



RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Ennis, Texas

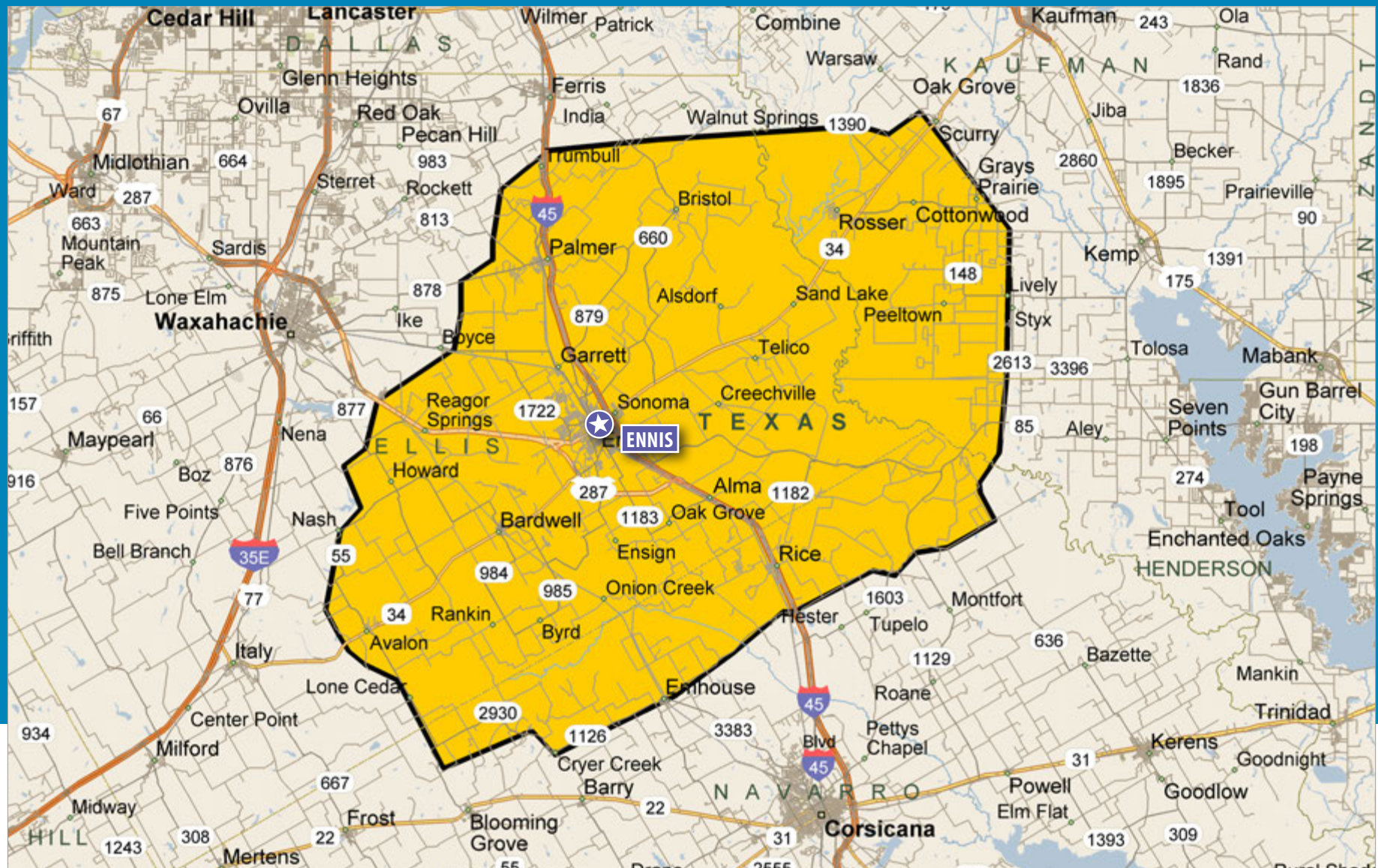


Prepared for
Ennis Economic Development Corporation
July 2016

 **TheRetailCoach®**

Retail Trade Area

Ennis, Texas



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Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Population		
2021 Projection	43,282	
2016 Estimate	41,330	
2010 Census	39,412	
2000 Census	34,089	
Growth 2016 - 2021		4.72%
Growth 2010 - 2016		4.87%
Growth 2000 - 2010		15.62%
2016 Est. Population by Single-Classification Race	41,330	
White Alone	29,928	72.41%
Black or African American Alone	3,292	7.97%
Amer. Indian and Alaska Native Alone	329	0.80%
Asian Alone	185	0.45%
Native Hawaiian and Other Pac. Isl. Alone	92	0.22%
Some Other Race Alone	6,523	15.78%
Two or More Races	981	2.37%
2016 Est. Population by Hispanic or Latino Origin	41,330	
Not Hispanic or Latino	26,532	64.20%
Hispanic or Latino	14,798	35.80%
Mexican	13,581	91.78%
Puerto Rican	65	0.44%
Cuban	29	0.19%
All Other Hispanic or Latino	1,123	7.59%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	14,798	
White Alone	7,477	50.52%
Black or African American Alone	93	0.63%
American Indian and Alaska Native Alone	148	1.00%
Asian Alone	4	0.03%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	6,480	43.79%
Two or More Races	596	4.02%
2016 Est. Pop by Race, Asian Alone, by Category	185	
Chinese, except Taiwanese	11	5.70%
Filipino	29	15.90%
Japanese	4	1.97%
Asian Indian	8	4.14%
Korean	5	2.72%
Vietnamese	91	48.98%
Cambodian	3	1.60%
Hmong	7	3.92%
Laotian	15	8.21%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	13	6.85%
