24	2,330	8.08%
Age 25 - 34	4,593	15.92%
Age 35 - 44	3,572	12.38%
Age 45 - 54	2,725	9.44%
Age 55 - 64	2,800	9.70%
Age 65 - 74	2,058	7.13%
Age 75 - 84	1,122	3.89%
Age 85 and over	449	1.56%
2020 Est. Median Age, Male		30.95
2020 Est. Average Age, Male		35.15
2020 Est. Female Population by Age	29,834	
Age 0 - 4	2,169	7.27%
Age 5 - 9	2,034	6.82%
Age 10 - 14	1,955	6.55%
Age 15 - 17	1,120	3.75%
Age 18 - 20	1,336	4.48%
Age 21 - 24	2,022	6.78%
Age 25 - 34	4,342	14.55%
Age 35 - 44	3,573	11.98%
Age 45 - 54	2,900	9.72%
Age 55 - 64	3,223	10.80%
Age 65 - 74	2,557	8.57%
Age 75 - 84	1,649	5.53%
Age 85 and over	955	3.20%
2020 Est. Median Age, Female		34.85
2020 Est. Average Age, Female		37.97

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,454	31.35%
Males, Never Married	8,173	17.73%
Females, Never Married	6,281	13.62%
Married, Spouse present	20,814	45.14%
Married, Spouse absent	2,178	4.72%
Widowed	2,774	6.02%
Males Widowed	583	1.27%
Females Widowed	2,191	4.75%
Divorced	5,886	12.77%
Males Divorced	2,263	4.91%
Females Divorced	3,624	7.86%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,134	3.1%
Some High School, no diploma	2,232	6.1%
High School Graduate (or GED)	10,813	29.6%
Some College, no degree	9,631	26.4%
Associate Degree	3,554	9.7%
Bachelor's Degree	5,747	15.7%
Master's Degree	2,490	6.8%
Professional School Degree	519	1.4%
Doctorate Degree	398	1.1%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,563	24.87%
High School Graduate	2,172	34.56%
Some College or Associate's Degree	2,042	32.50%
Bachelor's Degree or Higher	506	8.05%
Households		
2025 Projection	25,169	
2020 Estimate	24,019	
2010 Census	22,599	
2000 Census	21,814	
Growth 2020 - 2025		4.79%
Growth 2010 - 2020		6.28%
Growth 2000 - 2010		3.60%
2020 Est. Households by Household Type	24,019	
Family Households	15,639	65.11%
Nonfamily Households	8,380	34.89%
2020 Est. Group Quarters Population	1,749	
2020 Households by Ethnicity, Hispanic/Latino	4,160	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	24,019	
Income < \$15,000	2,103	8.76%
Income \$15,000 - \$24,999	2,217	9.23%
Income \$25,000 - \$34,999	2,604	10.84%
Income \$35,000 - \$49,999	3,604	15.01%
Income \$50,000 - \$74,999	4,783	19.91%
Income \$75,000 - \$99,999	2,635	10.97%
Income \$100,000 - \$124,999	2,244	9.34%
Income \$125,000 - \$149,999	1,568	6.53%
Income \$150,000 - \$199,999	1,098	4.57%
Income \$200,000 - \$249,999	495	2.06%
Income \$250,000 - \$499,999	502	2.09%
Income \$500,000+	166	0.69%
2020 Est. Average Household Income		\$77,388
2020 Est. Median Household Income		\$56,825
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$60,362
Black or African American Alone		\$43,738
American Indian and Alaska Native Alone		\$47,538
Asian Alone		\$49,654
Native Hawaiian and Other Pacific Islander Alone		\$85,821
Some Other Race Alone		\$46,944
Two or More Races		\$34,671
Hispanic or Latino		\$51,639
Not Hispanic or Latino		\$58,204
2020 Est. Family HH Type by Presence of Own Child.	15,639	
Married-Couple Family, own children	4,889	31.26%
Married-Couple Family, no own children	6,876	43.97%
Male Householder, own children	544	3.48%
Male Householder, no own children	438	2.80%
Female Householder, own children	1,765	11.29%
Female Householder, no own children	1,127	7.21%
2020 Est. Households by Household Size	24,019	
1-person	7,131	29.69%
2-person	8,343	34.74%
3-person	3,872	16.12%
4-person	2,800	11.66%
5-person	1,243	5.18%
6-person	412	1.72%
7-or-more-person	218	0.91%
2020 Est. Average Household Size		2.37

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	24,019	
Households with 1 or More People under Age 18:	7,935	33.04%
Married-Couple Family	5,213	65.70%
Other Family, Male Householder	610	7.69%
Other Family, Female Householder	2,031	25.60%
Nonfamily, Male Householder	54	0.68%
Nonfamily, Female Householder	26	0.33%
Households with No People under Age 18:	16,084	66.96%
Married-Couple Family	6,547	40.71%
Other Family, Male Householder	376	2.34%
Other Family, Female Householder	864	5.37%
Nonfamily, Male Householder	3,840	23.88%
Nonfamily, Female Householder	4,457	27.71%
2020 Est. Households by Number of Vehicles	24,019	
No Vehicles	1,091	4.54%
1 Vehicle	8,074	33.62%
2 Vehicles	11,321	47.13%
3 Vehicles	2,533	10.55%
4 Vehicles	839	3.49%
5 or more Vehicles	162	0.68%
2020 Est. Average Number of Vehicles		1.78
Family Households		
2025 Projection	16,383	
2020 Estimate	15,639	
2010 Census	14,712	
2000 Census	15,067	
Growth 2020 - 2025		4.76%
Growth 2010 - 2020		6.30%
Growth 2000 - 2010		-2.36%

