TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

MONAHANS, TEXAS

PREPARED FOR MONAHANS ECONOMIC DEVELOPMENT CORPORATION
JANUARY 2026

Community — Monahans, Texas

DEMOGRAPHIC SNAPSHOT

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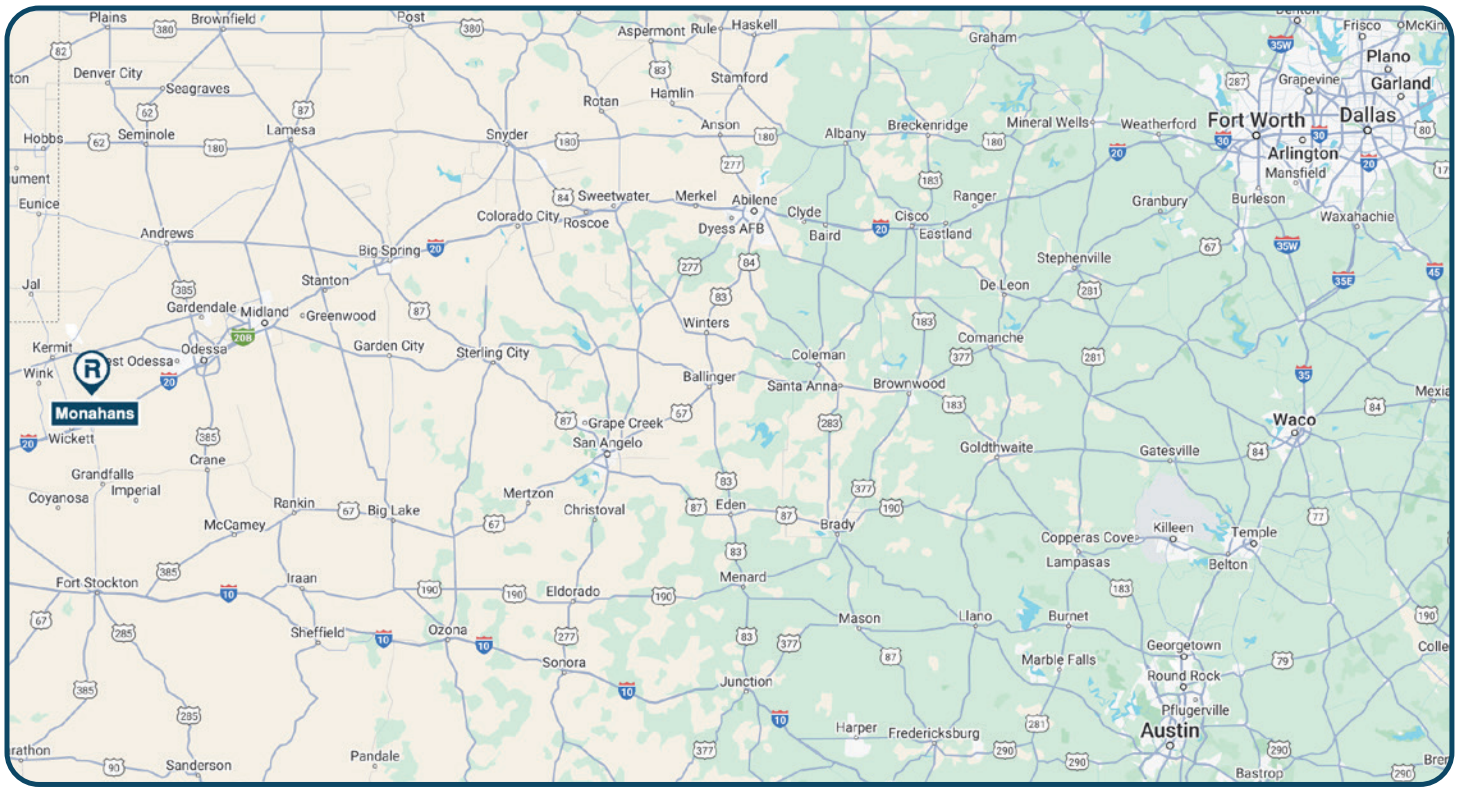

Population

2020	7,836
2026	7,683
2031	7,799

Age

0-9 Years	15.15%
10 - 17 Years	12.30%
18 - 24 Years	10.05%
25 - 34 Years	13.11%
35 - 44 Years	13.67%
45 - 54 Years	11.08%
55 - 64 Years	10.40%
65 and Older	14.25%
Median Age	34.54
Average Age	36.50

Educational Attainment (%)

Graduate or Professional Degree	2.29%
Bachelors Degree	8.29%
Associate Degree	6.27%
Some College	24.41%
High School Graduate (GED)	40.19%
Some High School, No Degree	10.12%
Less than 9th Grade	8.43%

