



The**Retail**Coach®

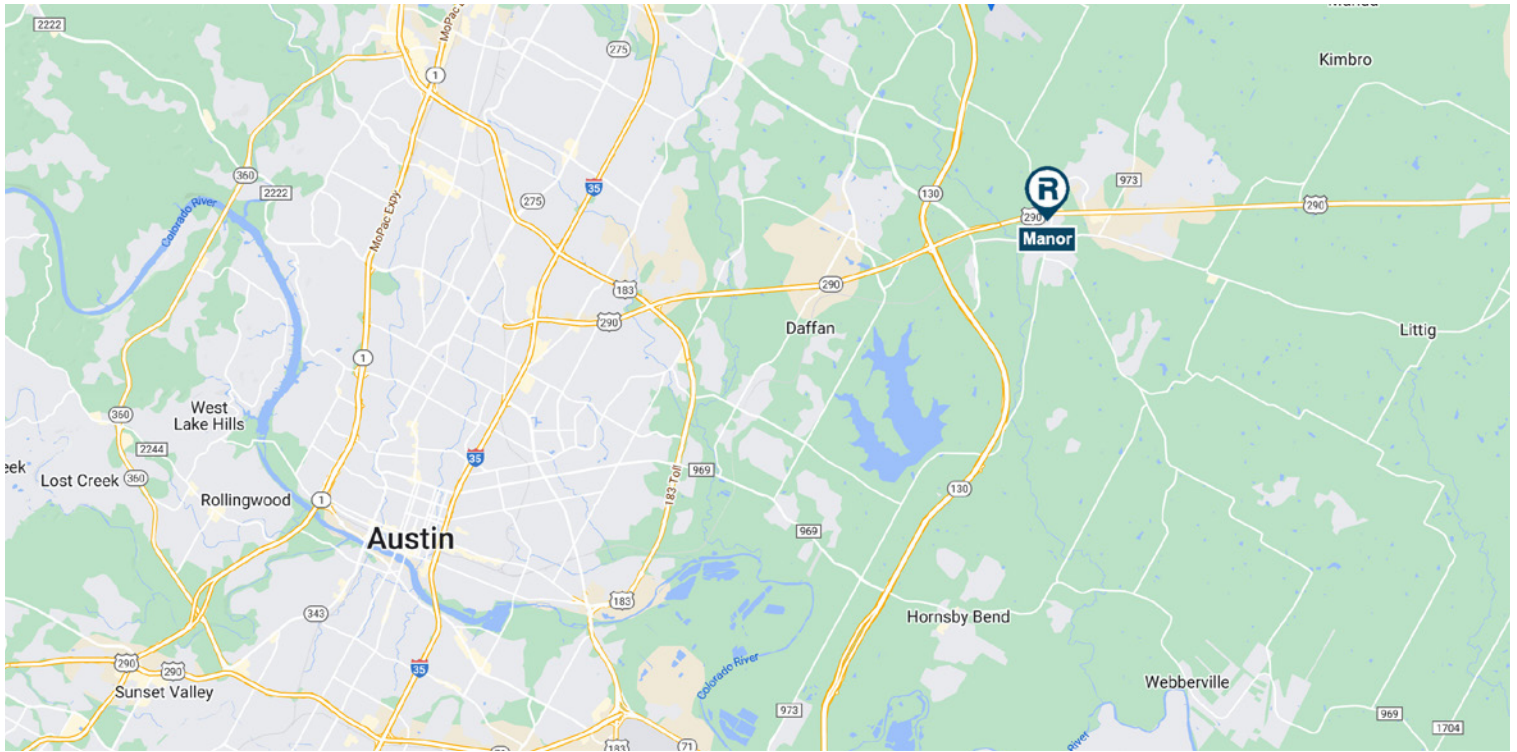
Community Demographic Profile

MANOR, TEXAS

Prepared for City of Manor, Texas
March 2024

Community • Demographic Snapshot

Manor, Texas



Population

2020	13,652
2024	16,026
2029	42,770

Educational Attainment (%)

Graduate or Professional Degree	8.56%
Bachelors Degree	20.02%
Associate Degree	7.29%
Some College	18.79%
High School Graduate (or GED)	26.12%
Some High School, No Degree	9.45%
Less than 9th Grade	9.76%

Income

Average HH	\$107,007
Median HH	\$98,618
Per Capita	\$33,538

Age

0 - 9 Years	14.71%
10 - 17 Years	12.77%
18 - 24 Years	8.74%
25 - 34 Years	16.70%
35 - 44 Years	17.59%
45 - 54 Years	12.72%
55 - 64 Years	9.22%
65 and Older	7.56%
Median Age	33.38
Average Age	33.80

Race Distribution (%)

