



The**Retail**Coach®

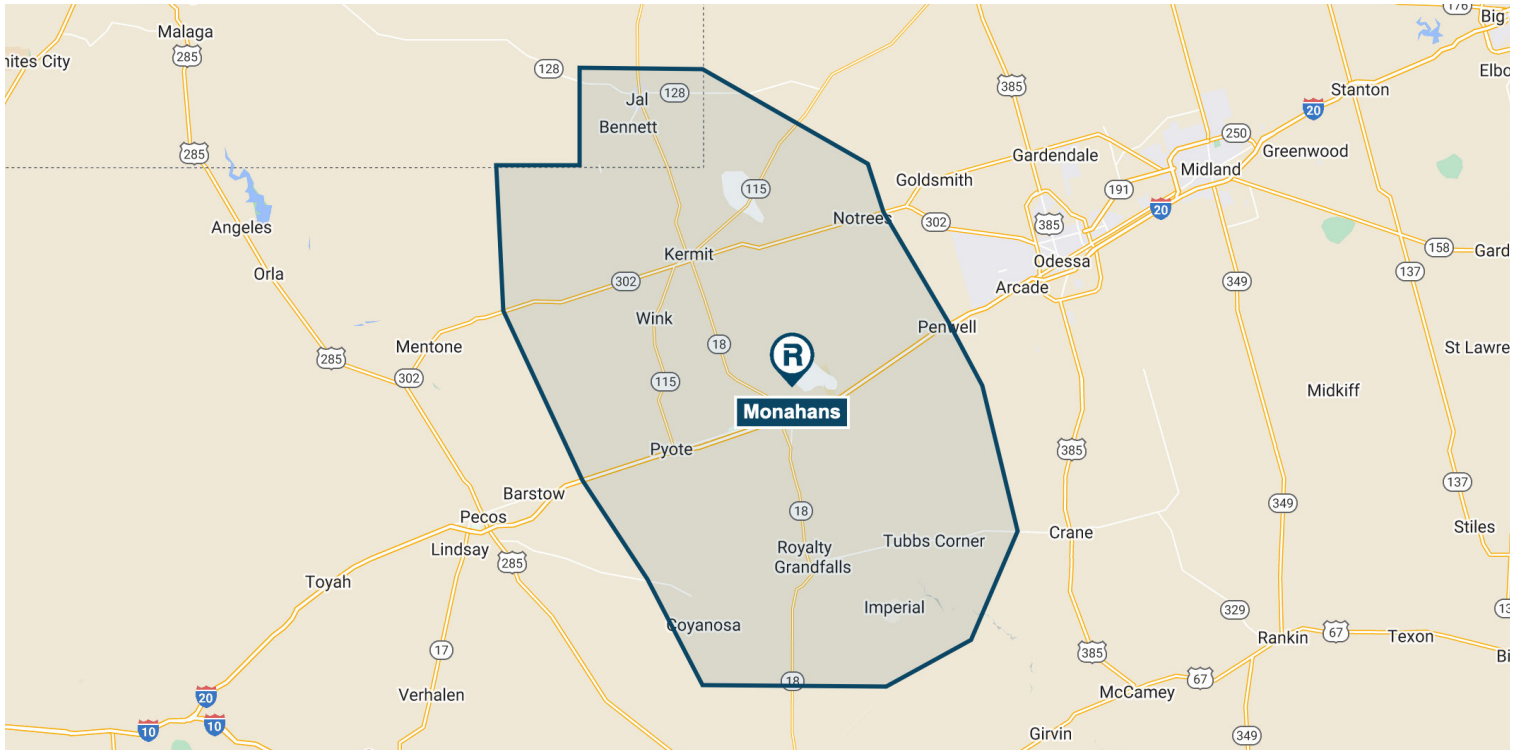
Primary Retail Trade Area Demographic Profile

MONAHANS, TEXAS

Prepared for Monahans Economic Development Corporation
November 2023

Primary Retail Trade Area • Demographic Snapshot

Monahans, Texas



Population

2023 21,258

Educational Attainment (%)

Graduate or Professional Degree	2.85%
Bachelors Degree	7.78%
Associate Degree	5.66%
Some College	24.54%
High School Graduate (GED)	33.49%
Some High School, No Degree	13.29%
Less than 9th Grade	12.38%

Income

Average HH	\$83,807
Median HH	\$70,531
Per Capita	\$30,179

Age

0 - 9 Years	15.63%
10 - 17 Years	12.70%
18 - 24 Years	9.74%
25 - 34 Years	13.07%
35 - 44 Years	12.99%
45 - 54 Years	11.07%
55 - 64 Years	10.84%
65 and Older	13.95%
Median Age	34.11
Average Age	36.20

