



The**Retail**Coach®

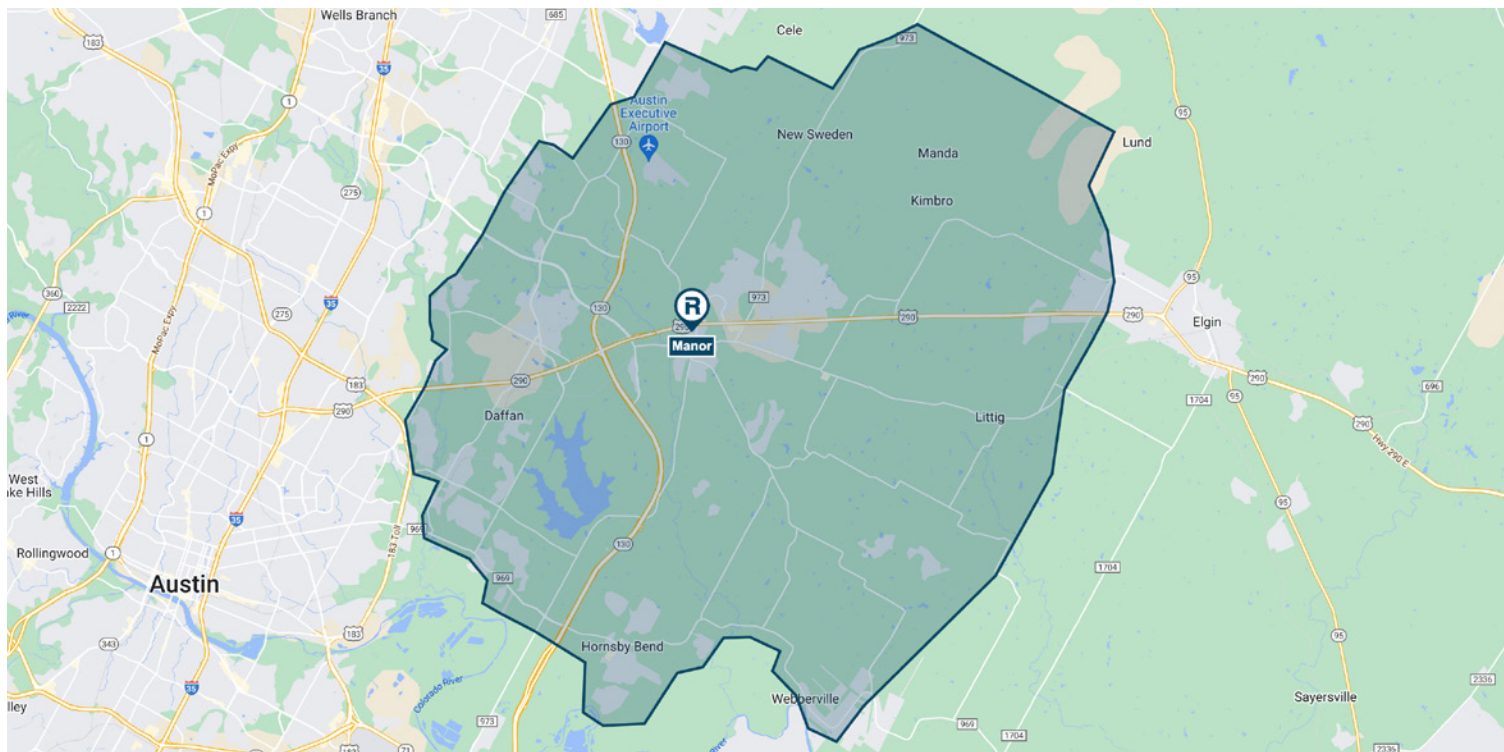
Retail Trade Area Demographic Profile

MANOR, TEXAS

Prepared for City of Manor, Texas
March 2024

Retail Trade Area • Demographic Snapshot

Manor, Texas



Population

2020	87,103
2024	99,699
2029	145,347

Educational Attainment (%)

