



The**Retail**Coach®

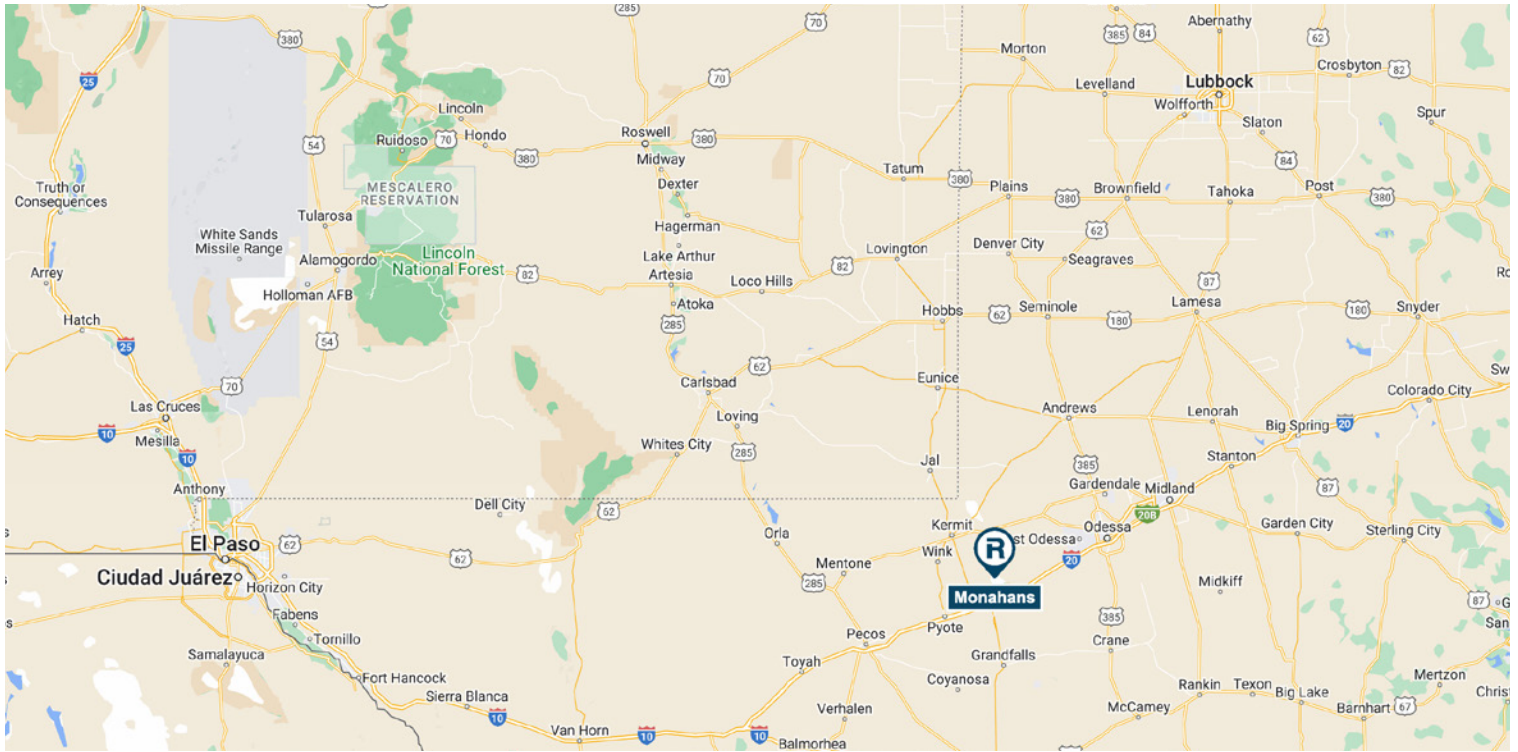
Community Demographic Profile

MONAHANS, TEXAS

Prepared for Monahans Economic Development Corporation
November 2023

Community • Demographic Snapshot

Monahans, Texas



Population

2023 7,726

Educational Attainment (%)

Graduate or Professional Degree	2.46%
Bachelors Degree	9.62%
Associate Degree	7.52%
Some College	24.77%
High School Graduate (or GED)	34.52%
Some High School, No Degree	8.91%
Less than 9th Grade	12.19%

