



The**Retail**Coach.®

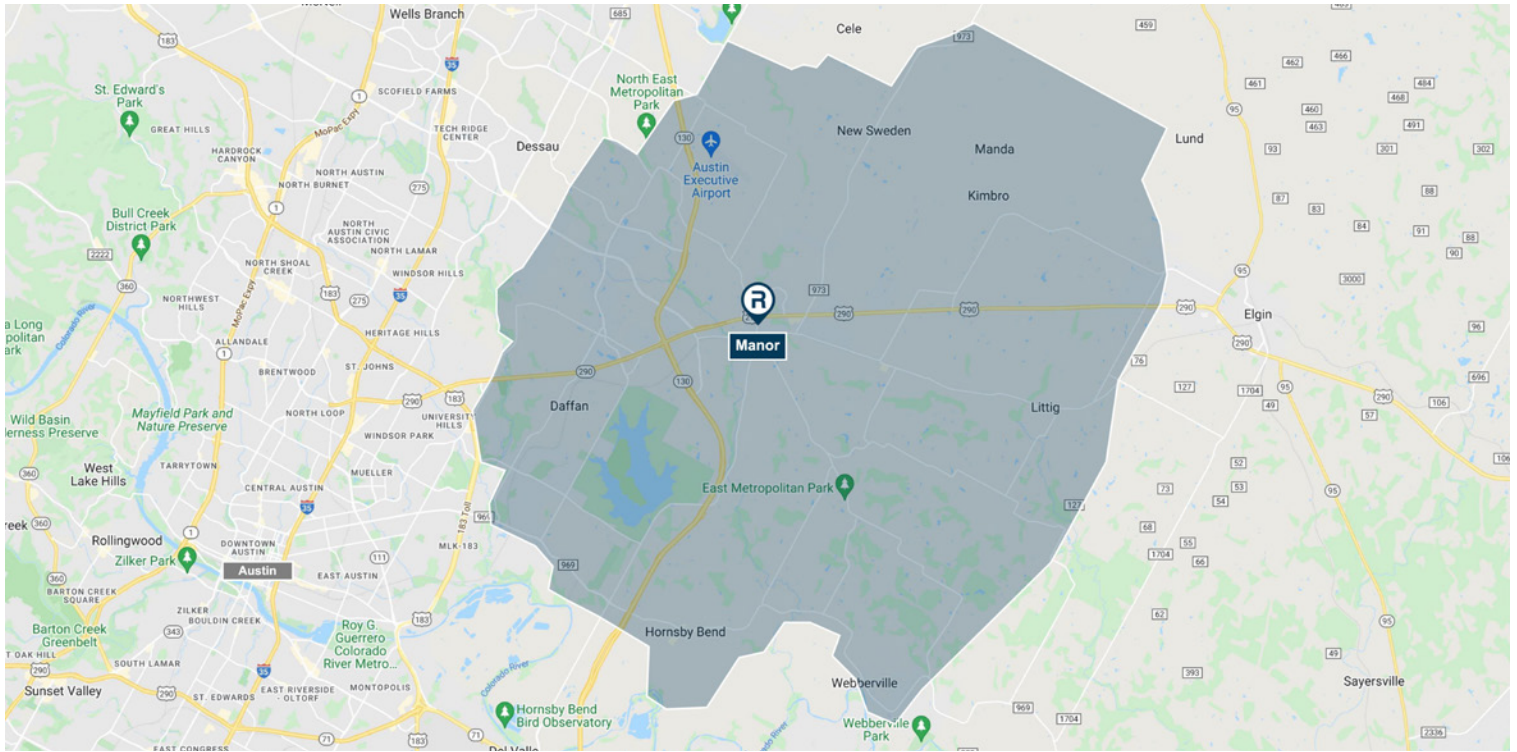
# Retail Trade Area Demographic Profile

MANOR, TEXAS

Prepared for City of Manor, Texas  
April 2022

# Retail Trade Area • Demographic Snapshot

## Manor, Texas



### Population

2010	50,324
2022	76,096
2027	82,393

### Educational Attainment (%)

Graduate or Professional Degree	8.39%
Bachelors Degree	16.03%
Associate Degree	6.68%
Some College	18.04%
High School Graduate (GED)	27.71%
Some High School, No Degree	9.75%
Less than 9th Grade	13.41%

