



# COMMUNITY DEMOGRAPHIC PROFILE

Ennis, Texas

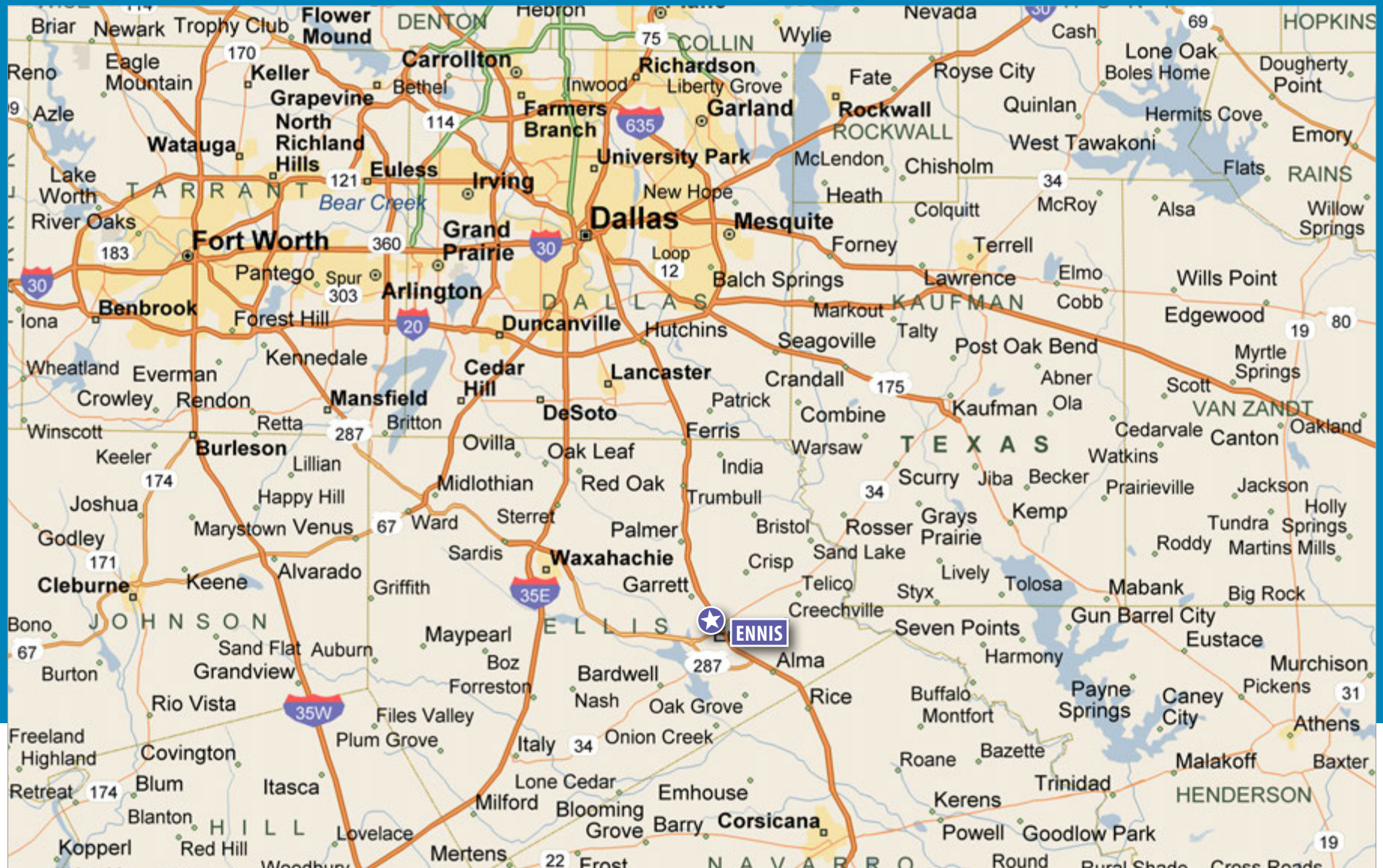


Prepared for  
Ennis Economic Development Corporation  
July 2016

 **TheRetailCoach®**

## Location

Ennis, Texas



## Contact Information

**Marty Nelson, Economic Development Director**  
Ennis Economic Development Corporation  
P.O. Box 220  
Ennis, Texas 75120

