



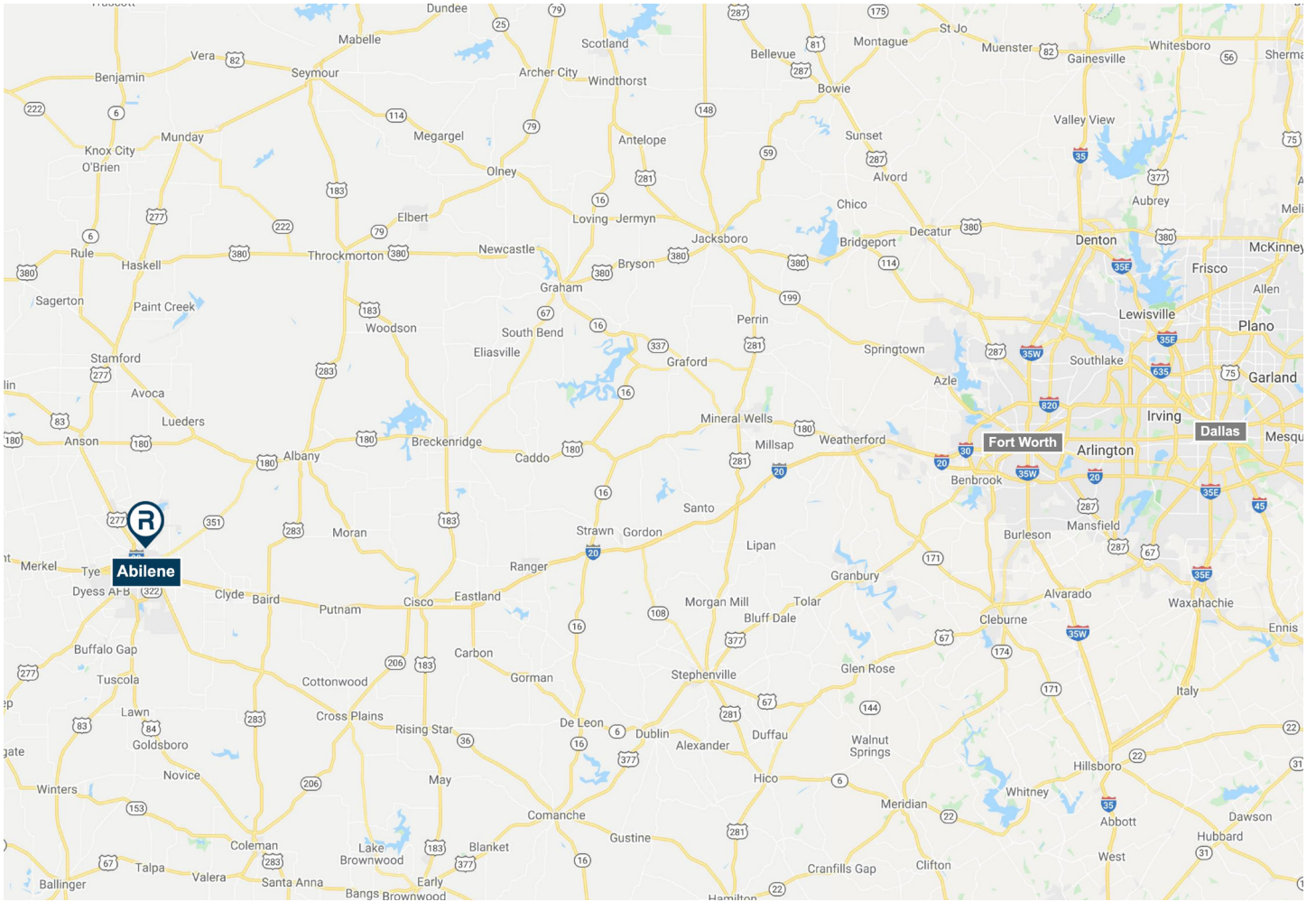
The **Retail** Coach.®

Community Demographic Profile

ABILENE, TEXAS

Prepared for Abilene Industrial Foundation
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Community



Prepared for:



Develop
Abilene

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DESCRIPTION	DATA	%
Population		
2026 Projection	127,705	
2021 Estimate	122,698	
2010 Census	117,063	
2000 Census	113,327	
Growth 2021 - 2026		4.08%
Growth 2010 - 2021		4.81%
Growth 2000 - 2010		3.30%
2021 Est. Population by Single-Classification Race	122,698	
White Alone	88,317	71.98%
Black or African American Alone	12,062	9.83%
Amer. Indian and Alaska Native Alone	928	0.76%
Asian Alone	3,232	2.63%
Native Hawaiian and Other Pacific Island Alone	113	0.09%
Some Other Race Alone	13,105	10.68%
Two or More Races	4,941	4.03%
2021 Est. Population by Hispanic or Latino Origin	122,698	
Not Hispanic or Latino	87,318	71.17%
Hispanic or Latino	35,380	28.83%
Mexican	28,068	79.33%
Puerto Rican	747	2.11%
Cuban	139	0.39%
All Other Hispanic or Latino	6,426	18.16%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	35,380	
White Alone	19,076	53.92%
Black or African American Alone	701	1.98%
American Indian and Alaska Native Alone	433	1.22%
Asian Alone	111	0.31%
Native Hawaiian and Other Pacific Islander Alone	22	0.06%
Some Other Race Alone	12,969	36.66%
Two or More Races	2,068	5.84%
2021 Est. Pop by Race, Asian Alone, by Category	3,232	
Chinese, except Taiwanese	224	6.93%
Filipino	1,032	31.93%
Japanese	119	3.68%
Asian Indian	272	8.42%
Korean	197	6.09%
Vietnamese	394	12.19%
Cambodian	192	5.94%
Hmong	0	0.00%
Laotian	54	1.67%
Thai	68	2.10%
All Other Asian Races Including 2+ Category	680	21.04%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	122,698	
Arab	208	0.17%
Czech	253	0.21%
Danish	139	0.11%
Dutch	1,070	0.87%
English	8,189	6.67%
French (except Basque)	1,655	1.35%
French Canadian	358	0.29%
German	10,921	8.90%
Greek	128	0.10%
Hungarian	125	0.10%
Irish	9,041	7.37%
Italian	1,835	1.50%
Lithuanian	65	0.05%
United States or American	6,454	5.26%
Norwegian	863	0.70%
Polish	808	0.66%
Portuguese	102	0.08%
Russian	100	0.08%
Scottish	2,158	1.76%
Scotch-Irish	1,604	1.31%
Slovak	0	0.00%
Subsaharan African	1,664	1.36%
Swedish	632	0.52%
Swiss	67	0.06%
Ukrainian	34	0.03%
Welsh	351	0.29%
West Indian (except Hisp. groups)	342	0.28%
Other ancestries	51,261	41.78%
Ancestry Unclassified	22,271	18.15%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	87,794	77.18%
Speak Asian/Pacific Island Language at Home	2,703	2.38%
Speak IndoEuropean Language at Home	1,309	1.15%
Speak Spanish at Home	21,600	18.99%
Speak Other Language at Home	350	0.31%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	122,698	
Age 0 - 4	8,942	7.29%
Age 5 - 9	8,438	6.88%
Age 10 - 14	8,037	6.55%
Age 15 - 17	4,777	3.89%
Age 18 - 20	7,131	5.81%
Age 21 - 24	9,713	7.92%
Age 25 - 34	19,379	15.79%
Age 35 - 44	15,873	12.94%
Age 45 - 54	11,558	9.42%
Age 55 - 64	11,766	9.59%
Age 65 - 74	9,192	7.49%
Age 75 - 84	5,474	4.46%
Age 85 and over	2,418	1.97%
Age 16 and over	95,721	78.01%
Age 18 and over	92,504	75.39%
Age 21 and over	85,373	69.58%
Age 65 and over	17,084	13.92%
2021 Est. Median Age		32.14
2021 Est. Average Age		36.00
2021 Est. Population by Sex	122,698	
Male	62,419	50.87%
Female	60,279	49.13%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	62,419	
Age 0 - 4	4,535	7.26%
Age 5 - 9	4,258	6.82%
Age 10 - 14	4,131	6.62%
Age 15 - 17	2,443	3.91%
Age 18 - 20	3,692	5.91%
Age 21 - 24	5,224	8.37%
Age 25 - 34	10,677	17.10%
Age 35 - 44	8,573	13.74%
Age 45 - 54	6,031	9.66%
Age 55 - 64	5,656	9.06%
Age 65 - 74	4,140	6.63%
Age 75 - 84	2,263	3.63%
Age 85 and over	796	1.27%
2021 Est. Median Age, Male		31.20
2021 Est. Average Age, Male		34.70
2021 Est. Female Population by Age	60,279	
Age 0 - 4	4,407	7.31%
Age 5 - 9	4,180	6.93%
Age 10 - 14	3,906	6.48%
Age 15 - 17	2,334	3.87%
Age 18 - 20	3,439	5.71%
Age 21 - 24	4,489	7.45%
Age 25 - 34	8,702	14.44%
Age 35 - 44	7,300	12.11%
Age 45 - 54	5,527	9.17%
Age 55 - 64	6,110	10.14%
Age 65 - 74	5,052	8.38%
Age 75 - 84	3,211	5.33%
Age 85 and over	1,622	2.69%
2021 Est. Median Age, Female		33.33
2021 Est. Average Age, Female		37.30