Income

Average HH	\$81,877
Median HH	\$71,721
Per Capita	\$29,735

Age

0 - 9 Years	16.19%
10 - 17 Years	12.68%
18 - 24 Years	9.53%
25 - 34 Years	13.13%
35 - 44 Years	13.72%
45 - 54 Years	10.64%
55 - 64 Years	10.26%
65 and Older	13.85%
Median Age	33.85
Average Age	35.90

Race Distribution (%)

White	51.02%
Black/African American	4.48%
American Indian/Alaskan	1.19%
Asian	1.01%
Native Hawaiian/Islander	0.09%
Other Race	19.08%
Two or More Races	23.13%
Hispanic	58.28%



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Community • Demographic Profile

Monahans, Texas

DESCRIPTION	DATA	%
Population		
2023 Estimate	7,726	
2023 Est. Population by Single-Classification Race	7,726	
White Alone	3,942	51.02%
Black or African American Alone	346	4.48%
Amer. Indian and Alaska Native Alone	92	1.19%
Asian Alone	78	1.01%
Native Hawaiian and Other Pacific Island Alone	7	0.09%
Some Other Race Alone	1,474	19.08%
Two or More Races	1,787	23.13%
2023 Est. Population by Hispanic or Latino Origin	7,726	
Not Hispanic or Latino	3,223	41.72%
Hispanic or Latino	4,503	58.28%
Mexican	4,415	98.05%
Puerto Rican	1	0.02%
Cuban	0	0.00%
All Other Hispanic or Latino	87	1.93%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	4,503	
White Alone	1,384	30.73%
Black or African American Alone	47	1.04%
American Indian and Alaska Native Alone	65	1.44%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,455	32.31%
Two or More Races	1,552	34.47%
2023 Est. Pop by Race, Asian Alone, by Category	78	
Chinese, except Taiwanese	48	61.54%
Filipino	9	11.54%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	21	26.92%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	7,726	
Arab	0	0.00%
Czech	0	0.00%
Danish	7	0.09%
Dutch	82	1.06%
English	339	4.39%
French (except Basque)	11	0.14%
French Canadian	19	0.25%
German	189	2.45%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	235	3.04%
Italian	9	0.12%
Lithuanian	0	0.00%
United States or American	271	3.51%
Norwegian	0	0.00%
Polish	19	0.25%
Portuguese	7	0.09%
Russian	0	0.00%
Scottish	23	0.30%
Scotch-Irish	96	1.24%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	6	0.08%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	1	0.01%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	5,371	69.52%
Ancestry Unclassified	1,041	13.47%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,581	64.68%
Speak Asian/Pacific Island Language at Home	60	0.85%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	2,442	34.48%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Monahans, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	7,726	
Age 0 - 4	643	8.32%
Age 5 - 9	608	7.87%
Age 10 - 14	612	7.92%
Age 15 - 17	368	4.76%
Age 18 - 20	330	4.27%
Age 21 - 24	406	5.25%
Age 25 - 34	1,014	13.13%
Age 35 - 44	1,060	13.72%
Age 45 - 54	822	10.64%
Age 55 - 64	793	10.26%
Age 65 - 74	594	7.69%
Age 75 - 84	327	4.23%
Age 85 and over	149	1.93%
Age 16 and over	5,742	74.32%
Age 18 and over	5,495	71.12%
Age 21 and over	5,165	66.85%
Age 65 and over	1,070	13.85%
2023 Est. Median Age		33.85
2023 Est. Average Age		35.90
2023 Est. Population by Sex	7,726	
Male	3,857	49.92%
Female	3,869	50.08%
2023 Est. Male Population by Age	3,857	
Age 0 - 4	321	8.32%
Age 5 - 9	310	8.04%
Age 10 - 14	302	7.83%
Age 15 - 17	188	4.87%
Age 18 - 20	174	4.51%
Age 21 - 24	209	5.42%
Age 25 - 34	527	13.66%
Age 35 - 44	550	14.26%
Age 45 - 54	428	11.10%
Age 55 - 64	395	10.24%
Age 65 - 74	266	6.90%
Age 75 - 84	136	3.53%
Age 85 and over	51	1.32%
2023 Est. Median Age, Male		33.08
2023 Est. Average Age, Male		35.00
2023 Est. Female Population by Age	3,869	
Age 0 - 4	322	8.32%
Age 5 - 9	298	7.70%
Age 10 - 14	310	8.01%
Age 15 - 17	180	4.65%
Age 18 - 20	156	4.03%
Age 21 - 24	197	5.09%
Age 25 - 34	487	12.59%
Age 35 - 44	510	13.18%
Age 45 - 54	394	10.18%
Age 55 - 64	398	10.29%
Age 65 - 74	328	8.48%
Age 75 - 84	191	4.94%
Age 85 and over	98	2.53%
2023 Est. Median Age, Female		34.69
2023 Est. Average Age, Female		36.90