Phone 972.878.1234  
Cell 972.921.4794  
mnelson@EnnisTX.gov  
www.EnnisTX.com

## Community | Demographics

### Ennis, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	20,180	
2016 Estimate	19,485	
2010 Census	18,513	
2000 Census	16,287	
Growth 2016 - 2021		3.57%
Growth 2010 - 2016		5.25%
Growth 2000 - 2010		13.67%
2016 Est. Population by Single-Classification Race	19,485	
White Alone	12,326	63.26%
Black or African American Alone	2,502	12.84%
Amer. Indian and Alaska Native Alone	151	0.77%
Asian Alone	114	0.59%
Native Hawaiian and Other Pac. Isl. Alone	59	0.30%
Some Other Race Alone	3,824	19.63%
Two or More Races	509	2.61%
2016 Est. Population by Hispanic or Latino Origin	19,485	
Not Hispanic or Latino	10,957	56.23%
Hispanic or Latino	8,528	43.77%
Mexican	7,876	92.35%
Puerto Rican	24	0.28%
Cuban	15	0.18%
All Other Hispanic or Latino	613	7.19%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	8,528	
White Alone	4,225	49.54%
Black or African American Alone	63	0.74%
American Indian and Alaska Native Alone	90	1.06%
Asian Alone	2	0.02%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	3,801	44.57%
Two or More Races	346	4.06%
2016 Est. Pop by Race, Asian Alone, by Category	114	
Chinese, except Taiwanese	7	6.14%
Filipino	10	8.77%
Japanese	2	1.75%
Asian Indian	3	2.63%
Korean	2	1.75%
Vietnamese	75	65.79%
Cambodian	0	0.00%
Hmong	5	4.39%
Laotian	10	8.77%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%
2016 Est. Population by Ancestry	19,485	
Arab	0	0.00%
Czech	616	3.16%
Danish	0	0.00%
Dutch	135	0.69%
English	1,276	6.55%
French (except Basque)	227	1.16%
French Canadian	59	0.30%
German	1,248	6.40%
Greek	0	0.00%

## Community | Demographics

### Ennis, Texas

DESCRIPTION	DATA	%
Hungarian	77	0.40%
Irish	705	3.62%
Italian	142	0.73%
Lithuanian	0	0.00%
United States or American	744	3.82%
Norwegian	1	0.01%
Polish	78	0.40%
Portuguese	72	0.37%
Russian	1	0.01%
Scottish	292	1.50%
Scotch-Irish	165	0.85%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	28	0.14%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	12	0.06%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	11,330	58.15%
Ancestry Unclassified	2,277	11.69%
2016 Est. Pop Age 5+ by Language Spoken At Home	18,003	
Speak Only English at Home	12,348	68.59%
Speak Asian/Pac. Isl. Lang. at Home	89	0.49%
Speak IndoEuropean Language at Home	208	1.16%
Speak Spanish at Home	5,358	29.76%
Speak Other Language at Home	0	0.00%
2016 Est. Population by Sex	19,485	
Male	9,522	48.87%
Female	9,963	51.13%

DESCRIPTION	DATA	%
2016 Est. Population by Age	19,485	
Age 0 - 4	1,482	7.61%
Age 5 - 9	1,555	7.98%
Age 10 - 14	1,582	8.12%
Age 15 - 17	935	4.80%
Age 18 - 20	830	4.26%
Age 21 - 24	1,073	5.51%
Age 25 - 34	2,786	14.30%
Age 35 - 44	2,501	12.84%
Age 45 - 54	2,219	11.39%
Age 55 - 64	1,985	10.19%
Age 65 - 74	1,321	6.78%
Age 75 - 84	811	4.16%
Age 85 and over	405	2.08%
Age 16 and over	14,559	74.72%
Age 18 and over	13,931	71.50%
Age 21 and over	13,101	67.24%
Age 65 and over	2,537	13.02%
2016 Est. Median Age	33.2	
2016 Est. Average Age	35.8	