Graduate or Professional Degree	10.56%
Bachelors Degree	20.25%
Associate Degree	7.29%
Some College	18.19%
High School Graduate (or GED)	25.72%
Some High School, No Degree	7.87%
Less than 9th Grade	10.13%

Income

Average HH	\$105,993
Median HH	\$87,535
Per Capita	\$33,420

Age

0 - 9 Years	14.50%
10 - 17 Years	12.63%
18 - 24 Years	8.99%
25 - 34 Years	17.23%
35 - 44 Years	17.36%
45 - 54 Years	12.31%
55 - 64 Years	8.89%
65 and Older	8.09%
Median Age	33.17
Average Age	33.92

Race Distribution (%)

White	30.38%
Black/African American	17.97%
American Indian/Alaskan	1.52%
Asian	5.56%
Native Hawaiian/Islander	0.07%
Other Race	23.85%
Two or More Races	20.66%
Hispanic	54.49%



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Retail Trade Area • Demographic Profile

Manor, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	145,347	
2024 Estimate	99,699	
2020 Census	87,103	
2010 Census	50,672	
Growth 2024 - 2029		45.79%
Growth 2020 - 2024		14.46%
Growth 2010 - 2020		71.90%
2024 Est. Population by Single-Classification Race	99,699	
White Alone	30,293	30.38%
Black or African American Alone	17,912	17.97%
Amer. Indian and Alaska Native Alone	1,513	1.52%
Asian Alone	5,543	5.56%
Native Hawaiian and Other Pacific Island Alone	65	0.07%
Some Other Race Alone	23,780	23.85%
Two or More Races	20,594	20.66%
2024 Est. Population by Hispanic or Latino Origin	99,699	
Not Hispanic or Latino	45,370	45.51%
Hispanic or Latino	54,330	54.49%
Mexican	44,777	82.42%
Puerto Rican	1,691	3.11%
Cuban	518	0.95%
All Other Hispanic or Latino	7,345	13.52%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	54,330	
White Alone	10,959	20.17%
Black or African American Alone	697	1.28%
American Indian and Alaska Native Alone	1,329	2.45%
Asian Alone	135	0.25%
Native Hawaiian and Other Pacific Islander Alone	20	0.04%
Some Other Race Alone	23,318	42.92%
Two or More Races	17,872	32.90%
2024 Est. Pop by Race, Asian Alone, by Category	5,543	
Chinese, except Taiwanese	686	12.38%
Filipino	377	6.80%
Japanese	81	1.46%
Asian Indian	1,124	20.28%
Korean	275	4.96%
Vietnamese	1,665	30.04%
Cambodian	63	1.14%
Hmong	6	0.11%
Laotian	-	0.00%
Thai	46	0.83%
All Other Asian Races Including 2+ Category	1,222	22.05%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	99,699	
Arab	866	0.87%
Czech	268	0.27%
Danish	63	0.06%
Dutch	263	0.26%
English	3,721	3.73%
French (except Basque)	645	0.65%
French Canadian	57	0.06%
German	4,732	4.75%
Greek	17	0.02%
Hungarian	16	0.02%
Irish	4,083	4.10%
Italian	1,203	1.21%
Lithuanian	1	0.00%
United States or American	1,332	1.34%
Norwegian	121	0.12%
Polish	524	0.53%
Portuguese	573	0.58%
Russian	185	0.19%
Scottish	1,106	1.11%
Scotch-Irish	220	0.22%
Slovak	11	0.01%
Subsaharan African	1,805	1.81%
Swedish	535	0.54%
Swiss	198	0.20%
Ukrainian	-	0.00%
Welsh	169	0.17%
West Indian (except Hisp. groups)	73	0.07%
Other ancestries	54,035	54.20%
Ancestry Unclassified	22,877	22.95%
2024 Est. Pop Age 5+ by Language Spoken At Home	92,733	
Speak Only English at Home	47,342	51.05%
Speak Asian/Pacific Island Language at Home	1,756	1.89%
Speak IndoEuropean Language at Home	1,697	1.83%
Speak Spanish at Home	39,619	42.72%
Speak Other Language at Home	2,319	2.50%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	99,699	
Age 0 - 4	6,969	6.99%
Age 5 - 9	7,488	7.51%
Age 10 - 14	7,992	8.02%
Age 15 - 17	4,599	4.61%
Age 18 - 20	4,265	4.28%
Age 21 - 24	4,699	4.71%
Age 25 - 34	17,179	17.23%
Age 35 - 44	17,308	17.36%
Age 45 - 54	12,276	12.31%
Age 55 - 64	8,859	8.89%
Age 65 - 74	5,517	5.53%
Age 75 - 84	2,064	2.07%
Age 85 and over	487	0.49%
Age 16 and over	75,719	75.95%
Age 18 and over	72,651	72.87%
Age 21 and over	68,387	68.59%
Age 65 and over	8,066	8.09%
2024 Est. Median Age		33.17
2024 Est. Average Age		33.92
2024 Est. Population by Sex	99,699	
Male	50,163	50.31%
Female	49,536	49.69%
2024 Est. Male Population by Age	50,163	
Age 0 - 4	3,546	7.07%
Age 5 - 9	3,810	7.60%
Age 10 - 14	4,049	8.07%
Age 15 - 17	2,391	4.77%
Age 18 - 20	2,230	4.45%
Age 21 - 24	2,475	4.93%
Age 25 - 34	8,858	17.66%
Age 35 - 44	8,728	17.40%
Age 45 - 54	6,010	11.98%
Age 55 - 64	4,337	8.65%
Age 65 - 74	2,634	5.25%
Age 75 - 84	906	1.81%
Age 85 and over	189	0.38%
2024 Est. Median Age, Male		32.56
2024 Est. Average Age, Male		33.34
2024 Est. Female Population by Age	49,536	
Age 0 - 4	3,422	6.91%
Age 5 - 9	3,678	7.43%
Age 10 - 14	3,943	7.96%
Age 15 - 17	2,208	4.46%
Age 18 - 20	2,035	4.11%
Age 21 - 24	2,224	4.49%
Age 25 - 34	8,321	16.80%
Age 35 - 44	8,580	17.32%
Age 45 - 54	6,266	12.65%
Age 55 - 64	4,522	9.13%
Age 65 - 74	2,882	5.82%
Age 75 - 84	1,158	2.34%
Age 85 and over	296	0.60%
2024 Est. Median Age, Female		33.81
2024 Est. Average Age, Female		34.48