### Income

Average HH	\$93,861
Median HH	\$76,252
Per Capita	\$28,303

### Age

0 - 9 Years	18.99%
10 - 17 Years	13.31%
18 - 24 Years	9.26%
25 - 34 Years	13.90%
35 - 44 Years	14.11%
45 - 54 Years	12.73%
55 - 64 Years	9.29%
65 and Older	8.41%
Median Age	31.14
Average Age	32.64

### Race Distribution (%)

White	46.26%
Black/African American	21.83%
American Indian/Alaskan	0.94%
Asian	3.62%
Native Hawaiian/Islander	0.08%
Other Race	22.83%
Two or More Races	4.43%
Hispanic	55.38%



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# Retail Trade Area • Demographic Profile

Manor, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	82,393	
2022 Estimate	76,096	
2010 Census	50,324	
2000 Census	23,842	
Growth 2022 - 2027		8.28%
Growth 2010 - 2022		51.21%
Growth 2000 - 2010		111.07%
<b>2022 Est. Population by Single-Classification Race</b>	<b>76,096</b>	
White Alone	35,203	46.26%
Black or African American Alone	16,613	21.83%
Amer. Indian and Alaska Native Alone	713	0.94%
Asian Alone	2,757	3.62%
Native Hawaiian and Other Pacific Island Alone	63	0.08%
Some Other Race Alone	17,376	22.83%
Two or More Races	3,372	4.43%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>76,096</b>	
Not Hispanic or Latino	33,955	44.62%
Hispanic or Latino	42,140	55.38%
Mexican	37,216	88.31%
Puerto Rican	579	1.37%
Cuban	201	0.48%
All Other Hispanic or Latino	4,144	9.83%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>42,140</b>	
White Alone	21,716	51.53%
Black or African American Alone	509	1.21%
American Indian and Alaska Native Alone	584	1.39%
Asian Alone	78	0.19%
Native Hawaiian and Other Pacific Islander Alone	18	0.04%
Some Other Race Alone	17,248	40.93%
Two or More Races	1,987	4.71%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,757</b>	
Chinese, except Taiwanese	234	8.49%
Filipino	257	9.32%
Japanese	70	2.54%
Asian Indian	824	29.89%
Korean	261	9.47%
Vietnamese	740	26.84%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	14	0.51%
Thai	6	0.22%
All Other Asian Races Including 2+ Category	350	12.70%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>76,096</b>	
Arab	15	0.02%
Czech	250	0.33%
Danish	100	0.13%
Dutch	265	0.35%
English	1,703	2.24%
French (except Basque)	454	0.60%
French Canadian	92	0.12%
German	3,228	4.24%
Greek	24	0.03%
Hungarian	31	0.04%
Irish	2,753	3.62%
Italian	950	1.25%
Lithuanian	24	0.03%
United States or American	1,278	1.68%
Norwegian	153	0.20%
Polish	295	0.39%
Portuguese	229	0.30%
Russian	21	0.03%
Scottish	401	0.53%
Scotch-Irish	288	0.38%
Slovak	10	0.01%
Subsaharan African	2,204	2.90%
Swedish	384	0.51%
Swiss	32	0.04%
Ukrainian	18	0.02%
Welsh	114	0.15%
West Indian (except Hisp. groups)	95	0.13%
Other ancestries	47,023	61.79%
Ancestry Unclassified	13,663	17.95%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	33,300	48.63%
Speak Asian/Pacific Island Language at Home	1,206	1.76%
Speak IndoEuropean Language at Home	1,074	1.57%
Speak Spanish at Home	31,932	46.63%
Speak Other Language at Home	963	1.41%

