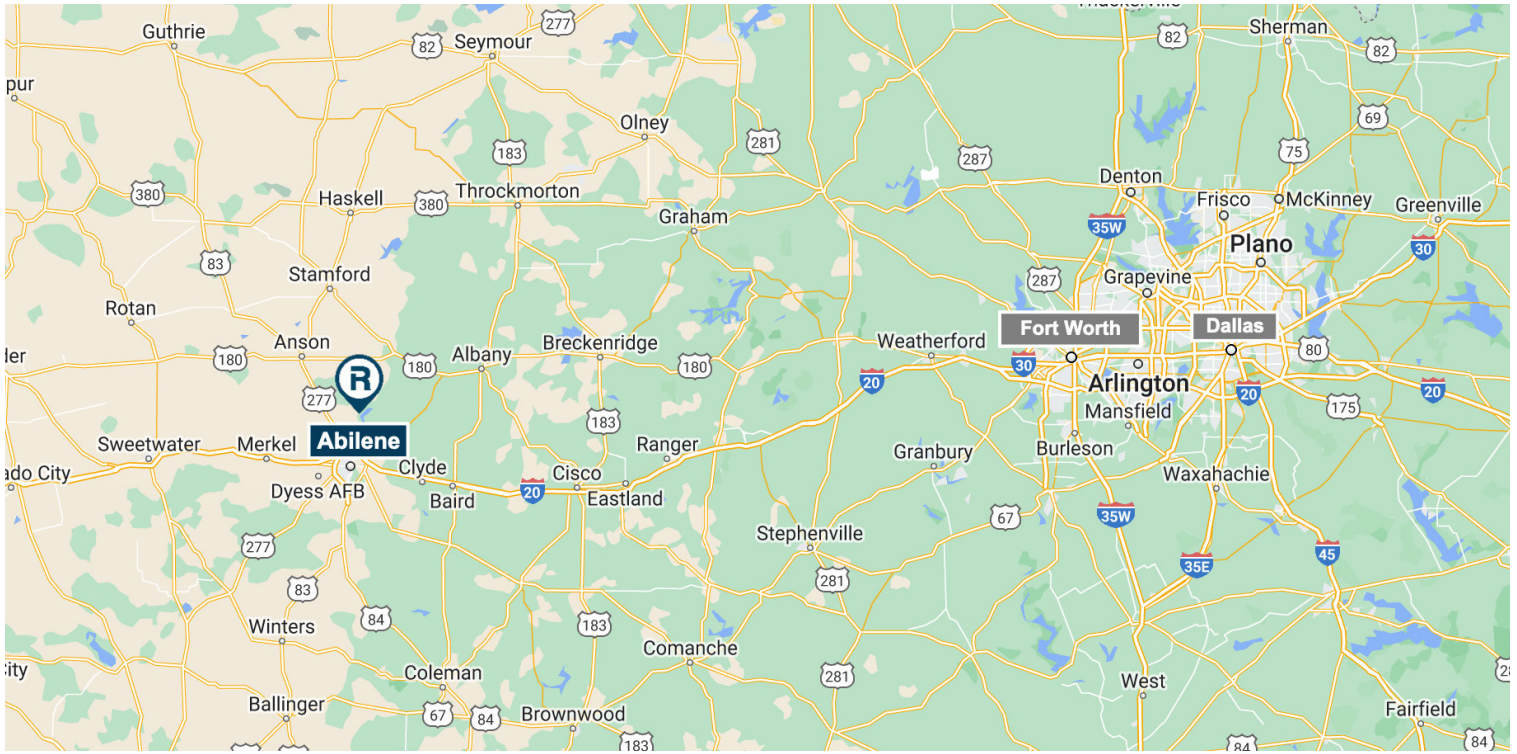# TheRetailCoach®

Community Demographic Profile

ABILENE, TEXAS

Prepared for Development Corporation of Abilene
April 2024

Community • Demographic Snapshot

Abilene, Texas

Population

2020	125,182
2023	125,814
2028	127,329

Educational Attainment (%)

