The**Retail**Coach®

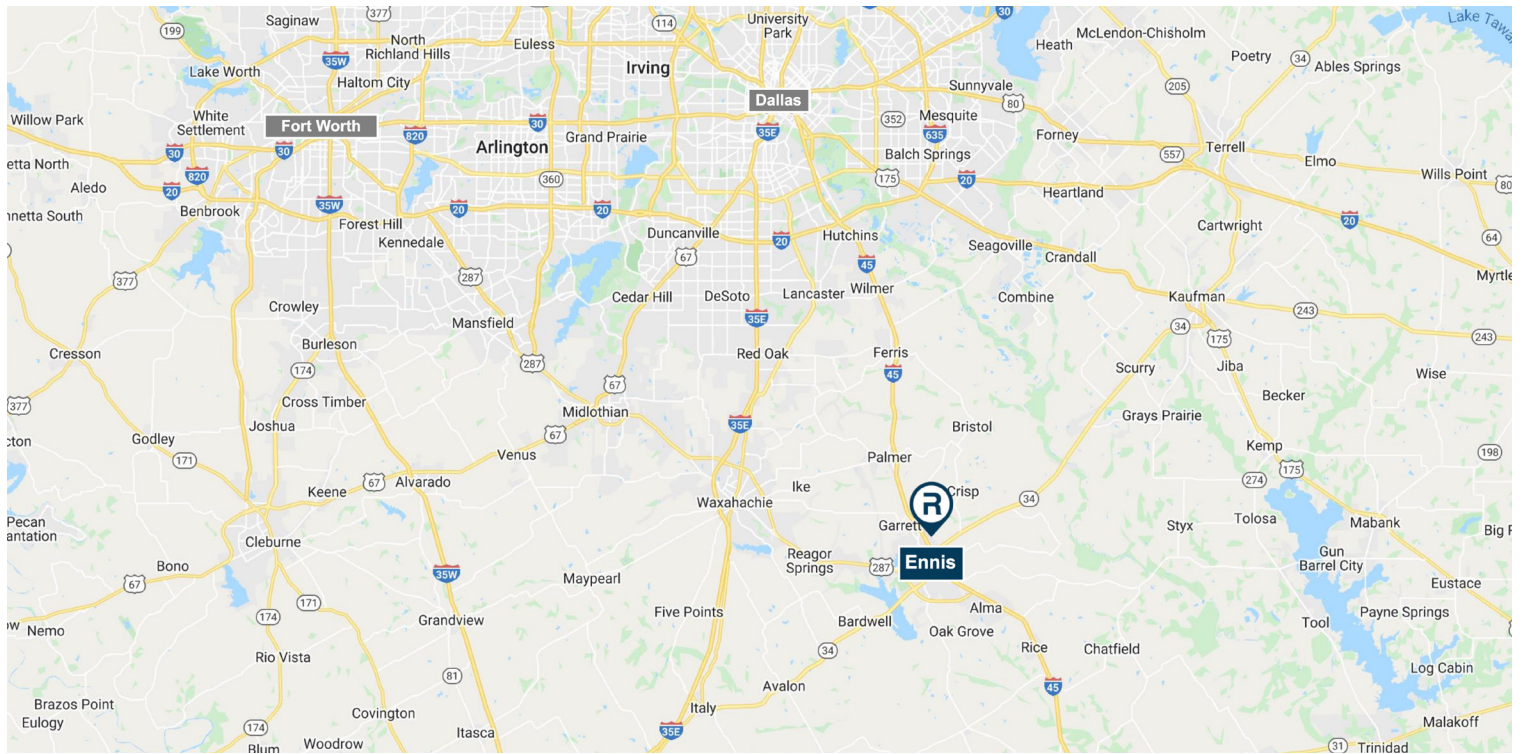# Community Demographic Profile

ENNIS, TEXAS

Prepared for Ennis Economic Development Corporation
February 2022

Community • Retail Market Profile

Ennis, Texas

Population

2010	18,513
2022	22,480
2027	23,880

Educational Attainment (%)

Graduate or Professional Degree	4.76%
Bachelors Degree	11.98%
Associate Degree	8.08%
Some College	18.57%
High School Graduate (GED)	32.62%
Some High School, No Degree	13.01%
Less than 9th Grade	10.98%

Income

Average HH	$77,136
Median HH	$61,358
Per Capita	$26,269

Age

0 - 9 Years	16.18%
10 - 17 Years	12.84%
18 - 24 Years	9.18%
25 - 34 Years	12.75%
35 - 44 Years	15.14%
45 - 54 Years	11.40%
55 - 64 Years	9.60%
65 and Older	12.91%
Median Age	34.30
Average Age	35.60

Race Distribution (%)