Income

Average HH	$107,738
Median HH	$79,561
Per Capita	$38,821

Race Distribution

White	50.36%
Black/African American	4.63%
American Indian/Alaskan	1.46%
Asian	1.14%
Native Hawaiian/Islander	0.03%
Other Race	19.52%
Two or More Races	22.86%
Hispanic	60.55%
Non-Hispanic	39.45%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	7,799	
2026 Estimate	7,683	
2020 Census	7,836	
2010 Census	6,978	
Growth 2026 - 2031		1.51%
Growth 2020 - 2026		-1.94%
Growth 2010 - 2020		12.30%
2026 Est. Population by Single-Classification Race	**7,683**	
White Alone	3,869	50.36%
Black or African American Alone	356	4.63%
Amer. Indian and Alaska Native Alone	112	1.46%
Asian Alone	88	1.14%
Native Hawaiian and Other Pacific Island Alone	2	0.03%
Some Other Race Alone	1,500	19.52%
Two or More Races	1,756	22.86%
2026 Est. Population by Hispanic or Latino Origin	**7,683**	
Not Hispanic or Latino	3,031	39.45%
Hispanic or Latino	4,652	60.55%
Mexican	4,165	89.53%
Puerto Rican	2	0.04%
Cuban	0	0.00%
All Other Hispanic or Latino	485	10.43%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**4,652**	
White Alone	1,451	31.19%
Black or African American Alone	48	1.03%
American Indian and Alaska Native Alone	68	1.46%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,485	31.92%
Two or More Races	1,600	34.39%
2026 Est. Pop by Race, Asian Alone, by Category	**88**	
Chinese, except Taiwanese	72	81.82%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	14	15.91%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2	2.27%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**7,683**	
Arab	0	0.00%
Czech	15	0.20%
Danish	0	0.00%
Dutch	2	0.03%
English	532	6.92%
French (except Basque)	24	0.31%
French Canadian	16	0.21%
German	219	2.85%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	308	4.01%
Italian	80	1.04%
Lithuanian	0	0.00%
United States or American	333	4.33%
Norwegian	17	0.22%
Polish	0	0.00%
Portuguese	40	0.52%
Russian	0	0.00%
Scottish	45	0.59%
Scotch-Irish	41	0.53%
Slovak	0	0.00%
Subsaharan African	54	0.70%
Swedish	16	0.21%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	10	0.13%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,199	54.65%
Ancestry Unclassified	1,732	22.54%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,662	65.60%
Speak Asian/Pacific Island Language at Home	57	0.80%
Speak IndoEuropean Language at Home	57	0.80%
Speak Spanish at Home	2,331	32.80%
Speak Other Language at Home	0	0.00%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**7,683**	
Age 0 - 4	576	7.50%
Age 5 - 9	588	7.65%
Age 10 - 14	579	7.54%
Age 15 - 17	366	4.76%
Age 18 - 20	348	4.53%
Age 21 - 24	424	5.52%
Age 25 - 34	1,007	13.11%
Age 35 - 44	1,050	13.67%
Age 45 - 54	851	11.08%
Age 55 - 64	799	10.40%
Age 65 - 74	619	8.06%
Age 75 - 84	342	4.45%
Age 85 and over	134	1.74%
Age 16 and over	5,821	75.76%
Age 18 and over	5,574	72.55%
Age 21 and over	5,226	68.02%
Age 65 and over	1,095	14.25%
2026 Est. Median Age		34.54
2026 Est. Average Age		36.50
2026 Est. Population by Sex	**7,683**	
Male	3,865	50.31%
Female	3,818	49.69%
2026 Est. Male Population by Age	**3,865**	
Age 0 - 4	295	7.63%
Age 5 - 9	288	7.45%
Age 10 - 14	300	7.76%
Age 15 - 17	186	4.81%
Age 18 - 20	176	4.55%
Age 21 - 24	217	5.61%
Age 25 - 34	519	13.43%
Age 35 - 44	552	14.28%
Age 45 - 54	444	11.49%
Age 55 - 64	401	10.38%
Age 65 - 74	294	7.61%
Age 75 - 84	139	3.60%
Age 85 and over	54	1.40%
2026 Est. Median Age, Male		34.08
2026 Est. Average Age, Male		35.80