White	30.57%
Black/African American	21.94%
American Indian/Alaskan	1.53%
Asian	3.84%
Native Hawaiian/Islander	0.09%
Other Race	22.69%
Two or More Races	19.33%
Hispanic	53.77%



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DESCRIPTION	DATA	%
Population		
2029 Projection	42,770	
2024 Estimate	16,026	
2020 Census	13,652	
2010 Census	5,078	
Growth 2024 - 2029		166.88%
Growth 2020 - 2024		17.39%
Growth 2010 - 2020		168.85%
2024 Est. Population by Single-Classification Race	16,026	
White Alone	4,900	30.58%
Black or African American Alone	3,516	21.94%
Amer. Indian and Alaska Native Alone	245	1.53%
Asian Alone	615	3.84%
Native Hawaiian and Other Pacific Island Alone	15	0.09%
Some Other Race Alone	3,637	22.69%
Two or More Races	3,098	19.33%
2024 Est. Population by Hispanic or Latino Origin	16,026	
Not Hispanic or Latino	7,409	46.23%
Hispanic or Latino	8,617	53.77%
Mexican	7,335	85.12%
Puerto Rican	271	3.15%
Cuban	-	0.00%
All Other Hispanic or Latino	1,011	11.73%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	8,617	
White Alone	2,091	24.27%
Black or African American Alone	135	1.57%
American Indian and Alaska Native Alone	197	2.29%
Asian Alone	27	0.31%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	3,590	41.66%
Two or More Races	2,576	29.89%
2024 Est. Pop by Race, Asian Alone, by Category	615	
Chinese, except Taiwanese	8	1.30%
Filipino	137	22.28%
Japanese	16	2.60%
Asian Indian	14	2.28%
Korean	37	6.02%
Vietnamese	160	26.02%
Cambodian	-	0.00%
Hmong	-	0.00%
Laotian	-	0.00%
Thai	-	0.00%
All Other Asian Races Including 2+ Category	243	39.51%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	16,026	
Arab	58	0.36%
Czech	28	0.18%
Danish	11	0.07%
Dutch	50	0.31%
English	450	2.81%
French (except Basque)	91	0.57%
French Canadian	3	0.02%
German	766	4.78%
Greek	-	0.00%
Hungarian	5	0.03%
Irish	747	4.66%
Italian	254	1.59%
Lithuanian	-	0.00%
United States or American	306	1.91%
Norwegian	26	0.16%
Polish	117	0.73%
Portuguese	146	0.91%
Russian	27	0.17%
Scottish	109	0.68%
Scotch-Irish	11	0.07%
Slovak	-	0.00%
Subsaharan African	139	0.87%
Swedish	51	0.32%
Swiss	7	0.04%
Ukrainian	-	0.00%
Welsh	49	0.31%
West Indian (except Hisp. groups)	4	0.03%
Other ancestries	8,373	52.25%
Ancestry Unclassified	4,198	26.20%
2024 Est. Pop Age 5+ by Language Spoken At Home	14,874	
Speak Only English at Home	8,315	55.90%
Speak Asian/Pacific Island Language at Home	58	0.39%
Speak IndoEuropean Language at Home	134	0.90%
Speak Spanish at Home	6,296	42.33%
Speak Other Language at Home	71	0.48%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	16,026	
Age 0 - 4	1,152	7.19%
Age 5 - 9	1,205	7.52%
Age 10 - 14	1,326	8.27%
Age 15 - 17	721	4.50%
Age 18 - 20	670	4.18%
Age 21 - 24	730	4.56%
Age 25 - 34	2,676	16.70%
Age 35 - 44	2,819	17.59%
Age 45 - 54	2,038	12.72%
Age 55 - 64	1,478	9.22%
Age 65 - 74	820	5.12%
Age 75 - 84	318	1.98%
Age 85 and over	73	0.46%
Age 16 and over	12,101	75.51%
Age 18 and over	11,622	72.52%
Age 21 and over	10,952	68.34%
Age 65 and over	1,211	7.56%
2024 Est. Median Age		33.38
2024 Est. Average Age		33.80
2024 Est. Population by Sex	16,026	
Male	7,977	49.78%
Female	8,049	50.23%
2024 Est. Male Population by Age	7,977	
Age 0 - 4	594	7.45%
Age 5 - 9	605	7.58%
Age 10 - 14	642	8.05%
Age 15 - 17	375	4.70%
Age 18 - 20	348	4.36%
Age 21 - 24	379	4.75%
Age 25 - 34	1,368	17.15%
Age 35 - 44	1,401	17.56%
Age 45 - 54	1,003	12.57%
Age 55 - 64	718	9.00%
Age 65 - 74	393	4.93%
Age 75 - 84	126	1.58%
Age 85 and over	25	0.31%
2024 Est. Median Age, Male		32.79
2024 Est. Average Age, Male		33.20
2024 Est. Female Population by Age	8,049	
Age 0 - 4	558	6.93%
Age 5 - 9	600	7.45%
Age 10 - 14	684	8.50%
Age 15 - 17	346	4.30%
Age 18 - 20	322	4.00%
Age 21 - 24	351	4.36%
Age 25 - 34	1,308	16.25%
Age 35 - 44	1,418	17.62%
Age 45 - 54	1,035	12.86%
Age 55 - 64	760	9.44%
Age 65 - 74	427	5.31%
Age 75 - 84	192	2.39%
Age 85 and over	48	0.60%
2024 Est. Median Age, Female		33.99
2024 Est. Average Age, Female		34.40