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	28,833	37.32%
Males, Never Married	14,860	19.24%
Females, Never Married	13,973	18.09%
Married, Spouse present	33,973	43.98%
Married, Spouse absent	3,441	4.45%
Widowed	2,002	2.59%
Males Widowed	287	0.37%
Females Widowed	1,715	2.22%
Divorced	9,003	11.65%
Males Divorced	4,290	5.55%
Females Divorced	4,713	6.10%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,449	10.13%
Some High School, no diploma	5,011	7.87%
High School Graduate (or GED)	16,381	25.72%
Some College, no degree	11,586	18.19%
Associate Degree	4,643	7.29%
Bachelor's Degree	12,895	20.25%
Master's Degree	5,136	8.06%
Professional School Degree	796	1.25%
Doctorate Degree	794	1.25%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	10,269	29.59%
High School Graduate	11,641	33.54%
Some College or Associate's Degree	7,411	21.35%
Bachelor's Degree or Higher	5,384	15.51%
Households		
2029 Projection	45,630	
2024 Estimate	31,373	
2020 Census	27,056	
2010 Census	15,255	
Growth 2024 - 2029		45.44%
Growth 2020 - 2024		15.96%
Growth 2010 - 2020		77.36%
2024 Est. Households by Household Type	31,373	
Family Households	24,517	78.15%
Nonfamily Households	6,856	21.85%
2024 Est. Group Quarters Population	198	
2024 Households by Ethnicity, Hispanic/Latino	13,981	