2016 Est. Population by Ancestry	41,330	
Arab	13	0.03%
Czech	1,700	4.11%
Danish	16	0.04%
Dutch	295	0.71%
English	3,184	7.70%
French (except Basque)	464	1.12%
French Canadian	82	0.20%
German	2,870	6.94%
Greek	1	0.00%

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DESCRIPTION	DATA	%
Hungarian	99	0.24%
Irish	2,016	4.88%
Italian	396	0.96%
Lithuanian	0	0.00%
United States or American	2,493	6.03%
Norwegian	40	0.10%
Polish	132	0.32%
Portuguese	85	0.21%
Russian	7	0.02%
Scottish	530	1.28%
Scotch-Irish	257	0.62%
Slovak	0	0.00%
Subsaharan African	3	0.01%
Swedish	131	0.32%
Swiss	20	0.05%
Ukrainian	3	0.01%
Welsh	72	0.17%
West Indian (except Hisp. groups)	8	0.02%
Other ancestries	20,922	50.62%
Ancestry Unclassified	5,492	13.29%
2016 Est. Pop Age 5+ by Language Spoken At Home	38,439	
Speak Only English at Home	27,703	72.07%
Speak Asian/Pac. Isl. Lang. at Home	111	0.29%
Speak IndoEuropean Language at Home	422	1.10%
Speak Spanish at Home	10,198	26.53%
Speak Other Language at Home	6	0.01%
2016 Est. Population by Sex	41,330	
Male	20,541	49.70%
Female	20,789	50.30%

DESCRIPTION	DATA	%
2016 Est. Population by Age	41,330	
Age 0 - 4	2,891	7.00%
Age 5 - 9	3,021	7.31%
Age 10 - 14	3,233	7.82%
Age 15 - 17	1,998	4.83%
Age 18 - 20	1,763	4.27%
Age 21 - 24	2,240	5.42%
Age 25 - 34	5,247	12.70%
Age 35 - 44	5,124	12.40%
Age 45 - 54	5,263	12.73%
Age 55 - 64	4,987	12.07%
Age 65 - 74	3,230	7.82%
Age 75 - 84	1,701	4.12%
Age 85 and over	632	1.53%
Age 16 and over	31,528	76.28%
Age 18 and over	30,187	73.04%
Age 21 and over	28,423	68.77%
Age 65 and over	5,563	13.46%
2016 Est. Median Age	35.5	
2016 Est. Average Age	37.0	