White	58.88%
Black/African American	16.15%
American Indian/Alaskan	0.81%
Asian	0.70%
Native Hawaiian/Islander	0.28%
Other Race	20.43%
Two or More Races	2.75%
Hispanic	45.72%

ENNIS TEXAS

The bluebonnet spirit of Texas

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Community • Demographic Profile

Ennis, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	23,880	
2022 Estimate	22,480	
2010 Census	18,513	
2000 Census	16,154	
Growth 2022 - 2027		6.23%
Growth 2010 - 2022		21.43%
Growth 2000 - 2010		14.60%
2022 Est. Population by Single-Classification Race	**22,480**	
White Alone	13,237	58.88%
Black or African American Alone	3,630	16.15%
Amer. Indian and Alaska Native Alone	181	0.81%
Asian Alone	157	0.70%
Native Hawaiian and Other Pacific Island Alone	64	0.28%
Some Other Race Alone	4,593	20.43%
Two or More Races	618	2.75%
2022 Est. Population by Hispanic or Latino Origin	**22,480**	
Not Hispanic or Latino	12,203	54.28%
Hispanic or Latino	10,277	45.72%
Mexican	9,480	92.25%
Puerto Rican	32	0.31%
Cuban	16	0.16%
All Other Hispanic or Latino	749	7.29%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**10,277**	
White Alone	5,102	49.65%
Black or African American Alone	78	0.76%
American Indian and Alaska Native Alone	109	1.06%
Asian Alone	3	0.03%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	4,566	44.43%
Two or More Races	418	4.07%
2022 Est. Pop by Race, Asian Alone, by Category	**157**	
Chinese, except Taiwanese	2	1.27%
Filipino	3	1.91%
Japanese	11	7.01%
Asian Indian	2	1.27%
Korean	2	1.27%
Vietnamese	64	40.76%
Cambodian	22	14.01%
Hmong	4	2.55%
Laotian	8	5.10%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	39	24.84%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**22,480**	
Arab	15	0.07%
Czech	966	4.30%
Danish	0	0.00%
Dutch	99	0.44%
English	883	3.93%
French (except Basque)	76	0.34%
French Canadian	0	0.00%
German	900	4.00%
Greek	3	0.01%
Hungarian	2	0.01%
Irish	1,184	5.27%
Italian	256	1.14%
Lithuanian	0	0.00%
United States or American	995	4.43%
Norwegian	57	0.25%
Polish	105	0.47%
Portuguese	1	0.00%
Russian	0	0.00%
Scottish	115	0.51%
Scotch-Irish	168	0.75%
Slovak	1	0.00%
Subsaharan African	175	0.78%
Swedish	18	0.08%
Swiss	15	0.07%
Ukrainian	3	0.01%
Welsh	32	0.14%
West Indian (except Hisp. groups)	1	0.00%
Other ancestries	13,539	60.23%
Ancestry Unclassified	2,871	12.77%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	12,958	62.89%
Speak Asian/Pacific Island Language at Home	31	0.15%
Speak IndoEuropean Language at Home	123	0.60%
Speak Spanish at Home	7,487	36.33%
Speak Other Language at Home	7	0.03%

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Ennis, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	**22,480**	
Age 0 - 4	1,874	8.34%
Age 5 - 9	1,763	7.84%
Age 10 - 14	1,800	8.01%
Age 15 - 17	1,086	4.83%
Age 18 - 20	933	4.15%
Age 21 - 24	1,131	5.03%
Age 25 - 34	2,866	12.75%
Age 35 - 44	3,404	15.14%
Age 45 - 54	2,563	11.40%
Age 55 - 64	2,158	9.60%
Age 65 - 74	1,592	7.08%
Age 75 - 84	884	3.93%
Age 85 and over	426	1.89%
Age 16 and over	16,685	74.22%
Age 18 and over	15,957	70.98%
Age 21 and over	15,024	66.83%
Age 65 and over	2,902	12.91%
2022 Est. Median Age		34.30
2022 Est. Average Age		35.60
2022 Est. Population by Sex	**22,480**	
Male	11,103	49.39%
Female	11,377	50.61%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	**11,103**	
Age 0 - 4	1,015	9.14%
Age 5 - 9	924	8.32%
Age 10 - 14	938	8.45%
Age 15 - 17	567	5.11%
Age 18 - 20	492	4.43%
Age 21 - 24	595	5.36%
Age 25 - 34	1,376	12.39%
Age 35 - 44	1,687	15.19%
Age 45 - 54	1,251	11.27%
Age 55 - 64	1,068	9.62%
Age 65 - 74	735	6.62%
Age 75 - 84	328	2.95%
Age 85 and over	127	1.14%
2022 Est. Median Age, Male		32.52
2022 Est. Average Age, Male		34.00
2022 Est. Female Population by Age	**11,377**	
Age 0 - 4	859	7.55%
Age 5 - 9	839	7.37%
Age 10 - 14	862	7.58%
Age 15 - 17	519	4.56%
Age 18 - 20	441	3.88%
Age 21 - 24	536	4.71%
Age 25 - 34	1,490	13.10%
Age 35 - 44	1,717	15.09%
Age 45 - 54	1,312	11.53%
Age 55 - 64	1,090	9.58%
Age 65 - 74	857	7.53%
Age 75 - 84	556	4.89%
Age 85 and over	299	2.63%
2022 Est. Median Age, Female		35.84
2022 Est. Average Age, Female		37.20