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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	31,373	
Income < \$15,000	1,578	5.03%
Income \$15,000 - \$24,999	1,174	3.74%
Income \$25,000 - \$34,999	1,875	5.98%
Income \$35,000 - \$49,999	3,034	9.67%
Income \$50,000 - \$74,999	5,297	16.88%
Income \$75,000 - \$99,999	5,331	16.99%
Income \$100,000 - \$124,999	4,432	14.13%
Income \$125,000 - \$149,999	2,851	9.09%
Income \$150,000 - \$199,999	2,991	9.53%
Income \$200,000 - \$249,999	1,395	4.45%
Income \$250,000 - \$499,999	1,001	3.19%
Income \$500,000+	414	1.32%
2024 Est. Average Household Income		\$105,993
2024 Est. Median Household Income		\$87,535
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$97,440
Black or African American Alone		\$81,008
American Indian and Alaska Native Alone		\$79,130
Asian Alone		\$116,362
Native Hawaiian and Other Pacific Islander Alone		\$64,984
Some Other Race Alone		\$72,023
Two or More Races		\$87,634
Hispanic or Latino		\$77,925
Not Hispanic or Latino		\$97,109
2024 Est. HH by Type and Presence of Own Child.	24,517	
Family Households with Children	10,058	41.02%
Family Households without Children	14,460	58.98%
Married-Couple Families	12,416	50.64%
Married-Couple Family, own children	6,757	27.56%
Married-Couple Family, no own children	5,660	23.08%
Cohabiting-Couple Families	2,502	10.21%
Cohabiting-Couple Family, own children	917	3.74%
Cohabiting-Couple Family, no own children	1,586	6.47%
Male Householder Families	3,402	13.88%
Male Householder, own children	457	1.87%
Male Householder, no own children	583	2.38%
Male Householder, only Nonrelatives	498	2.03%
Male Householder, Living Alone	1,863	7.60%
Female Householder Families	6,198	25.28%
Female Householder, own children	1,927	7.86%
Female Householder, no own children	1,822	7.43%
Female Householder, only Nonrelatives	91	0.37%
Female Householder, Living Alone	2,358	9.62%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	31,373	
1-person	4,573	14.58%
2-person	8,943	28.51%
3-person	5,725	18.25%
4-person	5,373	17.13%
5-person	3,634	11.58%
6-person	1,768	5.64%
7-or-more-person	1,358	4.33%
2024 Est. Average Household Size		3.17
2024 Est. Households by Number of Vehicles	31,373	
No Vehicles	746	2.38%
1 Vehicle	8,898	28.36%
2 Vehicles	12,928	41.21%
3 Vehicles	6,127	19.53%
4 Vehicles	2,174	6.93%
5 or more Vehicles	501	1.60%
2024 Est. Average Number of Vehicles		2.07
Family Households		
2029 Projection	35,480	
2024 Estimate	24,517	
2020 Estimate	20,252	
2010 Census	11,818	
Growth 2024 - 2029		44.72%
Growth 2020 - 2024		21.06%
Growth 2010 - 2020		71.37%
2024 Est. Families by Poverty Status	24,517	
2024 Families at or Above Poverty	22,384	91.30%
2024 Families at or Above Poverty with Children	12,400	50.58%
2024 Families Below Poverty	2,133	8.70%
2024 Families Below Poverty with Children	1,783	7.27%
2024 Est. Pop 16+ by Employment Status	75,719	
Civilian Labor Force, Employed	53,220	70.29%
Civilian Labor Force, Unemployed	2,649	3.50%
Armed Forces	67	0.09%
Not in Labor Force	19,783	26.13%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	53,288	
For-Profit Private Workers	34,742	65.20%
Non-Profit Private Workers	2,663	5.00%
Local Government Workers	1,083	2.03%
State Government Workers	4,350	8.16%
Federal Government Workers	5,371	10.08%
Self-Employed Workers	5,024	9.43%
Unpaid Family Workers	54	0.10%