Race Distribution (%)

White	50.70%
Black/African American	2.76%
American Indian/Alaskan	1.35%
Asian	0.92%
Native Hawaiian/Islander	0.04%
Other Race	21.42%
Two or More Races	22.82%
Hispanic	60.98%



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Primary Retail Trade Area • Demographic Profile

Monahans, Texas

DESCRIPTION	DATA	%
Population		
2023 Estimate	21,258	
2023 Est. Population by Single-Classification Race	21,258	
White Alone	10,778	50.70%
Black or African American Alone	586	2.76%
Amer. Indian and Alaska Native Alone	288	1.35%
Asian Alone	195	0.92%
Native Hawaiian and Other Pacific Island Alone	8	0.04%
Some Other Race Alone	4,553	21.42%
Two or More Races	4,851	22.82%
2023 Est. Population by Hispanic or Latino Origin	21,258	
Not Hispanic or Latino	8,296	39.03%
Hispanic or Latino	12,962	60.98%
Mexican	12,437	95.95%
Puerto Rican	51	0.39%
Cuban	57	0.44%
All Other Hispanic or Latino	417	3.22%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	12,962	
White Alone	3,783	29.18%
Black or African American Alone	98	0.76%
American Indian and Alaska Native Alone	190	1.47%
Asian Alone	10	0.08%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	4,522	34.89%
Two or More Races	4,359	33.63%
2023 Est. Pop by Race, Asian Alone, by Category	195	
Chinese, except Taiwanese	63	32.31%
Filipino	16	8.21%
Japanese	5	2.56%
Asian Indian	5	2.56%
Korean	4	2.05%
Vietnamese	44	22.56%
Cambodian	4	2.05%
Hmong	4	2.05%
Laotian	3	1.54%
Thai	7	3.59%
All Other Asian Races Including 2+ Category	40	20.51%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	21,258	
Arab	0	0.00%
Czech	1	0.01%
Danish	7	0.03%
Dutch	186	0.88%
English	768	3.61%
French (except Basque)	133	0.63%
French Canadian	22	0.10%
German	796	3.75%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	596	2.80%
Italian	38	0.18%
Lithuanian	0	0.00%
United States or American	1,088	5.12%
Norwegian	66	0.31%
Polish	32	0.15%
Portuguese	7	0.03%
Russian	0	0.00%
Scottish	98	0.46%
Scotch-Irish	198	0.93%
Slovak	0	0.00%
Subsaharan African	2	0.01%
Swedish	14	0.07%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	45	0.21%
West Indian (except Hisp. groups)	2	0.01%
Other ancestries	14,600	68.68%
Ancestry Unclassified	2,558	12.03%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	12,023	61.37%
Speak Asian/Pacific Island Language at Home	69	0.35%
Speak IndoEuropean Language at Home	23	0.12%
Speak Spanish at Home	7,475	38.16%
Speak Other Language at Home	0	0.00%

Primary Retail Trade Area • Demographic Profile

Monahans, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	21,258	
Age 0 - 4	1,668	7.85%
Age 5 - 9	1,655	7.79%
Age 10 - 14	1,689	7.95%
Age 15 - 17	1,010	4.75%
Age 18 - 20	905	4.26%
Age 21 - 24	1,166	5.49%
Age 25 - 34	2,779	13.07%
Age 35 - 44	2,762	12.99%
Age 45 - 54	2,354	11.07%
Age 55 - 64	2,304	10.84%
Age 65 - 74	1,691	7.96%
Age 75 - 84	927	4.36%
Age 85 and over	347	1.63%
Age 16 and over	15,911	74.85%
Age 18 and over	15,236	71.67%
Age 21 and over	14,330	67.41%
Age 65 and over	2,965	13.95%
2023 Est. Median Age		34.11
2023 Est. Average Age		36.20
2023 Est. Population by Sex	21,258	
Male	10,884	51.20%
Female	10,374	48.80%
2023 Est. Male Population by Age	10,884	
Age 0 - 4	843	7.75%
Age 5 - 9	850	7.81%
Age 10 - 14	835	7.67%
Age 15 - 17	516	4.74%
Age 18 - 20	478	4.39%
Age 21 - 24	622	5.71%
Age 25 - 34	1,483	13.63%
Age 35 - 44	1,470	13.51%
Age 45 - 54	1,234	11.34%
Age 55 - 64	1,198	11.01%
Age 65 - 74	810	7.44%
Age 75 - 84	412	3.79%
Age 85 and over	132	1.21%
2023 Est. Median Age, Male		33.74
2023 Est. Average Age, Male		35.70
2023 Est. Female Population by Age	10,374	
Age 0 - 4	825	7.95%
Age 5 - 9	804	7.75%
Age 10 - 14	854	8.23%
Age 15 - 17	494	4.76%
Age 18 - 20	427	4.12%
Age 21 - 24	544	5.24%
Age 25 - 34	1,296	12.49%
Age 35 - 44	1,292	12.45%
Age 45 - 54	1,120	10.80%
Age 55 - 64	1,106	10.66%
Age 65 - 74	881	8.49%
Age 75 - 84	515	4.96%
Age 85 and over	214	2.06%
2023 Est. Median Age, Female		34.55
2023 Est. Average Age, Female		36.80