Graduate or Professional Degree	8.70%
Bachelors Degree	15.95%
Associate Degree	8.03%
Some College	23.59%
High School Graduate (or GED)	31.74%
Some High School, No Degree	7.79%
Less than 9th Grade	4.20%

Income

Average HH	$77,096
Median HH	$57,261
Per Capita	$31,083

Age

0 - 9 Years	13.84%
10 - 17 Years	10.60%
18 - 24 Years	13.84%
25 - 34 Years	15.31%
35 - 44 Years	13.39%
45 - 54 Years	9.30%
55 - 64 Years	9.21%
65 and Older	14.52%
Median Age	32.45
Average Age	36.20

Race Distribution (%)

White	63.22%
Black/African American	10.76%
American Indian/ Alaskan	0.92%
Asian	2.37%
Native Hawaiian/ Islander	0.14%
Other Race	10.03%
Two or More Races	12.56%
Hispanic	28.67%

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Community • Demographic Profile

Abilene, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	127,329	
2023 Estimate	125,814	
2020 Census	125,182	
2010 Census	117,773	
Growth 2023 - 2028		1.20%
Growth 2020 - 2023		0.51%
Growth 2010 - 2020		6.29%
2023 Est. Population by Single-Classification Race	**125,814**	
White Alone	79,544	63.22%
Black or African American Alone	13,542	10.76%
Amer. Indian and Alaska Native Alone	1,153	0.92%
Asian Alone	2,979	2.37%
Native Hawaiian and Other Pacific Island Alone	172	0.14%
Some Other Race Alone	12,623	10.03%
Two or More Races	15,801	12.56%
2023 Est. Population by Hispanic or Latino Origin	**125,814**	
Not Hispanic or Latino	89,741	71.33%
Hispanic or Latino	36,073	28.67%
Mexican	31,880	88.38%
Puerto Rican	925	2.56%
Cuban	206	0.57%
All Other Hispanic or Latino	3,062	8.49%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**36,073**	
White Alone	11,638	32.26%
Black or African American Alone	832	2.31%
American Indian and Alaska Native Alone	665	1.84%
Asian Alone	112	0.31%
Native Hawaiian and Other Pacific Islander Alone	31	0.09%
Some Other Race Alone	12,048	33.40%
Two or More Races	10,747	29.79%
2023 Est. Pop by Race, Asian Alone, by Category	**2,979**	
Chinese, except Taiwanese	218	7.32%
Filipino	913	30.65%
Japanese	45	1.51%
Asian Indian	323	10.84%
Korean	149	5.00%
Vietnamese	477	16.01%
Cambodian	223	7.49%
Hmong	0	0.00%
Laotian	3	0.10%
Thai	8	0.27%
All Other Asian Races Including 2+ Category	620	20.81%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**125,814**	
Arab	112	0.09%
Czech	187	0.15%
Danish	236	0.19%
Dutch	942	0.75%
English	7,766	6.17%
French (except Basque)	1,519	1.21%
French Canadian	325	0.26%
German	9,353	7.43%
Greek	33	0.03%
Hungarian	115	0.09%
Irish	9,012	7.16%
Italian	2,053	1.63%
Lithuanian	45	0.04%
United States or American	5,563	4.42%
Norwegian	882	0.70%
Polish	1,228	0.98%
Portuguese	46	0.04%
Russian	146	0.12%
Scottish	1,934	1.54%
Scotch-Irish	1,358	1.08%
Slovak	0	0.00%
Subsaharan African	2,049	1.63%
Swedish	565	0.45%
Swiss	76	0.06%
Ukrainian	68	0.05%
Welsh	292	0.23%
West Indian (except Hisp. groups)	324	0.26%
Other ancestries	52,599	41.81%
Ancestry Unclassified	26,986	21.45%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	93,369	79.85%
Speak Asian/Pacific Island Language at Home	1,915	1.64%
Speak IndoEuropean Language at Home	1,793	1.53%
Speak Spanish at Home	18,481	15.81%
Speak Other Language at Home	1,366	1.17%