## Community | Demographics

### Ennis, Texas

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	9,522	
Age 0 - 4	780	8.19%
Age 5 - 9	836	8.78%
Age 10 - 14	819	8.60%
Age 15 - 17	490	5.15%
Age 18 - 20	435	4.57%
Age 21 - 24	540	5.67%
Age 25 - 34	1,357	14.25%
Age 35 - 44	1,219	12.80%
Age 45 - 54	1,087	11.42%
Age 55 - 64	981	10.30%
Age 65 - 74	581	6.10%
Age 75 - 84	289	3.04%
Age 85 and over	108	1.13%
2016 Est. Median Age, Male	31.3	
2016 Est. Average Age, Male	33.9	
2016 Est. Female Population by Age	9,963	
Age 0 - 4	702	7.05%
Age 5 - 9	719	7.22%
Age 10 - 14	763	7.66%
Age 15 - 17	445	4.47%
Age 18 - 20	395	3.96%
Age 21 - 24	533	5.35%
Age 25 - 34	1,429	14.34%
Age 35 - 44	1,282	12.87%
Age 45 - 54	1,132	11.36%
Age 55 - 64	1,004	10.08%
Age 65 - 74	740	7.43%
Age 75 - 84	522	5.24%
Age 85 and over	297	2.98%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	35.0	
2016 Est. Average Age, Female	37.6	
2016 Est. Pop Age 15+ by Marital Status	14,866	
Total, Never Married	4,484	30.16%
Males, Never Married	2,303	15.49%
Females, Never Married	2,181	14.67%
Married, Spouse present	6,507	43.77%
Married, Spouse absent	954	6.42%
Widowed	1,152	7.75%
Males Widowed	257	1.73%
Females Widowed	895	6.02%
Divorced	1,769	11.90%
Males Divorced	834	5.61%
Females Divorced	935	6.29%
2016 Est. Pop Age 25+ by Edu. Attainment	12,028	
Less than 9th grade	1,458	12.12%
Some High School, no diploma	1,599	13.29%
High School Graduate (or GED)	3,655	30.39%
Some College, no degree	2,881	23.95%
Associate Degree	1,029	8.56%
Bachelor's Degree	912	7.58%
Master's Degree	309	2.57%
Professional School Degree	61	0.51%
Doctorate Degree	124	1.03%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	4,297	
No High School Diploma	2,300	53.53%
High School Graduate	921	21.43%
Some College or Associate's Degree	1,008	23.46%
Bachelor's Degree or Higher	68	1.58%

## Community | Demographics

### Ennis, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	6,794	
2016 Estimate	6,533	
2010 Census	6,142	
2000 Census	5,344	
Growth 2016 - 2021		4.00%
Growth 2010 - 2016		6.37%
Growth 2000 - 2010		14.93%
2016 Est. Households by Household Type	6,533	
Family Households	4,844	74.15%
Nonfamily Households	1,689	25.85%
2016 Est. Group Quarters Population	281	
2016 HHs by Ethnicity, Hispanic/Latino	2,078	
2016 Est. Households by HH Income	6,533	
Income < \$15,000	1,109	16.98%
Income \$15,000 - \$24,999	700	10.71%
Income \$25,000 - \$34,999	625	9.57%
Income \$35,000 - \$49,999	1,530	23.42%
Income \$50,000 - \$74,999	922	14.11%
Income \$75,000 - \$99,999	660	10.10%
Income \$100,000 - \$124,999	381	5.83%
Income \$125,000 - \$149,999	245	3.75%
Income \$150,000 - \$199,999	213	3.26%
Income \$200,000 - \$249,999	73	1.12%
Income \$250,000 - \$499,999	62	0.95%
Income \$500,000+	13	0.20%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$57,996	
2016 Est. Median Household Income	\$43,162	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$46,353	
Black or African American Alone	\$23,475	
American Indian and Alaska Native Alone	\$46,250	
Asian Alone	\$200,001	
Native Hawaiian and Other Pacific Islander Alone	\$49,167	
Some Other Race Alone	\$44,262	
Two or More Races	\$50,417	
Hispanic or Latino	\$40,009	
Not Hispanic or Latino	\$44,982	
2016 Est. Family HH Type by Presence of Own Child.	4,844	
Married-Couple Family, own children	1,602	33.07%
Married-Couple Family, no own children	1,716	35.43%
Male Householder, own children	194	4.00%
Male Householder, no own children	201	4.15%
Female Householder, own children	656	13.54%
Female Householder, no own children	475	9.81%
2016 Est. Households by Household Size	6,533	
1-person	1,457	22.30%
2-person	1,812	27.74%
3-person	1,101	16.85%
4-person	999	15.29%
5-person	610	9.34%
6-person	305	4.67%
7-or-more-person	249	3.81%