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	35,331	36.32%
Males, Never Married	19,684	20.23%
Females, Never Married	15,647	16.08%
Married, Spouse present	38,425	39.50%
Married, Spouse absent	6,005	6.17%
Widowed	5,260	5.41%
Males Widowed	1,248	1.28%
Females Widowed	4,012	4.12%
Divorced	12,260	12.60%
Males Divorced	5,217	5.36%
Females Divorced	7,043	7.24%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,519	4.65%
Some High School, no diploma	6,694	8.85%
High School Graduate (or GED)	24,195	31.98%
Some College, no degree	17,425	23.03%
Associate Degree	5,650	7.47%
Bachelor's Degree	11,985	15.84%
Master's Degree	4,259	5.63%
Professional School Degree	1,197	1.58%
Doctorate Degree	736	0.97%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,288	28.93%
High School Graduate	7,290	39.89%
Some College or Associate's Degree	4,409	24.12%
Bachelor's Degree or Higher	1,290	7.06%
Households		
2026 Projection	48,938	
2021 Estimate	46,606	
2010 Census	43,510	
2000 Census	41,651	
Growth 2021 - 2026		5.00%
Growth 2010 - 2021		7.12%
Growth 2000 - 2010		4.46%
2021 Est. Households by Household Type	46,606	
Family Households	30,088	64.56%
Nonfamily Households	16,518	35.44%
2021 Est. Group Quarters Population	9,705	
2021 Households by Ethnicity, Hispanic/Latino	10,544	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	46,606	
Income < \$15,000	5,836	12.52%
Income \$15,000 - \$24,999	4,704	10.09%
Income \$25,000 - \$34,999	5,753	12.34%
Income \$35,000 - \$49,999	8,094	17.37%
Income \$50,000 - \$74,999	7,946	17.05%
Income \$75,000 - \$99,999	5,157	11.07%
Income \$100,000 - \$124,999	3,866	8.30%
Income \$125,000 - \$149,999	1,879	4.03%
Income \$150,000 - \$199,999	1,753	3.76%
Income \$200,000 - \$249,999	669	1.43%
Income \$250,000 - \$499,999	734	1.57%
Income \$500,000+	215	0.46%
2021 Est. Average Household Income		\$67,067
2021 Est. Median Household Income		\$47,754
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$50,885
Black or African American Alone		\$37,939
American Indian and Alaska Native Alone		\$46,888
Asian Alone		\$48,475
Native Hawaiian and Other Pacific Islander Alone		\$6,881
Some Other Race Alone		\$40,743
Two or More Races		\$37,798
Hispanic or Latino		\$42,294
Not Hispanic or Latino		\$49,737
2021 Est. Family HH Type by Presence of Own Child.	30,088	
Married-Couple Family, own children	8,843	29.39%
Married-Couple Family, no own children	12,880	42.81%
Male Householder, own children	1,112	3.70%
Male Householder, no own children	981	3.26%
Female Householder, own children	3,705	12.31%
Female Householder, no own children	2,567	8.53%
2021 Est. Households by Household Size	46,606	
1-person	13,637	29.26%
2-person	15,666	33.61%
3-person	7,663	16.44%
4-person	5,501	11.80%
5-person	2,603	5.58%
6-person	1,005	2.16%
7-or-more-person	531	1.14%
2021 Est. Average Household Size		2.42