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,796	30.63%
Males, Never Married	1,023	17.45%
Females, Never Married	773	13.18%
Married, Spouse present	2,867	48.90%
Married, Spouse absent	272	4.64%
Widowed	335	5.71%
Males Widowed	112	1.91%
Females Widowed	223	3.80%
Divorced	593	10.11%
Males Divorced	303	5.17%
Females Divorced	290	4.95%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	580	12.19%
Some High School, no diploma	424	8.91%
High School Graduate (or GED)	1,643	34.52%
Some College, no degree	1,179	24.77%
Associate Degree	358	7.52%
Bachelor's Degree	458	9.62%
Master's Degree	93	1.95%
Professional School Degree	4	0.08%
Doctorate Degree	20	0.42%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	835	34.46%
High School Graduate	835	34.46%
Some College or Associate's Degree	592	24.43%
Bachelor's Degree or Higher	161	6.64%
Households		
2023 Estimate	2,763	
2023 Est. Households by Household Type	2,763	
Family Households	1,969	71.26%
Nonfamily Households	794	28.74%
2023 Est. Group Quarters Population	118	
2023 Households by Ethnicity, Hispanic/Latino	1,367	

Community • Demographic Profile

Monahans, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	2,763	
Income < \$15,000	332	12.02%
Income \$15,000 - \$24,999	192	6.95%
Income \$25,000 - \$34,999	177	6.41%
Income \$35,000 - \$49,999	289	10.46%
Income \$50,000 - \$74,999	450	16.29%
Income \$75,000 - \$99,999	453	16.39%
Income \$100,000 - \$124,999	403	14.59%
Income \$125,000 - \$149,999	193	6.99%
Income \$150,000 - \$199,999	154	5.57%
Income \$200,000 - \$249,999	62	2.24%
Income \$250,000 - \$499,999	45	1.63%
Income \$500,000+	13	0.47%
2023 Est. Average Household Income		\$81,877
2023 Est. Median Household Income		\$71,721
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$76,537
Black or African American Alone		\$86,364
American Indian and Alaska Native Alone		\$56,593
Asian Alone		\$48,206
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$80,243
Two or More Races		\$42,891
Hispanic or Latino		\$59,178
Not Hispanic or Latino		\$83,040
2023 Est. Family HH Type by Presence of Own Child.	1,969	
Married-Couple Family, own children	579	29.41%
Married-Couple Family, no own children	841	42.71%
Male Householder, own children	75	3.81%
Male Householder, no own children	74	3.76%
Female Householder, own children	209	10.62%
Female Householder, no own children	191	9.70%
2023 Est. Households by Household Size	2,763	
1-person	625	22.62%
2-person	934	33.80%
3-person	305	11.04%
4-person	455	16.47%
5-person	208	7.53%
6-person	99	3.58%
7-or-more-person	137	4.96%
2023 Est. Average Household Size		2.80
2023 Est. Households by Presence of People Under 18	2,763	
Households with 1 or More People under Age 18:	1,049	37.97%
Married-Couple Family	659	62.82%
Other Family, Male Householder	97	9.25%
Other Family, Female Householder	280	26.69%
Nonfamily, Male Householder	11	1.05%
Nonfamily, Female Householder	2	0.19%

DESCRIPTION	DATA	%
Households with No People under Age 18:	1,714	
Married-Couple Family	764	44.57%
Other Family, Male Householder	54	3.15%
Other Family, Female Householder	120	7.00%
Nonfamily, Male Householder	346	20.19%
Nonfamily, Female Householder	430	25.09%
2023 Est. Households by Number of Vehicles	2,763	
No Vehicles	117	4.24%
1 Vehicle	918	33.23%
2 Vehicles	971	35.14%
3 Vehicles	580	20.99%
4 Vehicles	89	3.22%
5 or more Vehicles	88	3.18%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2023 Estimate	1,969	
2023 Est. Families by Poverty Status	1,969	
2023 Families at or Above Poverty	1,719	87.30%
2023 Families at or Above Poverty with Children	884	44.90%
2023 Families Below Poverty	250	12.70%
2023 Families Below Poverty with Children	200	10.16%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,454	60.15%
Civilian Labor Force, Unemployed	219	3.81%
Armed Forces	0	0.00%
Not in Labor Force	2,069	36.03%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	3,472	
For-Profit Private Workers	2,219	63.91%
Non-Profit Private Workers	364	10.48%
Local Government Workers	55	1.58%
State Government Workers	40	1.15%
Federal Government Workers	562	16.19%
Self-Employed Workers	232	6.68%
Unpaid Family Workers	0	0.00%