## Community | Demographics

### Ennis, Texas

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.94	
2016 Est. Households by Presence of People Under 18	6,533	
Households with 1 or More People under Age 18:	2,863	43.82%
Married-Couple Family	1,787	62.42%
Other Family, Male Householder	249	8.70%
Other Family, Female Householder	799	27.91%
Nonfamily, Male Householder	26	0.91%
Nonfamily, Female Householder	2	0.07%
Households with No People under Age 18:	3,670	56.18%
Married-Couple Family	1,530	41.69%
Other Family, Male Householder	148	4.03%
Other Family, Female Householder	330	8.99%
Nonfamily, Male Householder	691	18.83%
Nonfamily, Female Householder	971	26.46%
2016 Est. Households by Number of Vehicles	6,533	
No Vehicles	347	5.31%
1 Vehicle	2,391	36.60%
2 Vehicles	2,756	42.19%
3 Vehicles	839	12.84%
4 Vehicles	147	2.25%
5 or more Vehicles	53	0.81%
2016 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	5,035	
2016 Estimate	4,844	
2010 Census	4,548	
2000 Census	3,974	
Growth 2016 - 2021		3.94%
Growth 2010 - 2016		6.51%
Growth 2000 - 2010		14.44%
2016 Est. Families by Poverty Status	4,844	
2016 Families at or Above Poverty	3,866	79.81%
2016 Families at or Above Poverty with Children	1,977	40.81%
2016 Families Below Poverty	978	20.19%
2016 Families Below Poverty with Children	758	15.65%
2016 Est. Pop Age 16+ by Employment Status	14,559	
In Armed Forces	0	0.00%
Civilian - Employed	8,561	58.80%
Civilian - Unemployed	878	6.03%
Not in Labor Force	5,120	35.17%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	8,697	
For-Profit Private Workers	6,757	77.69%
Non-Profit Private Workers	458	5.27%
Local Government Workers	396	4.55%
State Government Workers	306	3.52%
Federal Government Workers	113	1.30%
Self-Employed Workers	667	7.67%
Unpaid Family Workers	0	0.00%

## Community | Demographics

### Ennis, Texas

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	8,697	
Architect/Engineer	39	0.45%
Arts/Entertainment/Sports	53	0.61%
Building Grounds Maintenance	640	7.36%
Business/Financial Operations	214	2.46%
Community/Social Services	43	0.49%
Computer/Mathematical	112	1.29%
Construction/Extraction	497	5.71%
Education/Training/Library	409	4.70%
Farming/Fishing/Forestry	84	0.97%
Food Prep/Serving	318	3.66%
Health Practitioner/Technician	319	3.67%
Healthcare Support	222	2.55%
Maintenance Repair	425	4.89%
Legal	4	0.05%
Life/Physical/Social Science	55	0.63%
Management	405	4.66%
Office/Admin. Support	1,145	13.17%
Production	1,575	18.11%
Protective Services	151	1.74%
Sales/Related	1,185	13.63%
Personal Care/Service	169	1.94%
Transportation/Moving	633	7.28%
2016 Est. Pop 16+ by Occupation Classification	8,697	
Blue Collar	3,130	35.99%
White Collar	3,983	45.80%
Service and Farm	1,584	18.21%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	8,461	
Drove Alone	6,383	75.44%
Car Pooled	1,604	18.96%
Public Transportation	1	0.01%
Walked	92	1.09%
Bicycle	9	0.11%
Other Means	51	0.60%
Worked at Home	321	3.79%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,165	
15 - 29 Minutes	1,392	
30 - 44 Minutes	823	
45 - 59 Minutes	944	
60 or more Minutes	855	
2016 Est. Avg Travel Time to Work in Minutes	26.00	
2016 Est. Occupied Housing Units by Tenure	6,533	
Owner Occupied	3,770	57.71%
Renter Occupied	2,763	42.29%
2016 Owner Occ. HUs: Avg. Length of Residence	17.3	
2016 Renter Occ. HUs: Avg. Length of Residence	6.8	



## Community | Demographics

### Ennis, Texas

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	3,770	
Value Less than \$20,000	99	2.63%
Value \$20,000 - \$39,999	172	4.56%
Value \$40,000 - \$59,999	299	7.93%
Value \$60,000 - \$79,999	366	9.71%
Value \$80,000 - \$99,999	464	12.31%
Value \$100,000 - \$149,999	1,115	29.58%
Value \$150,000 - \$199,999	633	16.79%
Value \$200,000 - \$299,999	364	9.66%
Value \$300,000 - \$399,999	173	4.59%
Value \$400,000 - \$499,999	56	1.49%
Value \$500,000 - \$749,999	12	0.32%
Value \$750,000 - \$999,999	1	0.03%
Value \$1,000,000 or more	16	0.42%
2016 Est. Median All Owner-Occupied Housing Value	\$121,749	
2016 Est. Housing Units by Units in Structure	7,028	
1 Unit Attached	151	2.15%
1 Unit Detached	5,128	72.97%
2 Units	402	5.72%
3 or 4 Units	344	4.89%
5 to 19 Units	544	7.74%
20 to 49 Units	95	1.35%
50 or More Units	158	2.25%
Mobile Home or Trailer	205	2.92%
Boat, RV, Van, etc.	1	0.01%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	7,028	
Housing Units Built 2010 or later	312	4.44%
Housing Units Built 2000 to 2009	1,071	15.24%
Housing Units Built 1990 to 1999	1,042	14.83%
Housing Units Built 1980 to 1989	828	11.78%
Housing Units Built 1970 to 1979	1,303	18.54%
Housing Units Built 1960 to 1969	803	11.43%
Housing Units Built 1950 to 1959	773	11.00%
Housing Units Built 1940 to 1949	364	5.18%
Housing Unit Built 1939 or Earlier	532	7.57%
2016 Est. Median Year Structure Built	1978	