Community • Demographic Profile

Abilene, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**125,814**	
Age 0 - 4	8,890	7.07%
Age 5 - 9	8,527	6.78%
Age 10 - 14	8,155	6.48%
Age 15 - 17	5,176	4.11%
Age 18 - 20	7,491	5.95%
Age 21 - 24	9,922	7.89%
Age 25 - 34	19,260	15.31%
Age 35 - 44	16,845	13.39%
Age 45 - 54	11,698	9.30%
Age 55 - 64	11,588	9.21%
Age 65 - 74	9,883	7.86%
Age 75 - 84	5,792	4.60%
Age 85 and over	2,587	2.06%
Age 16 and over	98,545	78.33%
Age 18 and over	95,066	75.56%
Age 21 and over	87,575	69.61%
Age 65 and over	18,262	14.52%
2023 Est. Median Age		32.45
2023 Est. Average Age		36.20
2023 Est. Population by Sex	**125,814**	
Male	63,838	50.74%
Female	61,976	49.26%
2023 Est. Male Population by Age	**63,838**	
Age 0 - 4	4,539	7.11%
Age 5 - 9	4,333	6.79%
Age 10 - 14	4,151	6.50%
Age 15 - 17	2,632	4.12%
Age 18 - 20	3,814	5.97%
Age 21 - 24	5,300	8.30%
Age 25 - 34	10,608	16.62%
Age 35 - 44	9,111	14.27%
Age 45 - 54	6,093	9.55%
Age 55 - 64	5,577	8.74%
Age 65 - 74	4,422	6.93%
Age 75 - 84	2,400	3.76%
Age 85 and over	858	1.34%
2023 Est. Median Age, Male		31.49
2023 Est. Average Age, Male		34.90
2023 Est. Female Population by Age	**61,976**	
Age 0 - 4	4,351	7.02%
Age 5 - 9	4,194	6.77%
Age 10 - 14	4,004	6.46%
Age 15 - 17	2,544	4.11%
Age 18 - 20	3,677	5.93%
Age 21 - 24	4,622	7.46%
Age 25 - 34	8,652	13.96%
Age 35 - 44	7,734	12.48%
Age 45 - 54	5,605	9.04%
Age 55 - 64	6,011	9.70%
Age 65 - 74	5,461	8.81%
Age 75 - 84	3,392	5.47%
Age 85 and over	1,729	2.79%
2023 Est. Median Age, Female		33.66
2023 Est. Average Age, Female		37.50

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	37,579	37.49%
Males, Never Married	20,849	20.80%
Females, Never Married	16,730	16.69%
Married, Spouse present	39,692	39.60%
Married, Spouse absent	5,504	5.49%
Widowed	6,360	6.34%
Males Widowed	1,433	1.43%
Females Widowed	4,927	4.91%
Divorced	11,107	11.08%
Males Divorced	4,898	4.89%
Females Divorced	6,209	6.19%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,258	4.20%
Some High School, no diploma	6,053	7.79%
High School Graduate (or GED)	24,649	31.74%
Some College, no degree	18,320	23.59%
Associate Degree	6,234	8.03%
Bachelor's Degree	12,386	15.95%
Master's Degree	4,898	6.31%
Professional School Degree	1,093	1.41%
Doctorate Degree	762	0.98%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	4,534	25.12%
High School Graduate	6,342	35.14%
Some College or Associate's Degree	5,120	28.37%
Bachelor's Degree or Higher	2,050	11.36%
Households		
2028 Projection	46,675	
2023 Estimate	46,315	
2020 Census	46,205	
2010 Census	43,770	
Growth 2023 - 2028		0.78%
Growth 2020 - 2023		0.24%
Growth 2010 - 2020		5.56%
2023 Est. Households by Household Type	**46,315**	
Family Households	30,060	64.90%
Nonfamily Households	16,255	35.10%
2023 Est. Group Quarters Population	10,939	
2023 Households by Ethnicity, Hispanic/Latino	10,309	