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,613	28.39%
Males, Never Married	2,845	17.51%
Females, Never Married	1,769	10.89%
Married, Spouse present	8,317	51.19%
Married, Spouse absent	754	4.64%
Widowed	881	5.42%
Males Widowed	282	1.74%
Females Widowed	599	3.69%
Divorced	1,680	10.34%
Males Divorced	790	4.86%
Females Divorced	890	5.48%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,630	12.38%
Some High School, no diploma	1,749	13.29%
High School Graduate (or GED)	4,409	33.49%
Some College, no degree	3,230	24.54%
Associate Degree	745	5.66%
Bachelor's Degree	1,024	7.78%
Master's Degree	304	2.31%
Professional School Degree	32	0.24%
Doctorate Degree	39	0.30%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,828	39.92%
High School Graduate	2,360	33.31%
Some College or Associate's Degree	1,499	21.16%
Bachelor's Degree or Higher	399	5.63%
Households		
2023 Estimate	7,538	
2023 Est. Households by Household Type	7,538	
Family Households	5,476	72.64%
Nonfamily Households	2,062	27.35%
2023 Est. Group Quarters Population	325	
2023 Households by Ethnicity, Hispanic/Latino	3,880	



Primary Retail Trade Area • Demographic Profile

Monahans, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	7,538	
Income < \$15,000	795	10.55%
Income \$15,000 - \$24,999	618	8.20%
Income \$25,000 - \$34,999	532	7.06%
Income \$35,000 - \$49,999	842	11.17%
Income \$50,000 - \$74,999	1,192	15.81%
Income \$75,000 - \$99,999	1,245	16.52%
Income \$100,000 - \$124,999	862	11.44%
Income \$125,000 - \$149,999	551	7.31%
Income \$150,000 - \$199,999	517	6.86%
Income \$200,000 - \$249,999	206	2.73%
Income \$250,000 - \$499,999	139	1.84%
Income \$500,000+	39	0.52%
2023 Est. Average Household Income		\$83,807
2023 Est. Median Household Income		\$70,531
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$76,047
Black or African American Alone		\$69,222
American Indian and Alaska Native Alone		\$41,231
Asian Alone		\$51,694
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$81,625
Two or More Races		\$42,214
Hispanic or Latino		\$63,779
Not Hispanic or Latino		\$78,577
2023 Est. Family HH Type by Presence of Own Child.	5,476	
Married-Couple Family, own children	1,676	30.61%
Married-Couple Family, no own children	2,395	43.74%
Male Householder, own children	223	4.07%
Male Householder, no own children	199	3.63%
Female Householder, own children	545	9.95%
Female Householder, no own children	437	7.98%
2023 Est. Households by Household Size	7,538	
1-person	1,715	22.75%
2-person	2,727	36.18%
3-person	910	12.07%
4-person	1,113	14.77%
5-person	533	7.07%
6-person	287	3.81%
7-or-more-person	252	3.34%
2023 Est. Average Household Size		2.80
2023 Est. Households by Presence of People Under 18	7,538	
Households with 1 or More People under Age 18:	2,874	38.13%
Married-Couple Family	1,880	65.41%
Other Family, Male Householder	275	9.57%
Other Family, Female Householder	694	24.15%
Nonfamily, Male Householder	22	0.77%
Nonfamily, Female Householder	4	0.14%