# Retail Trade Area • Demographic Profile

Manor, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>76,096</b>	
Age 0 - 4	7,620	10.01%
Age 5 - 9	6,832	8.98%
Age 10 - 14	6,528	8.58%
Age 15 - 17	3,596	4.73%
Age 18 - 20	3,144	4.13%
Age 21 - 24	3,901	5.13%
Age 25 - 34	10,575	13.90%
Age 35 - 44	10,738	14.11%
Age 45 - 54	9,687	12.73%
Age 55 - 64	7,071	9.29%
Age 65 - 74	4,418	5.81%
Age 75 - 84	1,633	2.15%
Age 85 and over	352	0.46%
Age 16 and over	53,934	70.88%
Age 18 and over	51,520	67.70%
Age 21 and over	48,376	63.57%
Age 65 and over	6,403	8.41%
2022 Est. Median Age		31.14
2022 Est. Average Age		32.64
<b>2022 Est. Population by Sex</b>	<b>76,096</b>	
Male	37,441	49.20%
Female	38,654	50.80%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>37,441</b>	
Age 0 - 4	3,776	10.09%
Age 5 - 9	3,460	9.24%
Age 10 - 14	3,339	8.92%
Age 15 - 17	1,790	4.78%
Age 18 - 20	1,599	4.27%
Age 21 - 24	2,002	5.35%
Age 25 - 34	5,160	13.78%
Age 35 - 44	5,288	14.12%
Age 45 - 54	4,679	12.50%
Age 55 - 64	3,440	9.19%
Age 65 - 74	2,079	5.55%
Age 75 - 84	696	1.86%
Age 85 and over	135	0.36%
2022 Est. Median Age, Male		30.38
2022 Est. Average Age, Male		32.05
<b>2022 Est. Female Population by Age</b>	<b>38,654</b>	
Age 0 - 4	3,844	9.95%
Age 5 - 9	3,372	8.72%
Age 10 - 14	3,189	8.25%
Age 15 - 17	1,806	4.67%
Age 18 - 20	1,545	4.00%
Age 21 - 24	1,900	4.91%
Age 25 - 34	5,415	14.01%
Age 35 - 44	5,451	14.10%
Age 45 - 54	5,008	12.96%
Age 55 - 64	3,631	9.39%
Age 65 - 74	2,339	6.05%
Age 75 - 84	937	2.42%
Age 85 and over	218	0.56%
2022 Est. Median Age, Female		31.85
2022 Est. Average Age, Female		33.20