Retail Trade Area • Demographic Profile

Manor, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	53,288	
Architect/Engineer	1,445	2.71%
Arts/Entertainment/Sports	813	1.53%
Building Grounds Maintenance	1,779	3.34%
Business/Financial Operations	3,125	5.87%
Community/Social Services	920	1.73%
Computer/Mathematical	2,683	5.04%
Construction/Extraction	4,411	8.28%
Education/Training/Library	2,766	5.19%
Farming/Fishing/Forestry	133	0.25%
Food Prep/Serving	2,851	5.35%
Health Practitioner/Technician	2,358	4.43%
Healthcare Support	1,513	2.84%
Maintenance Repair	1,553	2.91%
Legal	234	0.44%
Life/Physical/Social Science	442	0.83%
Management	5,511	10.34%
Office/Admin. Support	6,663	12.50%
Production	2,506	4.70%
Protective Services	1,144	2.15%
Sales/Related	4,770	8.95%
Personal Care/Service	1,590	2.98%
Transportation/Moving	4,081	7.66%
2024 Est. Pop 16+ by Occupation Classification	53,288	
White Collar	31,729	59.54%
Blue Collar	12,550	23.55%
Service and Farm	9,009	16.91%
2024 Est. Workers Age 16+ by Transp. to Work	53,288	
Drove Alone	35,948	67.46%
Car Pooled	7,161	13.44%
Public Transportation	244	0.46%
Walked	288	0.54%
Bicycle	11	0.02%
Other Means	271	0.51%
Worked at Home	9,363	17.57%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,560	10.38%
15 - 29 Minutes	17,867	40.68%
30 - 44 Minutes	13,000	29.60%
45 - 59 Minutes	4,359	9.92%
60 or more Minutes	4,139	9.42%
2024 Est. Avg Travel Time to Work in Minutes		33.00
2024 Est. Occupied Housing Units by Tenure	31,373	
Owner Occupied	23,474	74.82%
Renter Occupied	7,899	25.18%
2024 Owner Occ. HUs: Avg. Length of Residence		11.22 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	23,474	
Value Less than \$20,000	1,161	4.95%
Value \$20,000 - \$39,999	824	3.51%
Value \$40,000 - \$59,999	551	2.35%
Value \$60,000 - \$79,999	313	1.33%
Value \$80,000 - \$99,999	555	2.36%
Value \$100,000 - \$149,999	1,058	4.51%
Value \$150,000 - \$199,999	1,426	6.08%
Value \$200,000 - \$299,999	6,847	29.17%
Value \$300,000 - \$399,999	5,295	22.56%
Value \$400,000 - \$499,999	2,834	12.07%
Value \$500,000 - \$749,999	1,792	7.63%
Value \$750,000 - \$999,999	541	2.31%
Value \$1,000,000 or \$1,499,999	123	0.52%
Value \$1,500,000 or \$1,999,999	92	0.39%
Value \$2,000,000+	62	0.26%
2024 Est. Median All Owner-Occupied Housing Value		\$285,880
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	23,990	76.47%
1 Unit Attached	512	1.63%
2 Units	297	0.95%
3 or 4 Units	421	1.34%
5 to 19 Units	1,021	3.25%
20 to 49 Units	571	1.82%
50 or More Units	125	0.40%
Mobile Home or Trailer	4,314	13.75%
Boat, RV, Van, etc.	123	0.39%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	4,202	13.40%
Housing Units Built 2010 to 2019	9,303	29.65%
Housing Units Built 2000 to 2009	9,073	28.92%
Housing Units Built 1990 to 1999	3,180	10.14%
Housing Units Built 1980 to 1989	2,677	8.53%
Housing Units Built 1970 to 1979	1,678	5.35%
Housing Units Built 1960 to 1969	446	1.42%
Housing Units Built 1950 to 1959	473	1.51%
Housing Units Built 1940 to 1949	122	0.39%
Housing Unit Built 1939 or Earlier	218	0.70%
2024 Est. Median Year Structure Built		2008

[†] 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.

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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