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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

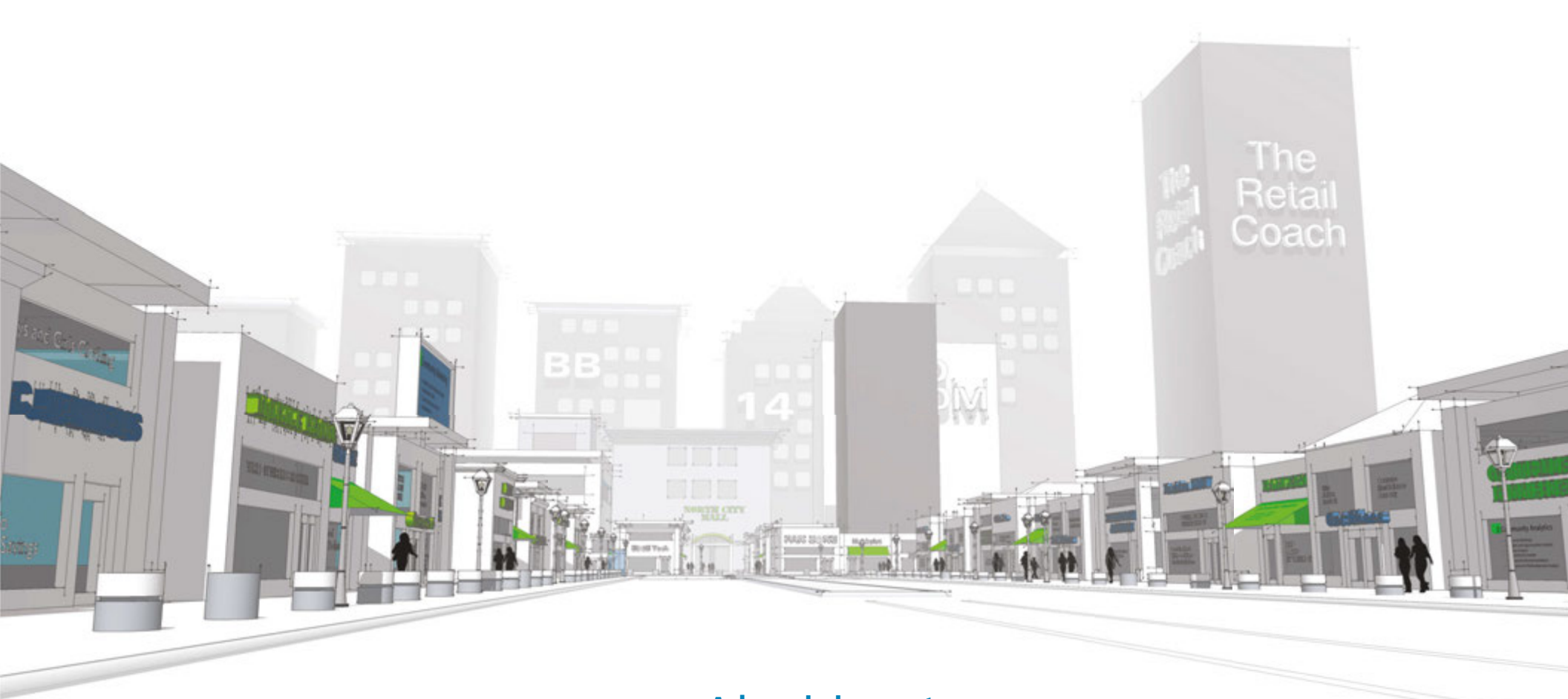
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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.

## The Retail Coach - It’s not about data. It’s about your success.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
tel 800.851.0962 | fax 662.844.2738 | e-mail [info@theretailcoach.net](mailto:info@theretailcoach.net) | web [www.theretailcoach.net](http://www.theretailcoach.net)



## Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.