2020 Est. Families by Poverty Status	15,639	
2020 Families at or Above Poverty	13,866	88.66%
2020 Families at or Above Poverty with Children	6,558	41.93%
2020 Families Below Poverty	1,773	11.34%
2020 Families Below Poverty with Children	1,376	8.80%
2020 Est. Pop 16+ by Employment Status	45,352	
Civilian Labor Force, Employed	27,758	61.21%
Civilian Labor Force, Unemployed	893	1.97%
Armed Forces	2,643	5.83%
Not in Labor Force	14,058	31.00%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	27,440	
For-Profit Private Workers	17,268	62.93%
Non-Profit Private Workers	3,067	11.18%
Local Government Workers	1,858	6.77%
State Government Workers	1,263	4.60%
Federal Government Workers	1,570	5.72%
Self-Employed Workers	2,369	8.63%
Unpaid Family Workers	44	0.16%
2020 Est. Civ. Employed Pop 16+ by Occupation	27,440	
Architect/Engineer	508	1.85%
Arts/Entertainment/Sports	485	1.77%
Building Grounds Maintenance	931	3.39%
Business/Financial Operations	807	2.94%
Community/Social Services	659	2.40%
Computer/Mathematical	416	1.52%
Construction/Extraction	1,193	4.35%
Education/Training/Library	1,454	5.30%
Farming/Fishing/Forestry	32	0.12%
Food Prep/Serving	2,211	8.06%
Health Practitioner/Technician	1,963	7.15%
Healthcare Support	876	3.19%
Maintenance Repair	1,447	5.27%
Legal	161	0.59%
Life/Physical/Social Science	45	0.16%
Management	1,986	7.24%
Office/Admin. Support	3,988	14.53%
Production	1,053	3.84%
Protective Services	1,012	3.69%
Sales/Related	2,934	10.69%
Personal Care/Service	1,722	6.28%
Transportation/Moving	1,556	5.67%

2020 Est. Pop 16+ by Occupation Classification	27,440	
White Collar	15,405	56.14%
Blue Collar	5,249	19.13%
Service and Farm	6,785	24.73%
2020 Est. Workers Age 16+ by Transp. to Work	29,558	
Drove Alone	24,066	81.42%
Car Pooled	3,058	10.35%
Public Transportation	208	0.70%
Walked	554	1.87%
Bicycle	56	0.19%
Other Means	170	0.58%
Worked at Home	1,446	4.89%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,389	
15 - 29 Minutes	11,372	
30 - 44 Minutes	1,080	
45 - 59 Minutes	258	
60 or more Minutes	943	
2020 Est. Avg Travel Time to Work in Minutes		18
2020 Est. Occupied Housing Units by Tenure	24,019	
Owner Occupied	13,604	56.64%
Renter Occupied	10,415	43.36%
2020 Owner Occ. HUs: Avg. Length of Residence		15.4
2020 Renter Occ. HUs: Avg. Length of Residence		5.55
2020 Est. Owner-Occupied Housing Units by Value	24,019	
Value Less than \$20,000	278	2.04%
Value \$20,000 - \$39,999	292	2.15%
Value \$40,000 - \$59,999	660	4.85%
Value \$60,000 - \$79,999	769	5.65%
Value \$80,000 - \$99,999	1,401	10.30%
Value \$100,000 - \$149,999	3,474	25.54%
Value \$150,000 - \$199,999	2,382	17.51%
Value \$200,000 - \$299,999	2,647	19.46%
Value \$300,000 - \$399,999	768	5.65%
Value \$400,000 - \$499,999	290	2.13%
Value \$500,000 - \$749,999	334	2.46%
Value \$750,000 - \$999,999	149	1.10%
Value \$1,000,000 or \$1,499,999	112	0.82%
Value \$1,500,000 or \$1,999,999	38	0.28%
Value \$2,000,000+	11	0.08%
2020 Est. Median All Owner-Occupied Housing Value		\$148,830

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,502	5.80%
Housing Units Built 2010 to 2014	720	2.78%
Housing Units Built 2000 to 2009	2,375	9.17%
Housing Units Built 1990 to 1999	2,421	9.35%
Housing Units Built 1980 to 1989	4,590	17.73%
Housing Units Built 1970 to 1979	4,214	16.28%
Housing Units Built 1960 to 1969	2,995	11.57%
Housing Units Built 1950 to 1959	4,728	18.26%
Housing Units Built 1940 to 1949	1,094	4.23%
Housing Unit Built 1939 or Earlier	1,251	4.83%
2020 Est. Median Year Structure Built		1977

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	16,885	65.22%
1 Unit Attached	877	3.39%
2 Units	740	2.86%
3 or 4 Units	1,587	6.13%
5 to 19 Units	3,435	13.27%
20 to 49 Units	390	1.51%
50 or More Units	835	3.23%
Mobile Home or Trailer	1,141	4.41%
Boat, RV, Van, etc.	1	0.00%



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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