# Retail Trade Area • Demographic Profile

Manor, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	19,061	34.58%
Males, Never Married	9,396	17.05%
Females, Never Married	9,665	17.54%
Married, Spouse present	24,451	44.36%
Married, Spouse absent	3,599	6.53%
Widowed	1,664	3.02%
Males Widowed	366	0.66%
Females Widowed	1,298	2.35%
Divorced	6,340	11.50%
Males Divorced	3,136	5.69%
Females Divorced	3,204	5.81%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	5,964	13.41%
Some High School, no diploma	4,334	9.75%
High School Graduate (or GED)	12,323	27.71%
Some College, no degree	8,022	18.04%
Associate Degree	2,970	6.68%
Bachelor's Degree	7,131	16.03%
Master's Degree	2,887	6.49%
Professional School Degree	404	0.91%
Doctorate Degree	439	0.99%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	8,325	39.05%
High School Graduate	6,281	29.46%
Some College or Associate's Degree	4,069	19.09%
Bachelor's Degree or Higher	2,643	12.40%
<b>Households</b>		
2027 Projection	24,832	
2022 Estimate	22,914	
2010 Census	15,013	
2000 Census	7,199	
Growth 2022 - 2027		8.37%
Growth 2010 - 2022		52.63%
Growth 2000 - 2010		108.54%
<b>2022 Est. Households by Household Type</b>		
Family Households	17,866	77.97%
Nonfamily Households	5,047	22.03%
2022 Est. Group Quarters Population	106	
2022 Households by Ethnicity, Hispanic/Latino	10,069	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>		
Income < \$15,000	1,565	6.83%
Income \$15,000 - \$24,999	1,139	4.97%
Income \$25,000 - \$34,999	1,354	5.91%
Income \$35,000 - \$49,999	2,782	12.14%
Income \$50,000 - \$74,999	4,417	19.28%
Income \$75,000 - \$99,999	3,616	15.78%
Income \$100,000 - \$124,999	2,835	12.37%
Income \$125,000 - \$149,999	1,890	8.25%
Income \$150,000 - \$199,999	1,725	7.53%
Income \$200,000 - \$249,999	827	3.61%
Income \$250,000 - \$499,999	590	2.58%
Income \$500,000+	174	0.76%
2022 Est. Average Household Income		\$93,861
2022 Est. Median Household Income		\$76,252
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$80,081
Black or African American Alone		\$75,757
American Indian and Alaska Native Alone		\$80,657
Asian Alone		\$118,195
Native Hawaiian and Other Pacific Islander Alone		\$39,349
Some Other Race Alone		\$60,826
Two or More Races		\$71,582
Hispanic or Latino		\$68,125
Not Hispanic or Latino		\$83,451
<b>2022 Est. Family HH Type by Presence of Own Child.</b>		
Married-Couple Family, own children	7,138	39.95%
Married-Couple Family, no own children	4,988	27.92%
Male Householder, own children	761	4.26%
Male Householder, no own children	774	4.33%
Female Householder, own children	2,687	15.04%
Female Householder, no own children	1,518	8.50%
<b>2022 Est. Households by Household Size</b>		
1-person	3,762	16.42%
2-person	5,755	25.12%
3-person	4,066	17.75%
4-person	3,862	16.85%
5-person	2,538	11.08%
6-person	1,522	6.64%
7-or-more-person	1,409	6.15%
2022 Est. Average Household Size		3.32

# Retail Trade Area • Demographic Profile

Manor, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>22,914</b>	
Households with 1 or More People under Age 18:	12,019	52.45%
Married-Couple Family	7,724	64.26%
Other Family, Male Householder	991	8.25%
Other Family, Female Householder	3,225	26.83%
Nonfamily, Male Householder	57	0.47%
Nonfamily, Female Householder	22	0.18%
<b>Households with No People under Age 18:</b>	<b>10,895</b>	
Married-Couple Family	4,399	40.38%
Other Family, Male Householder	545	5.00%
Other Family, Female Householder	985	9.04%
Nonfamily, Male Householder	2,534	23.26%
Nonfamily, Female Householder	2,431	22.31%
<b>2022 Est. Households by Number of Vehicles</b>	<b>22,914</b>	
No Vehicles	570	2.49%
1 Vehicle	5,653	24.67%
2 Vehicles	9,893	43.17%
3 Vehicles	4,678	20.42%
4 Vehicles	1,599	6.98%
5 or more Vehicles	521	2.27%
2022 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2027 Projection	19,360	
2022 Estimate	17,866	
2010 Census	11,709	
2000 Census	5,743	
Growth 2022 - 2027		8.36%
Growth 2010 - 2022		52.58%
Growth 2000 - 2010		103.88%
<b>2022 Est. Families by Poverty Status</b>	<b>17,866</b>	
2022 Families at or Above Poverty	15,724	88.01%
2022 Families at or Above Poverty with Children	9,847	55.12%
2022 Families Below Poverty	2,143	12.00%
2022 Families Below Poverty with Children	1,733	9.70%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	37,367	69.28%
Civilian Labor Force, Unemployed	1,803	3.34%
Armed Forces	20	0.04%
Not in Labor Force	14,745	27.34%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>37,303</b>	
For-Profit Private Workers	24,282	65.09%
Non-Profit Private Workers	2,105	5.64%
Local Government Workers	643	1.72%
State Government Workers	2,762	7.40%
Federal Government Workers	3,928	10.53%
Self-Employed Workers	3,419	9.17%
Unpaid Family Workers	164	0.44%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>37,303</b>	
Architect/Engineer	693	1.86%
Arts/Entertainment/Sports	702	1.88%
Building Grounds Maintenance	2,273	6.09%
Business/Financial Operations	1,705	4.57%
Community/Social Services	556	1.49%
Computer/Mathematical	1,638	4.39%
Construction/Extraction	4,885	13.10%
Education/Training/Library	2,175	5.83%
Farming/Fishing/Forestry	61	0.16%
Food Prep/Serving	1,570	4.21%
Health Practitioner/Technician	1,380	3.70%
Healthcare Support	1,305	3.50%
Maintenance Repair	966	2.59%
Legal	146	0.39%
Life/Physical/Social Science	210	0.56%
Management	2,713	7.27%
Office/Admin. Support	4,571	12.25%
Production	1,430	3.83%
Protective Services	790	2.12%
Sales/Related	3,044	8.16%
Personal Care/Service	959	2.57%
Transportation/Moving	3,534	9.47%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>37,303</b>	
White Collar	19,530	52.35%
Blue Collar	10,814	28.99%
Service and Farm	6,959	18.66%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>36,460</b>	
Drove Alone	28,676	78.65%
Car Pooled	5,053	13.86%
Public Transportation	273	0.75%
Walked	251	0.69%
Bicycle	31	0.09%
Other Means	247	0.68%
Worked at Home	1,929	5.29%