DESCRIPTION	DATA	%
Households with No People under Age 18:	4,663	
Married-Couple Family	2,194	47.05%
Other Family, Male Householder	147	3.15%
Other Family, Female Householder	285	6.11%
Nonfamily, Male Householder	986	21.14%
Nonfamily, Female Householder	1,052	22.56%
2023 Est. Households by Number of Vehicles	7,538	
No Vehicles	312	4.14%
1 Vehicle	2,140	28.39%
2 Vehicles	2,804	37.20%
3 Vehicles	1,568	20.80%
4 Vehicles	441	5.85%
5 or more Vehicles	273	3.62%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2023 Estimate	5,476	
2023 Est. Families by Poverty Status	5,476	
2023 Families at or Above Poverty	4,891	89.32%
2023 Families at or Above Poverty with Children	2,411	44.03%
2023 Families Below Poverty	584	10.66%
2023 Families Below Poverty with Children	444	8.11%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	9,261	58.21%
Civilian Labor Force, Unemployed	452	2.84%
Armed Forces	2	0.01%
Not in Labor Force	6,196	38.94%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	9,212	
For-Profit Private Workers	6,329	68.70%
Non-Profit Private Workers	537	5.83%
Local Government Workers	137	1.49%
State Government Workers	279	3.03%
Federal Government Workers	1,229	13.34%
Self-Employed Workers	695	7.54%
Unpaid Family Workers	6	0.07%



Primary Retail Trade Area • Demographic Profile

Monahans, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	9,212	
Architect/Engineer	71	0.77%
Arts/Entertainment/Sports	28	0.30%
Building Grounds Maintenance	422	4.58%
Business/Financial Operations	213	2.31%
Community/Social Services	78	0.85%
Computer/Mathematical	57	0.62%
Construction/Extraction	1,335	14.49%
Education/Training/Library	793	8.61%
Farming/Fishing/Forestry	49	0.53%
Food Prep/Serving	549	5.96%
Health Practitioner/Technician	309	3.35%
Healthcare Support	159	1.73%
Maintenance Repair	285	3.09%
Legal	19	0.21%
Life/Physical/Social Science	92	1.00%
Management	658	7.14%
Office/Admin. Support	1,047	11.37%
Production	1,071	11.63%
Protective Services	192	2.08%
Sales/Related	624	6.77%
Personal Care/Service	122	1.32%
Transportation/Moving	1,040	11.29%
2023 Est. Pop 16+ by Occupation Classification	9,212	
White Collar	3,988	43.29%
Blue Collar	3,731	40.50%
Service and Farm	1,493	16.21%
2023 Est. Workers Age 16+ by Transp. to Work	9,089	
Drove Alone	7,497	82.48%
Car Pooled	1,003	11.04%
Public Transportation	2	0.02%
Walked	123	1.35%
Bicycle	0	0.00%
Other Means	172	1.89%
Worked at Home	292	3.21%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,018	
15 - 29 Minutes	1,298	
30 - 44 Minutes	901	
45 - 59 Minutes	507	
60 or more Minutes	1,070	
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	7,538	
Owner Occupied	5,779	76.67%
Renter Occupied	1,758	23.32%
2023 Owner Occ. HUs: Avg. Length of Residence		18.60 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.10 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	5,779	
Value Less than \$20,000	224	3.88%
Value \$20,000 - \$39,999	422	7.30%
Value \$40,000 - \$59,999	661	11.44%
Value \$60,000 - \$79,999	560	9.69%
Value \$80,000 - \$99,999	551	9.54%
Value \$100,000 - \$149,999	963	16.66%
Value \$150,000 - \$199,999	682	11.80%
Value \$200,000 - \$299,999	1,008	17.44%
Value \$300,000 - \$399,999	388	6.71%
Value \$400,000 - \$499,999	154	2.66%
Value \$500,000 - \$749,999	82	1.42%
Value \$750,000 - \$999,999	46	0.80%
Value \$1,000,000 or \$1,499,999	19	0.33%
Value \$1,500,000 or \$1,999,999	4	0.07%
Value \$2,000,000+	15	0.26%
2023 Est. Median All Owner-Occupied Housing Value		\$121,694
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	7,283	77.50%
1 Unit Attached	139	1.48%
2 Units	308	3.28%
3 or 4 Units	99	1.05%
5 to 19 Units	368	3.92%
20 to 49 Units	0	0.00%
50 or More Units	11	0.12%
Mobile Home or Trailer	1,156	12.30%
Boat, RV, Van, etc.	33	0.35%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	265	2.82%
Housing Units Built 2010 to 2014	177	1.88%
Housing Units Built 2000 to 2009	252	2.68%
Housing Units Built 1990 to 1999	896	9.54%
Housing Units Built 1980 to 1989	1,003	10.67%
Housing Units Built 1970 to 1979	1,404	14.94%
Housing Units Built 1960 to 1969	1,978	21.05%
Housing Units Built 1950 to 1959	2,373	25.25%
Housing Units Built 1940 to 1949	838	8.92%
Housing Unit Built 1939 or Earlier	211	2.25%
2023 Est. Median Year Structure Built		1966

[†] 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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