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,307	34.89%
Males, Never Married	2,241	18.16%
Females, Never Married	2,066	16.74%
Married, Spouse present	6,036	48.90%
Married, Spouse absent	417	3.38%
Widowed	304	2.46%
Males Widowed	21	0.17%
Females Widowed	283	2.29%
Divorced	1,279	10.36%
Males Divorced	603	4.89%
Females Divorced	676	5.48%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	998	9.76%
Some High School, no diploma	966	9.45%
High School Graduate (or GED)	2,670	26.12%
Some College, no degree	1,921	18.79%
Associate Degree	745	7.29%
Bachelor's Degree	2,047	20.03%
Master's Degree	731	7.15%
Professional School Degree	74	0.72%
Doctorate Degree	70	0.69%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,483	26.98%
High School Graduate	1,791	32.58%
Some College or Associate's Degree	1,357	24.69%
Bachelor's Degree or Higher	865	15.74%
Households		
2029 Projection	17,067	
2024 Estimate	5,015	
2020 Census	4,223	
2010 Census	1,557	
Growth 2024 - 2029		240.32%
Growth 2020 - 2024		18.75%
Growth 2010 - 2020		171.23%
2024 Est. Households by Household Type	5,015	
Family Households	3,916	78.09%
Nonfamily Households	1,099	21.91%
2024 Est. Group Quarters Population	25	
2024 Households by Ethnicity, Hispanic/Latino	2,312	



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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	5,015	
Income < \$15,000	148	2.95%
Income \$15,000 - \$24,999	78	1.56%
Income \$25,000 - \$34,999	241	4.81%
Income \$35,000 - \$49,999	456	9.09%
Income \$50,000 - \$74,999	703	14.02%
Income \$75,000 - \$99,999	935	18.64%
Income \$100,000 - \$124,999	943	18.80%
Income \$125,000 - \$149,999	659	13.14%
Income \$150,000 - \$199,999	509	10.15%
Income \$200,000 - \$249,999	233	4.65%
Income \$250,000 - \$499,999	86	1.72%
Income \$500,000+	24	0.48%
2024 Est. Average Household Income		\$107,007
2024 Est. Median Household Income		\$98,618
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$111,256
Black or African American Alone		\$90,873
American Indian and Alaska Native Alone		\$94,046
Asian Alone		\$91,298
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$74,411
Two or More Races		\$104,405
Hispanic or Latino		\$95,351
Not Hispanic or Latino		\$101,341
2024 Est. HH by Type and Presence of Own Child.	3,916	
Family Households with Children	1,937	49.45%
Family Households without Children	1,979	50.55%
Married-Couple Families	2,338	59.70%
Married-Couple Family, own children	1,470	37.53%
Married-Couple Family, no own children	868	22.17%
Cohabiting-Couple Families	405	10.35%
Cohabiting-Couple Family, own children	163	4.17%
Cohabiting-Couple Family, no own children	242	6.18%
Male Householder Families	451	11.53%
Male Householder, own children	77	1.95%
Male Householder, no own children	112	2.85%
Male Householder, only Nonrelatives	70	1.80%
Male Householder, Living Alone	193	4.93%
Female Householder Families	722	18.43%
Female Householder, own children	227	5.80%
Female Householder, no own children	197	5.03%
Female Householder, only Nonrelatives	3	0.08%
Female Householder, Living Alone	294	7.52%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	5,015	
1-person	778	15.51%
2-person	1,342	26.76%
3-person	929	18.52%
4-person	826	16.47%
5-person	613	12.22%
6-person	315	6.28%
7-or-more-person	212	4.23%
2024 Est. Average Household Size		3.19
2024 Est. Households by Number of Vehicles	5,015	
No Vehicles	74	1.48%
1 Vehicle	1,332	26.56%
2 Vehicles	2,146	42.79%
3 Vehicles	1,049	20.92%
4 Vehicles	394	7.86%
5 or more Vehicles	20	0.40%
2024 Est. Average Number of Vehicles		2.10
Family Households		
2029 Projection	13,328	
2024 Estimate	3,916	
2020 Estimate	3,300	
2010 Census	1,213	
Growth 2024 - 2029		240.35%
Growth 2020 - 2024		18.67%
Growth 2010 - 2020		172.05%
2024 Est. Families by Poverty Status	3,916	
2024 Families at or Above Poverty	3,660	93.46%
2024 Families at or Above Poverty with Children	2,195	56.05%
2024 Families Below Poverty	256	6.54%
2024 Families Below Poverty with Children	236	6.03%
2024 Est. Pop 16+ by Employment Status	12,101	
Civilian Labor Force, Employed	8,620	71.23%
Civilian Labor Force, Unemployed	409	3.38%
Armed Forces	-	0.00%
Not in Labor Force	3,072	25.39%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	8,620	
For-Profit Private Workers	5,187	60.17%
Non-Profit Private Workers	229	2.66%
Local Government Workers	285	3.31%
State Government Workers	721	8.36%
Federal Government Workers	1,259	14.61%
Self-Employed Workers	936	10.86%
Unpaid Family Workers	3	0.04%