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	20,541	
Age 0 - 4	1,502	7.31%
Age 5 - 9	1,578	7.68%
Age 10 - 14	1,656	8.06%
Age 15 - 17	1,034	5.04%
Age 18 - 20	922	4.49%
Age 21 - 24	1,160	5.65%
Age 25 - 34	2,609	12.70%
Age 35 - 44	2,508	12.21%
Age 45 - 54	2,642	12.86%
Age 55 - 64	2,515	12.24%
Age 65 - 74	1,516	7.38%
Age 75 - 84	707	3.44%
Age 85 and over	192	0.93%
2016 Est. Median Age, Male	34.3	
2016 Est. Average Age, Male	35.9	
2016 Est. Female Population by Age	20,789	
Age 0 - 4	1,389	6.68%
Age 5 - 9	1,443	6.94%
Age 10 - 14	1,577	7.59%
Age 15 - 17	964	4.64%
Age 18 - 20	841	4.05%
Age 21 - 24	1,080	5.19%
Age 25 - 34	2,638	12.69%
Age 35 - 44	2,616	12.58%
Age 45 - 54	2,621	12.61%
Age 55 - 64	2,472	11.89%
Age 65 - 74	1,714	8.24%
Age 75 - 84	994	4.78%
Age 85 and over	440	2.12%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	36.8	
2016 Est. Average Age, Female	38.1	
2016 Est. Pop Age 15+ by Marital Status	32,185	
Total, Never Married	8,621	26.79%
Males, Never Married	4,632	14.39%
Females, Never Married	3,989	12.39%
Married, Spouse present	16,100	50.02%
Married, Spouse absent	1,912	5.94%
Widowed	2,043	6.35%
Males Widowed	463	1.44%
Females Widowed	1,580	4.91%
Divorced	3,509	10.90%
Males Divorced	1,669	5.19%
Females Divorced	1,839	5.71%
2016 Est. Pop Age 25+ by Edu. Attainment	26,184	
Less than 9th grade	2,905	11.09%
Some High School, no diploma	3,355	12.81%
High School Graduate (or GED)	8,585	32.79%
Some College, no degree	6,027	23.02%
Associate Degree	2,232	8.53%
Bachelor's Degree	2,197	8.39%
Master's Degree	626	2.39%
Professional School Degree	103	0.39%
Doctorate Degree	153	0.59%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	7,392	
No High School Diploma	4,034	54.57%
High School Graduate	1,731	23.41%
Some College or Associate's Degree	1,490	20.16%
Bachelor's Degree or Higher	138	1.86%

Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Households		
2021 Projection	14,704	
2016 Estimate	13,985	
2010 Census	13,217	
2000 Census	11,443	
Growth 2016 - 2021		5.14%
Growth 2010 - 2016		5.81%
Growth 2000 - 2010		15.50%
2016 Est. Households by Household Type	13,985	
Family Households	10,776	77.05%
Nonfamily Households	3,209	22.95%
2016 Est. Group Quarters Population	287	
2016 HHs by Ethnicity, Hispanic/Latino	3,585	
2016 Est. Households by HH Income	13,985	
Income < \$15,000	1,804	12.90%
Income \$15,000 - \$24,999	1,528	10.93%
Income \$25,000 - \$34,999	1,445	10.33%
Income \$35,000 - \$49,999	2,893	20.68%
Income \$50,000 - \$74,999	2,300	16.45%
Income \$75,000 - \$99,999	1,554	11.11%
Income \$100,000 - \$124,999	924	6.61%
Income \$125,000 - \$149,999	600	4.29%
Income \$150,000 - \$199,999	573	4.10%
Income \$200,000 - \$249,999	185	1.32%
Income \$250,000 - \$499,999	149	1.06%
Income \$500,000+	28	0.20%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$62,980	
2016 Est. Median Household Income	\$46,486	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$49,341	
Black or African American Alone	\$25,678	
American Indian and Alaska Native Alone	\$41,572	
Asian Alone	\$157,588	
Native Hawaiian and Other Pacific Islander Alone	\$119,753	
Some Other Race Alone	\$43,410	
Two or More Races	\$46,805	
Hispanic or Latino	\$37,235	
Not Hispanic or Latino	\$50,125	
2016 Est. Family HH Type by Presence of Own Child.	10,776	
Married-Couple Family, own children	3,533	32.79%
Married-Couple Family, no own children	4,502	41.78%
Male Householder, own children	423	3.93%
Male Householder, no own children	431	4.00%
Female Householder, own children	1,045	9.70%
Female Householder, no own children	841	7.80%
2016 Est. Households by Household Size	13,985	
1-person	2,781	19.89%
2-person	4,288	30.66%
3-person	2,373	16.97%
4-person	2,157	15.42%
5-person	1,282	9.16%
6-person	620	4.43%
7-or-more-person	484	3.46%