Community • Demographic Profile

Ennis, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,471	32.10%
Males, Never Married	2,830	16.60%
Females, Never Married	2,641	15.50%
Married, Spouse present	7,575	44.45%
Married, Spouse absent	836	4.91%
Widowed	1,170	6.87%
Males Widowed	389	2.28%
Females Widowed	781	4.58%
Divorced	1,991	11.68%
Males Divorced	735	4.31%
Females Divorced	1,256	7.37%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,526	10.98%
Some High School, no diploma	1,807	13.01%
High School Graduate (or GED)	4,532	32.62%
Some College, no degree	2,580	18.57%
Associate Degree	1,123	8.08%
Bachelor's Degree	1,664	11.98%
Master's Degree	494	3.56%
Professional School Degree	114	0.82%
Doctorate Degree	53	0.38%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,691	51.19%
High School Graduate	1,669	31.75%
Some College or Associate's Degree	781	14.86%
Bachelor's Degree or Higher	116	2.21%
Households		
2027 Projection	8,082	
2022 Estimate	7,579	
2010 Census	6,142	
2000 Census	5,344	
Growth 2022 - 2027		6.64%
Growth 2010 - 2022		23.40%
Growth 2000 - 2010		14.93%
2022 Est. Households by Household Type	7,579	
Family Households	5,623	74.19%
Nonfamily Households	1,956	25.81%
2022 Est. Group Quarters Population	225	
2022 Households by Ethnicity, Hispanic/Latino	2,561	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	7,579	
Income < $15,000	617	8.14%
Income $15,000 - $24,999	479	6.32%
Income $25,000 - $34,999	1,217	16.06%
Income $35,000 - $49,999	848	11.19%
Income $50,000 - $74,999	1,333	17.59%
Income $75,000 - $99,999	1,055	13.92%
Income $100,000 - $124,999	796	10.50%
Income $125,000 - $149,999	483	6.37%
Income $150,000 - $199,999	436	5.75%
Income $200,000 - $249,999	197	2.60%
Income $250,000 - $499,999	97	1.28%
Income $500,000+	21	0.28%
2022 Est. Average Household Income		$77,136
2022 Est. Median Household Income		$61,358
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$69,911
Black or African American Alone		$49,662
American Indian and Alaska Native Alone		$83,731
Asian Alone		$122,338
Native Hawaiian and Other Pacific Islander Alone		$10,407
Some Other Race Alone		$41,910
Two or More Races		$64,906
Hispanic or Latino		$51,292
Not Hispanic or Latino		$68,091
2022 Est. Family HH Type by Presence of Own Child.	5,623	
Married-Couple Family, own children	1,854	32.97%
Married-Couple Family, no own children	1,999	35.55%
Male Householder, own children	224	3.98%
Male Householder, no own children	230	4.09%
Female Householder, own children	765	13.61%
Female Householder, no own children	551	9.80%
2022 Est. Households by Household Size	7,579	
1-person	1,691	22.31%
2-person	2,108	27.81%
3-person	1,278	16.86%
4-person	1,155	15.24%
5-person	707	9.33%
6-person	356	4.70%
7-or-more-person	284	3.75%
2022 Est. Average Household Size		2.94