# Retail Trade Area • Demographic Profile

## Manor, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,732	
15 - 29 Minutes	12,851	
30 - 44 Minutes	10,573	
45 - 59 Minutes	4,137	
60 or more Minutes	3,351	
2022 Est. Avg Travel Time to Work in Minutes		34
2022 Est. Occupied Housing Units by Tenure	22,914	
Owner Occupied	16,823	73.42%
Renter Occupied	6,091	26.58%
2022 Owner Occ. HUs: Avg. Length of Residence		10.86 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		5.27 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>22,914</b>	
Value Less than \$20,000	724	4.30%
Value \$20,000 - \$39,999	1,002	5.96%
Value \$40,000 - \$59,999	420	2.50%
Value \$60,000 - \$79,999	271	1.61%
Value \$80,000 - \$99,999	391	2.32%
Value \$100,000 - \$149,999	1,179	7.01%
Value \$150,000 - \$199,999	1,998	11.88%
Value \$200,000 - \$299,999	5,528	32.86%
Value \$300,000 - \$399,999	2,487	14.78%
Value \$400,000 - \$499,999	1,202	7.14%
Value \$500,000 - \$749,999	976	5.80%
Value \$750,000 - \$999,999	329	1.96%
Value \$1,000,000 or \$1,499,999	160	0.95%
Value \$1,500,000 or \$1,999,999	95	0.56%
Value \$2,000,000+	61	0.36%
2022 Est. Median All Owner-Occupied Housing Value		\$243,387
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	17,385	71.62%
1 Unit Attached	247	1.02%
2 Units	311	1.28%
3 or 4 Units	343	1.41%
5 to 19 Units	792	3.26%
20 to 49 Units	280	1.15%
50 or More Units	323	1.33%
Mobile Home or Trailer	4,574	18.84%
Boat, RV, Van, etc.	17	0.07%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	7,580	31.23%
Housing Units Built 2010 to 2014	1,915	7.89%
Housing Units Built 2000 to 2009	7,587	31.26%
Housing Units Built 1990 to 1999	2,567	10.58%
Housing Units Built 1980 to 1989	2,239	9.22%
Housing Units Built 1970 to 1979	1,338	5.51%
Housing Units Built 1960 to 1969	470	1.94%
Housing Units Built 1950 to 1959	232	0.96%
Housing Units Built 1940 to 1949	161	0.66%
Housing Unit Built 1939 or Earlier	184	0.76%
2022 Est. Median Year Structure Built		2006

<sup>†</sup> 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, 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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