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.93	
2016 Est. Households by Presence of People Under 18	13,985	
Households with 1 or More People under Age 18:	5,889	42.11%
Married-Couple Family	4,001	67.95%
Other Family, Male Householder	533	9.05%
Other Family, Female Householder	1,298	22.04%
Nonfamily, Male Householder	51	0.87%
Nonfamily, Female Householder	5	0.08%
Households with No People under Age 18:	8,096	57.89%
Married-Couple Family	4,036	49.85%
Other Family, Male Householder	324	4.01%
Other Family, Female Householder	579	7.15%
Nonfamily, Male Householder	1,488	18.38%
Nonfamily, Female Householder	1,669	20.61%
2016 Est. Households by Number of Vehicles	13,985	
No Vehicles	504	3.60%
1 Vehicle	4,143	29.62%
2 Vehicles	6,030	43.12%
3 Vehicles	2,447	17.49%
4 Vehicles	595	4.26%
5 or more Vehicles	267	1.91%
2016 Est. Average Number of Vehicles	2.0	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	11,333	
2016 Estimate	10,776	
2010 Census	10,180	
2000 Census	8,925	
Growth 2016 - 2021		5.17%
Growth 2010 - 2016		5.85%
Growth 2000 - 2010		14.06%
2016 Est. Families by Poverty Status	10,776	
2016 Families at or Above Poverty	8,972	83.26%
2016 Families at or Above Poverty with Children	4,327	40.15%
2016 Families Below Poverty	1,804	16.74%
2016 Families Below Poverty with Children	1,435	13.32%
2016 Est. Pop Age 16+ by Employment Status	31,528	
In Armed Forces	18	0.06%
Civilian - Employed	18,223	57.80%
Civilian - Unemployed	1,789	5.67%
Not in Labor Force	11,498	36.47%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	18,519	
For-Profit Private Workers	13,992	75.55%
Non-Profit Private Workers	814	4.40%
Local Government Workers	1,089	5.88%
State Government Workers	679	3.67%
Federal Government Workers	280	1.51%
Self-Employed Workers	1,665	8.99%
Unpaid Family Workers	0	0.00%

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	18,519	
Architect/Engineer	158	0.85%
Arts/Entertainment/Sports	110	0.59%
Building Grounds Maintenance	1,203	6.50%
Business/Financial Operations	416	2.24%
Community/Social Services	93	0.50%
Computer/Mathematical	212	1.15%
Construction/Extraction	1,277	6.90%
Education/Training/Library	846	4.57%
Farming/Fishing/Forestry	189	1.02%
Food Prep/Serving	701	3.79%
Health Practitioner/Technician	632	3.41%
Healthcare Support	380	2.05%
Maintenance Repair	1,065	5.75%
Legal	69	0.37%
Life/Physical/Social Science	102	0.55%
Management	1,182	6.38%
Office/Admin. Support	2,697	14.56%
Production	2,552	13.78%
Protective Services	381	2.06%
Sales/Related	2,102	11.35%
Personal Care/Service	389	2.10%
Transportation/Moving	1,762	9.52%
2016 Est. Pop 16+ by Occupation Classification	18,519	
Blue Collar	6,657	35.95%
White Collar	8,619	46.54%
Service and Farm	3,243	17.51%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	18,055	
Drove Alone	14,159	78.42%
Car Pooled	2,892	16.02%
Public Transportation	4	0.02%
Walked	182	1.01%
Bicycle	9	0.05%
Other Means	133	0.74%
Worked at Home	675	3.74%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,309	
15 - 29 Minutes	4,056	
30 - 44 Minutes	2,386	
45 - 59 Minutes	2,367	
60 or more Minutes	2,378	
2016 Est. Avg Travel Time to Work in Minutes	31.00	
2016 Est. Occupied Housing Units by Tenure	13,985	
Owner Occupied	9,952	71.16%
Renter Occupied	4,033	28.84%
2016 Owner Occ. HUs: Avg. Length of Residence	16.1	
2016 Renter Occ. HUs: Avg. Length of Residence	7.1	

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DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	9,952	
Value Less than \$20,000	331	3.32%
Value \$20,000 - \$39,999	660	6.64%
Value \$40,000 - \$59,999	935	9.40%
Value \$60,000 - \$79,999	1,098	11.04%
Value \$80,000 - \$99,999	1,062	10.67%
Value \$100,000 - \$149,999	2,148	21.58%
Value \$150,000 - \$199,999	1,618	16.26%
Value \$200,000 - \$299,999	1,158	11.63%
Value \$300,000 - \$399,999	459	4.62%
Value \$400,000 - \$499,999	177	1.78%
Value \$500,000 - \$749,999	216	2.17%
Value \$750,000 - \$999,999	48	0.49%
Value \$1,000,000 or more	42	0.42%
2016 Est. Median All Owner-Occupied Housing Value	\$120,716	
2016 Est. Housing Units by Units in Structure	15,347	
1 Unit Attached	181	1.18%
1 Unit Detached	10,628	69.25%
2 Units	447	2.91%
3 or 4 Units	395	2.57%
5 to 19 Units	624	4.07%
20 to 49 Units	100	0.65%
50 or More Units	178	1.16%
Mobile Home or Trailer	2,775	18.08%
Boat, RV, Van, etc.	18	0.12%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	15,347	
Housing Units Built 2010 or later	993	6.47%
Housing Units Built 2000 to 2009	2,942	19.17%
Housing Units Built 1990 to 1999	2,542	16.56%
Housing Units Built 1980 to 1989	2,656	17.30%
Housing Units Built 1970 to 1979	2,309	15.05%
Housing Units Built 1960 to 1969	1,221	7.95%
Housing Units Built 1950 to 1959	1,130	7.36%
Housing Units Built 1940 to 1949	575	3.75%
Housing Unit Built 1939 or Earlier	980	6.38%
2016 Est. Median Year Structure Built	1985	