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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	8,620	
Architect/Engineer	157	1.82%
Arts/Entertainment/Sports	101	1.17%
Building Grounds Maintenance	178	2.07%
Business/Financial Operations	283	3.28%
Community/Social Services	75	0.87%
Computer/Mathematical	313	3.63%
Construction/Extraction	664	7.70%
Education/Training/Library	333	3.86%
Farming/Fishing/Forestry	55	0.64%
Food Prep/Serving	490	5.69%
Health Practitioner/Technician	579	6.72%
Healthcare Support	77	0.89%
Maintenance Repair	194	2.26%
Legal	24	0.28%
Life/Physical/Social Science	97	1.12%
Management	1,024	11.88%
Office/Admin. Support	1,149	13.33%
Production	646	7.49%
Protective Services	244	2.83%
Sales/Related	856	9.93%
Personal Care/Service	251	2.91%
Transportation/Moving	829	9.62%
2024 Est. Pop 16+ by Occupation Classification	8,620	
White Collar	4,990	57.89%
Blue Collar	2,334	27.07%
Service and Farm	1,296	15.03%
2024 Est. Workers Age 16+ by Transp. to Work	8,620	
Drove Alone	6,054	70.23%
Car Pooled	1,574	18.26%
Public Transportation	2	0.02%
Walked	39	0.46%
Bicycle	2	0.02%
Other Means	47	0.55%
Worked at Home	901	10.45%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	964	12.49%
15 - 29 Minutes	2,679	34.71%
30 - 44 Minutes	2,044	26.48%
45 - 59 Minutes	856	11.09%
60 or more Minutes	1,176	15.24%
2024 Est. Avg Travel Time to Work in Minutes		36.00
2024 Est. Occupied Housing Units by Tenure	5,015	
Owner Occupied	4,328	86.30%
Renter Occupied	687	13.70%
2024 Owner Occ. HUs: Avg. Length of Residence		8.5 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.2 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	4,328	
Value Less than \$20,000	88	2.03%
Value \$20,000 - \$39,999	201	4.64%
Value \$40,000 - \$59,999	41	0.95%
Value \$60,000 - \$79,999	13	0.30%
Value \$80,000 - \$99,999	34	0.79%
Value \$100,000 - \$149,999	111	2.57%
Value \$150,000 - \$199,999	331	7.65%
Value \$200,000 - \$299,999	1,731	40.00%
Value \$300,000 - \$399,999	1,076	24.86%
Value \$400,000 - \$499,999	324	7.49%
Value \$500,000 - \$749,999	339	7.83%
Value \$750,000 - \$999,999	31	0.72%
Value \$1,000,000 or \$1,499,999	7	0.16%
Value \$1,500,000 or \$1,999,999	-	0.00%
Value \$2,000,000+	1	0.02%
2024 Est. Median All Owner-Occupied Housing Value		\$277,781
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	4,345	86.64%
1 Unit Attached	83	1.65%
2 Units	82	1.63%
3 or 4 Units	2	0.04%
5 to 19 Units	91	1.82%
20 to 49 Units	-	0.00%
50 or More Units	9	0.17%
Mobile Home or Trailer	404	8.05%
Boat, RV, Van, etc.	-	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	870	17.34%
Housing Units Built 2010 to 2019	2,265	45.17%
Housing Units Built 2000 to 2009	1,096	21.85%
Housing Units Built 1990 to 1999	156	3.11%
Housing Units Built 1980 to 1989	221	4.41%
Housing Units Built 1970 to 1979	296	5.90%
Housing Units Built 1960 to 1969	18	0.36%
Housing Units Built 1950 to 1959	31	0.61%
Housing Units Built 1940 to 1949	18	0.36%
Housing Unit Built 1939 or Earlier	44	0.88%
2024 Est. Median Year Structure Built		2014

[†] Years



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.



The**RetailCoach**.®

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.

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