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	46,606	
Households with 1 or More People under Age 18:	15,479	33.21%
Married-Couple Family	9,608	62.07%
Other Family, Male Householder	1,299	8.39%
Other Family, Female Householder	4,424	28.58%
Nonfamily, Male Householder	103	0.67%
Nonfamily, Female Householder	45	0.29%
Households with No People under Age 18:	31,127	
Married-Couple Family	12,111	38.91%
Other Family, Male Householder	793	2.55%
Other Family, Female Householder	1,844	5.92%
Nonfamily, Male Householder	7,693	24.71%
Nonfamily, Female Householder	8,686	27.91%
2021 Est. Households by Number of Vehicles	46,606	
No Vehicles	2,872	6.16%
1 Vehicle	16,582	35.58%
2 Vehicles	19,689	42.25%
3 Vehicles	5,669	12.16%
4 Vehicles	1,355	2.91%
5 or more Vehicles	439	0.94%
2021 Est. Average Number of Vehicles		1.7
Family Households		
2026 Projection	31,610	
2021 Estimate	30,088	
2010 Census	27,923	
2000 Census	28,180	
Growth 2021 - 2026		5.06%
Growth 2010 - 2021		7.75%
Growth 2000 - 2010		0.-90%
2021 Est. Families by Poverty Status	30,088	
2021 Families at or Above Poverty	26,141	86.88%
2021 Families at or Above Poverty with Children	11,931	39.65%
2021 Families Below Poverty	3,947	13.12%
2021 Families Below Poverty with Children	3,138	10.43%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	52,626	54.98%
Civilian Labor Force, Unemployed	2,186	2.28%
Armed Forces	3,507	3.66%
Not in Labor Force	37,402	39.07%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	54,261	
For-Profit Private Workers	36,624	67.50%
Non-Profit Private Workers	5,493	10.12%
Local Government Workers	1,884	3.47%
State Government Workers	2,798	5.16%
Federal Government Workers	3,052	5.62%
Self-Employed Workers	4,327	7.97%
Unpaid Family Workers	83	0.15%
2021 Est. Civ. Employed Pop 16+ by Occupation	54,261	
Architect/Engineer	489	0.90%
Arts/Entertainment/Sports	843	1.55%
Building Grounds Maintenance	2,442	4.50%
Business/Financial Operations	1,886	3.48%
Community/Social Services	1,385	2.55%
Computer/Mathematical	414	0.76%
Construction/Extraction	3,326	6.13%
Education/Training/Library	3,053	5.63%
Farming/Fishing/Forestry	123	0.23%
Food Prep/Serving	3,837	7.07%
Health Practitioner/Technician	3,693	6.81%
Healthcare Support	2,459	4.53%
Maintenance Repair	2,328	4.29%
Legal	319	0.59%
Life/Physical/Social Science	212	0.39%
Management	4,100	7.56%
Office/Admin. Support	6,670	12.29%
Production	3,031	5.59%
Protective Services	1,542	2.84%
Sales/Related	5,892	10.86%
Personal Care/Service	1,895	3.49%
Transportation/Moving	4,322	7.96%
2021 Est. Pop 16+ by Occupation Classification	54,261	
White Collar	28,956	53.36%
Blue Collar	13,007	23.97%
Service and Farm	12,298	22.66%
2021 Est. Workers Age 16+ by Transp. to Work	56,482	
Drove Alone	45,139	79.92%
Car Pooled	5,919	10.48%
Public Transportation	408	0.72%
Walked	1,460	2.58%
Bicycle	65	0.12%
Other Means	424	0.75%
Worked at Home	3,067	5.43%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	28,635	
15 - 29 Minutes	20,282	
30 - 44 Minutes	2,348	
45 - 59 Minutes	563	
60 or more Minutes	1,591	
2021 Est. Avg Travel Time to Work in Minutes		17
2021 Est. Occupied Housing Units by Tenure	46,606	
Owner Occupied	26,990	57.91%
Renter Occupied	19,616	42.09%
2021 Owner Occ. HUs: Avg. Length of Residence		16.30%
2021 Renter Occ. HUs: Avg. Length of Residence		5.80%
2021 Est. Owner-Occupied Housing Units by Value	46,606	
Value Less than \$20,000	842	3.12%
Value \$20,000 - \$39,999	1,560	5.78%
Value \$40,000 - \$59,999	1,788	6.62%
Value \$60,000 - \$79,999	2,470	9.15%
Value \$80,000 - \$99,999	2,850	10.56%
Value \$100,000 - \$149,999	5,863	21.72%
Value \$150,000 - \$199,999	4,164	15.43%
Value \$200,000 - \$299,999	4,447	16.48%
Value \$300,000 - \$399,999	1,649	6.11%
Value \$400,000 - \$499,999	599	2.22%
Value \$500,000 - \$749,999	374	1.39%
Value \$750,000 - \$999,999	186	0.69%
Value \$1,000,000 or \$1,499,999	129	0.48%
Value \$1,500,000 or \$1,999,999	28	0.10%
Value \$2,000,000+	41	0.15%
2021 Est. Median All Owner-Occupied Housing Value		\$132,292
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	35,616	69.88%
1 Unit Attached	1,367	2.68%
2 Units	1,759	3.45%
3 or 4 Units	2,526	4.96%
5 to 19 Units	5,342	10.48%
20 to 49 Units	901	1.77%
50 or More Units	1,592	3.12%
Mobile Home or Trailer	1,813	3.56%
Boat, RV, Van, etc.	53	0.10%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,861	7.58%
Housing Units Built 2010 to 2014	1,517	2.98%
Housing Units Built 2000 to 2009	4,259	8.36%
Housing Units Built 1990 to 1999	4,430	8.69%
Housing Units Built 1980 to 1989	6,585	12.92%
Housing Units Built 1970 to 1979	6,769	13.28%
Housing Units Built 1960 to 1969	5,869	11.52%
Housing Units Built 1950 to 1959	10,396	20.40%
Housing Units Built 1940 to 1949	3,791	7.44%
Housing Unit Built 1939 or Earlier	3,492	6.85%
2021 Est. Median Year Structure Built		1973

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.



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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.

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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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