Community • Demographic Profile

Monahans, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	3,472	
Architect/Engineer	13	0.37%
Arts/Entertainment/Sports	25	0.72%
Building Grounds Maintenance	169	4.87%
Business/Financial Operations	116	3.34%
Community/Social Services	29	0.84%
Computer/Mathematical	35	1.01%
Construction/Extraction	450	12.96%
Education/Training/Library	361	10.40%
Farming/Fishing/Forestry	13	0.37%
Food Prep/Serving	201	5.79%
Health Practitioner/Technician	175	5.04%
Healthcare Support	54	1.55%
Maintenance Repair	78	2.25%
Legal	15	0.43%
Life/Physical/Social Science	47	1.35%
Management	242	6.97%
Office/Admin. Support	411	11.84%
Production	300	8.64%
Protective Services	66	1.90%
Sales/Related	249	7.17%
Personal Care/Service	47	1.35%
Transportation/Moving	376	10.83%
2023 Est. Pop 16+ by Occupation Classification	3,472	
White Collar	1,718	49.48%
Blue Collar	1,204	34.68%
Service and Farm	550	15.84%
2023 Est. Workers Age 16+ by Transp. to Work	3,429	
Drove Alone	2,878	83.93%
Car Pooled	377	11.00%
Public Transportation	0	0.00%
Walked	45	1.31%
Bicycle	0	0.00%
Other Means	97	2.83%
Worked at Home	32	0.93%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,920	
15 - 29 Minutes	547	
30 - 44 Minutes	386	
45 - 59 Minutes	254	
60 or more Minutes	294	
2023 Est. Avg Travel Time to Work in Minutes		23
2023 Est. Occupied Housing Units by Tenure	2,763	
Owner Occupied	1,935	70.03%
Renter Occupied	828	29.97%
2023 Owner Occ. HUs: Avg. Length of Residence		17.00 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.80 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	1,935	
Value Less than \$20,000	85	4.39%
Value \$20,000 - \$39,999	149	7.70%
Value \$40,000 - \$59,999	236	12.20%
Value \$60,000 - \$79,999	141	7.29%
Value \$80,000 - \$99,999	117	6.05%
Value \$100,000 - \$149,999	366	18.91%
Value \$150,000 - \$199,999	211	10.90%
Value \$200,000 - \$299,999	381	19.69%
Value \$300,000 - \$399,999	161	8.32%
Value \$400,000 - \$499,999	30	1.55%
Value \$500,000 - \$749,999	23	1.19%
Value \$750,000 - \$999,999	11	0.57%
Value \$1,000,000 or \$1,499,999	9	0.47%
Value \$1,500,000 or \$1,999,999	4	0.21%
Value \$2,000,000+	11	0.57%
2023 Est. Median All Owner-Occupied Housing Value		\$131,802
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	2,625	75.65%
1 Unit Attached	32	0.92%
2 Units	245	7.06%
3 or 4 Units	76	2.19%
5 to 19 Units	251	7.23%
20 to 49 Units	0	0.00%
50 or More Units	11	0.32%
Mobile Home or Trailer	229	6.60%
Boat, RV, Van, etc.	1	0.03%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	133	3.83%
Housing Units Built 2010 to 2014	75	2.16%
Housing Units Built 2000 to 2009	110	3.17%
Housing Units Built 1990 to 1999	494	14.24%
Housing Units Built 1980 to 1989	331	9.54%
Housing Units Built 1970 to 1979	664	19.14%
Housing Units Built 1960 to 1969	679	19.57%
Housing Units Built 1950 to 1959	729	21.01%
Housing Units Built 1940 to 1949	178	5.13%
Housing Unit Built 1939 or Earlier	77	2.22%
2023 Est. Median Year Structure Built		1971

[†] 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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