Community • Demographic Profile

Ennis, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**7,579**	
Households with 1 or More People under Age 18:	3,318	43.78%
Married-Couple Family	2,072	62.45%
Other Family, Male Householder	286	8.62%
Other Family, Female Householder	929	28.00%
Nonfamily, Male Householder	28	0.84%
Nonfamily, Female Householder	3	0.09%
Households with No People under Age 18:	**4,261**	
Married-Couple Family	1,782	41.82%
Other Family, Male Householder	169	3.97%
Other Family, Female Householder	388	9.11%
Nonfamily, Male Householder	803	18.84%
Nonfamily, Female Householder	1,119	26.26%
2022 Est. Households by Number of Vehicles	**7,579**	
No Vehicles	150	1.98%
1 Vehicle	2,872	37.89%
2 Vehicles	2,586	34.12%
3 Vehicles	1,405	18.54%
4 Vehicles	380	5.01%
5 or more Vehicles	186	2.45%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	5,998	
2022 Estimate	5,623	
2010 Census	4,548	
2000 Census	3,974	
Growth 2022 - 2027		6.67%
Growth 2010 - 2022		23.64%
Growth 2000 - 2010		14.44%
2022 Est. Families by Poverty Status	**5,623**	
2022 Families at or Above Poverty	4,927	87.62%
2022 Families at or Above Poverty with Children	2,460	43.75%
2022 Families Below Poverty	696	12.38%
2022 Families Below Poverty with Children	648	11.52%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	10,693	64.09%
Civilian Labor Force, Unemployed	463	2.77%
Armed Forces	25	0.15%
Not in Labor Force	5,504	32.99%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**10,563**	
For-Profit Private Workers	8,103	76.71%
Non-Profit Private Workers	361	3.42%
Local Government Workers	114	1.08%
State Government Workers	222	2.10%
Federal Government Workers	634	6.00%
Self-Employed Workers	1,104	10.45%
Unpaid Family Workers	25	0.24%
2022 Est. Civ. Employed Pop 16+ by Occupation	**10,563**	
Architect/Engineer	62	0.59%
Arts/Entertainment/Sports	42	0.40%
Building Grounds Maintenance	404	3.83%
Business/Financial Operations	543	5.14%
Community/Social Services	50	0.47%
Computer/Mathematical	36	0.34%
Construction/Extraction	860	8.14%
Education/Training/Library	582	5.51%
Farming/Fishing/Forestry	39	0.37%
Food Prep/Serving	689	6.52%
Health Practitioner/Technician	423	4.00%
Healthcare Support	300	2.84%
Maintenance Repair	549	5.20%
Legal	63	0.60%
Life/Physical/Social Science	47	0.45%
Management	863	8.17%
Office/Admin. Support	1,308	12.38%
Production	1,694	16.04%
Protective Services	122	1.15%
Sales/Related	900	8.52%
Personal Care/Service	155	1.47%
Transportation/Moving	832	7.88%
2022 Est. Pop 16+ by Occupation Classification	**10,563**	
White Collar	4,919	46.57%
Blue Collar	3,935	37.25%
Service and Farm	1,709	16.18%
2022 Est. Workers Age 16+ by Transp. to Work	**10,203**	
Drove Alone	8,305	81.40%
Car Pooled	1,513	14.83%
Public Transportation	2	0.02%
Walked	53	0.52%
Bicycle	0	0.00%
Other Means	62	0.61%
Worked at Home	268	2.63%

Community • Demographic Profile

Ennis, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,252	
15 - 29 Minutes	2,180	
30 - 44 Minutes	1,226	
45 - 59 Minutes	998	
60 or more Minutes	1,291	
2022 Est. Avg Travel Time to Work in Minutes		29
2022 Est. Occupied Housing Units by Tenure	7,579	
Owner Occupied	4,379	57.78%
Renter Occupied	3,200	42.22%
2022 Owner Occ. HUs: Avg. Length of Residence		16.00[†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.40[†]
2022 Est. Owner-Occupied Housing Units by Value	**7,579**	
Value Less than $20,000	165	3.77%
Value $20,000 - $39,999	243	5.55%
Value $40,000 - $59,999	269	6.14%
Value $60,000 - $79,999	235	5.37%
Value $80,000 - $99,999	478	10.92%
Value $100,000 - $149,999	764	17.45%
Value $150,000 - $199,999	478	10.92%
Value $200,000 - $299,999	862	19.68%
Value $300,000 - $399,999	555	12.67%
Value $400,000 - $499,999	199	4.54%
Value $500,000 - $749,999	61	1.39%
Value $750,000 - $999,999	36	0.82%
Value $1,000,000 or $1,499,999	27	0.62%
Value $1,500,000 or $1,999,999	6	0.14%
Value $2,000,000+	1	0.02%
2022 Est. Median All Owner-Occupied Housing Value		$153,093
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	6,091	75.51%
1 Unit Attached	118	1.46%
2 Units	217	2.69%
3 or 4 Units	375	4.65%
5 to 19 Units	574	7.12%
20 to 49 Units	99	1.23%
50 or More Units	135	1.67%
Mobile Home or Trailer	453	5.62%
Boat, RV, Van, etc.	4	0.05%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,335	16.55%
Housing Units Built 2010 to 2014	207	2.57%
Housing Units Built 2000 to 2009	1,174	14.56%
Housing Units Built 1990 to 1999	717	8.89%
Housing Units Built 1980 to 1989	1,157	14.34%
Housing Units Built 1970 to 1979	1,239	15.36%
Housing Units Built 1960 to 1969	966	11.98%
Housing Units Built 1950 to 1959	618	7.66%
Housing Units Built 1940 to 1949	176	2.18%
Housing Unit Built 1939 or Earlier	477	5.91%
2022 Est. Median Year Structure Built		1985

[†] 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, 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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