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

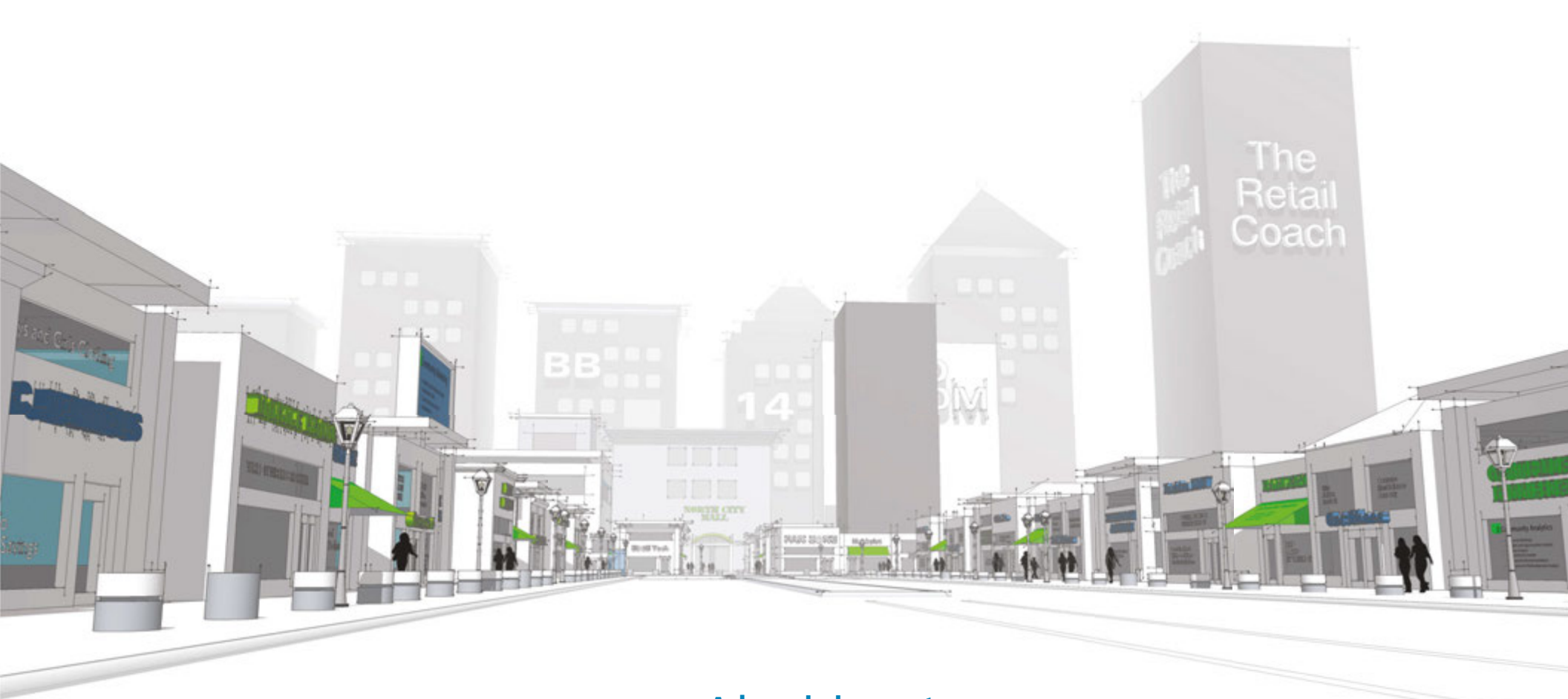
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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.**

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Acknowledgements

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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.

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