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Community • Demographic Profile

Abilene, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**46,315**	
Income < $15,000	5,207	11.24%
Income $15,000 - $24,999	3,916	8.46%
Income $25,000 - $34,999	4,533	9.79%
Income $35,000 - $49,999	6,758	14.59%
Income $50,000 - $74,999	8,334	17.99%
Income $75,000 - $99,999	5,991	12.94%
Income $100,000 - $124,999	4,126	8.91%
Income $125,000 - $149,999	2,782	6.01%
Income $150,000 - $199,999	2,439	5.27%
Income $200,000 - $249,999	1,035	2.23%
Income $250,000 - $499,999	884	1.91%
Income $500,000+	310	0.67%
2023 Est. Average Household Income		$77,096
2023 Est. Median Household Income		$57,261
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$61,992
Black or African American Alone		$46,901
American Indian and Alaska Native Alone		$49,451
Asian Alone		$48,445
Native Hawaiian and Other Pacific Islander Alone		$7,468
Some Other Race Alone		$49,412
Two or More Races		$46,827
Hispanic or Latino		$49,624
Not Hispanic or Latino		$59,831
2023 Est. Family HH Type by Presence of Own Child.	**30,060**	
Married-Couple Family, own children	8,974	29.85%
Married-Couple Family, no own children	12,923	42.99%
Male Householder, own children	1,089	3.62%
Male Householder, no own children	960	3.19%
Female Householder, own children	3,612	12.02%
Female Householder, no own children	2,502	8.32%
2023 Est. Households by Household Size	**46,315**	
1-person	12,774	27.58%
2-person	16,278	35.15%
3-person	6,686	14.44%
4-person	6,289	13.58%
5-person	2,748	5.93%
6-person	1,169	2.52%
7-or-more-person	371	0.80%
2023 Est. Average Household Size		2.50
2023 Est. Households by Presence of People Under 18	**46,315**	
Households with 1 or More People under Age 18:	15,448	33.35%
Married-Couple Family	9,727	62.97%
Other Family, Male Householder	1,266	8.20%
Other Family, Female Householder	4,317	27.94%
Nonfamily, Male Householder	97	0.63%
Nonfamily, Female Householder	41	0.27%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**30,867**	
Married-Couple Family	12,165	39.41%
Other Family, Male Householder	779	2.52%
Other Family, Female Householder	1,809	5.86%
Nonfamily, Male Householder	7,541	24.43%
Nonfamily, Female Householder	8,573	27.77%
2023 Est. Households by Number of Vehicles	**46,315**	
No Vehicles	2,921	6.31%
1 Vehicle	16,654	35.96%
2 Vehicles	19,649	42.42%
3 Vehicles	5,241	11.32%
4 Vehicles	1,366	2.95%
5 or more Vehicles	484	1.04%
2023 Est. Average Number of Vehicles		1.7
Family Households		
2028 Projection	30,332	
2023 Estimate	30,060	
2010 Census	28,112	
Growth 2023 - 2028		0.91%
Growth 2010 - 2023		6.93%
2023 Est. Families by Poverty Status	**30,060**	
2023 Families at or Above Poverty	27,322	90.89%
2023 Families at or Above Poverty with Children	12,663	42.13%
2023 Families Below Poverty	2,738	9.11%
2023 Families Below Poverty with Children	2,303	7.66%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	55,864	56.69%
Civilian Labor Force, Unemployed	1,523	1.55%
Armed Forces	4,311	4.37%
Not in Labor Force	36,847	37.39%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**56,404**	
For-Profit Private Workers	38,060	67.48%
Non-Profit Private Workers	6,475	11.48%
Local Government Workers	1,997	3.54%
State Government Workers	2,390	4.24%
Federal Government Workers	3,698	6.56%
Self-Employed Workers	3,692	6.55%
Unpaid Family Workers	92	0.16%

Community • Demographic Profile

Abilene, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**56,404**	
Architect/Engineer	822	1.46%
Arts/Entertainment/Sports	712	1.26%
Building Grounds Maintenance	2,381	4.22%
Business/Financial Operations	2,088	3.70%
Community/Social Services	1,371	2.43%
Computer/Mathematical	915	1.62%
Construction/Extraction	3,405	6.04%
Education/Training/Library	4,158	7.37%
Farming/Fishing/Forestry	95	0.17%
Food Prep/Serving	3,886	6.89%
Health Practitioner/Technician	3,993	7.08%
Healthcare Support	2,769	4.91%
Maintenance Repair	2,051	3.64%
Legal	218	0.39%
Life/Physical/Social Science	333	0.59%
Management	3,625	6.43%
Office/Admin. Support	7,178	12.73%
Production	3,399	6.03%
Protective Services	1,418	2.51%
Sales/Related	5,125	9.09%
Personal Care/Service	1,886	3.34%
Transportation/Moving	4,576	8.11%
2023 Est. Pop 16+ by Occupation Classification	**56,404**	
White Collar	30,538	54.14%
Blue Collar	13,431	23.81%
Service and Farm	12,435	22.05%
2023 Est. Workers Age 16+ by Transp. to Work	**58,944**	
Drove Alone	46,453	78.81%
Car Pooled	6,331	10.74%
Public Transportation	313	0.53%
Walked	1,344	2.28%
Bicycle	422	0.72%
Other Means	463	0.79%
Worked at Home	3,618	6.14%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	27,817	
15 - 29 Minutes	23,292	
30 - 44 Minutes	2,126	
45 - 59 Minutes	676	
60 or more Minutes	1,105	
2023 Est. Avg Travel Time to Work in Minutes		17
2023 Est. Occupied Housing Units by Tenure	46,315	
Owner Occupied	24,733	53.40%
Renter Occupied	21,582	46.60%
2023 Owner Occ. HUs: Avg. Length of Residence		17.50†
2023 Renter Occ. HUs: Avg. Length of Residence		5.40†

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**46,315**	
Value Less than $20,000	733	2.96%
Value $20,000 - $39,999	1,433	5.79%
Value $40,000 - $59,999	1,182	4.78%
Value $60,000 - $79,999	1,608	6.50%
Value $80,000 - $99,999	1,794	7.25%
Value $100,000 - $149,999	4,894	19.79%
Value $150,000 - $199,999	3,729	15.08%
Value $200,000 - $299,999	5,507	22.27%
Value $300,000 - $399,999	1,900	7.68%
Value $400,000 - $499,999	1,078	4.36%
Value $500,000 - $749,999	567	2.29%
Value $750,000 - $999,999	127	0.51%
Value $1,000,000 or $1,499,999	106	0.43%
Value $1,500,000 or $1,999,999	31	0.13%
Value $2,000,000+	44	0.18%
2023 Est. Median All Owner-Occupied Housing Value		$158,729
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	35,426	68.31%
1 Unit Attached	1,512	2.92%
2 Units	1,777	3.43%
3 or 4 Units	2,707	5.22%
5 to 19 Units	5,732	11.05%
20 to 49 Units	1,059	2.04%
50 or More Units	1,756	3.39%
Mobile Home or Trailer	1,851	3.57%
Boat, RV, Van, etc.	41	0.08%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,619	5.05%
Housing Units Built 2010 to 2014	1,339	2.58%
Housing Units Built 2000 to 2009	4,628	8.92%
Housing Units Built 1990 to 1999	4,528	8.73%
Housing Units Built 1980 to 1989	8,112	15.64%
Housing Units Built 1970 to 1979	7,167	13.82%
Housing Units Built 1960 to 1969	5,500	10.61%
Housing Units Built 1950 to 1959	10,966	21.14%
Housing Units Built 1940 to 1949	3,605	6.95%
Housing Unit Built 1939 or Earlier	3,397	6.55%
2023 Est. Median Year Structure Built		1974

† Years

The Retail Coach

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.

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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