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**3,818**	
Age 0 - 4	281	7.36%
Age 5 - 9	300	7.86%
Age 10 - 14	279	7.31%
Age 15 - 17	180	4.71%
Age 18 - 20	172	4.50%
Age 21 - 24	207	5.42%
Age 25 - 34	488	12.78%
Age 35 - 44	498	13.04%
Age 45 - 54	407	10.66%
Age 55 - 64	398	10.42%
Age 65 - 74	325	8.51%
Age 75 - 84	203	5.32%
Age 85 and over	80	2.10%
2026 Est. Median Age, Female		35.04
2026 Est. Average Age, Female		37.20
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,803	30.35%
Males, Never Married	948	15.96%
Females, Never Married	855	14.39%
Married, Spouse present	3,029	50.99%
Married, Spouse absent	233	3.92%
Widowed	323	5.44%
Males Widowed	89	1.50%
Females Widowed	234	3.94%
Divorced	552	9.29%
Males Divorced	334	5.62%
Females Divorced	218	3.67%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	405	8.43%
Some High School, no diploma	486	10.12%
High School Graduate (or GED)	1,930	40.19%
Some College, no degree	1,172	24.41%
Associate Degree	301	6.27%
Bachelor's Degree	398	8.29%
Master's Degree	96	2.00%
Professional School Degree	13	0.27%
Doctorate Degree	1	0.02%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	744	27.33%
High School Graduate	1,083	39.79%
Some College or Associate's Degree	705	25.90%
Bachelor's Degree or Higher	190	6.98%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	2,757	
2026 Estimate	2,732	
2020 Census	2,822	
2010 Census	2,588	
Growth 2026 - 2031		0.92%
Growth 2020 - 2026		-3.18%
Growth 2010 - 2020		9.04%
2026 Est. Households by Household Type	**2,732**	
Family Households	1,934	70.79%
Nonfamily Households	798	29.21%
2026 Est. Group Quarters Population	101	
2026 Households by Ethnicity, Hispanic/Latino	1,503	
2026 Est. Households by Household Income	**2,732**	
Income < $15,000	132	4.83%
Income $15,000 - $24,999	117	4.28%
Income $25,000 - $34,999	160	5.86%
Income $35,000 - $49,999	419	15.34%
Income $50,000 - $74,999	467	17.09%
Income $75,000 - $99,999	346	12.66%
Income $100,000 - $124,999	270	9.88%
Income $125,000 - $149,999	191	6.99%
Income $150,000 - $199,999	321	11.75%
Income $200,000 - $249,999	156	5.71%
Income $250,000 - $499,999	111	4.06%
Income $500,000+	42	1.54%
2026 Est. Average Household Income		$107,738
2026 Est. Median Household Income		$79,561
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$73,001
Black or African American Alone		$51,442
American Indian and Alaska Native Alone		$199,019
Asian Alone		$200,000
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$48,278
Two or More Races		$144,002
Hispanic or Latino		$82,079
Not Hispanic or Latino		$78,030

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**2,732**	
Family Households with Children	890	32.58%
Family Households without Children	1,842	67.42%
Married-Couple Families	**1,373**	**50.26%**
Married-Couple Family, own children	605	22.14%
Married-Couple Family, no own children	768	28.11%
Cohabitating-Couple Families	**173**	**6.33%**
Cohabitating-Couple Family, own children	92	3.37%
Cohabitating-Couple Family, no own children	81	2.96%
Male Householder Families	**588**	**21.52%**
Male Householder, own children	52	1.90%
Male Householder, no own children	145	5.31%
Male Householder, only Nonrelatives	31	1.13%
Male Householder, Living Alone	360	13.18%
Female Householder Families	**598**	**21.89%**
Female Householder, own children	141	5.16%
Female Householder, no own children	151	5.53%
Female Householder, only Nonrelatives	0	0.00%
Female Householder, Living Alone	306	11.20%
2026 Est. Households by Household Size	**2,732**	
1-person	652	23.86%
2-person	813	29.76%
3-person	443	16.21%
4-person	416	15.23%
5-person	209	7.65%
6-person	111	4.06%
7-or-more-person	88	3.22%
2026 Est. Average Household Size		2.78
2026 Est. Households by Number of Vehicles	**2,732**	
No Vehicles	149	5.45%
1 Vehicle	885	32.39%
2 Vehicles	1,050	38.43%
3 Vehicles	526	19.25%
4 Vehicles	102	3.73%
5 or more Vehicles	20	0.73%
2026 Est. Average Number of Vehicles		1.9

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	1,954	
2026 Estimate	1,934	
2020 Estimate	1,995	
2010 Census	1,845	
Growth 2026 - 2031		1.03%
Growth 2020 - 2026		-3.5%
Growth 2010 - 2020		8.13%
2026 Est. Families by Poverty Status	**1,934**	
2026 Families at or Above Poverty	1,649	85.26%
2026 Families at or Above Poverty with Children	764	39.50%
2026 Families Below Poverty	285	14.74%
2026 Families Below Poverty with Children	215	11.12%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,610	62.02%
Civilian Labor Force, Unemployed	170	2.92%
Armed Forces	0	0.00%
Not in Labor Force	2,041	35.06%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	2,113	59.72%
Non-Profit Private Workers	323	9.13%
Local Government Workers	1	0.03%
State Government Workers	237	6.70%
Federal Government Workers	702	19.84%
Self-Employed Workers	162	4.58%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	21	0.59%
Arts/Entertainment/Sports	8	0.23%
Building Grounds Maintenance	167	4.72%
Business/Financial Operations	61	1.72%
Community/Social Services	25	0.71%
Computer/Mathematical	57	1.61%
Construction/Extraction	261	7.38%
Education/Training/Library	371	10.49%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	376	10.63%
Health Practitioner/Technician	89	2.52%
Healthcare Support	32	0.91%
Maintenance Repair	124	3.50%
Legal	11	0.31%
Life/Physical/Social Science	37	1.05%
Management	213	6.02%
Office/Admin. Support	391	11.05%
Production	395	11.16%
Protective Services	280	7.91%
Sales/Related	260	7.35%
Personal Care/Service	54	1.53%
Transportation/Moving	305	8.62%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	1,544	43.64%
Blue Collar	1,085	30.67%
Service and Farm	909	25.69%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,013	86.85%
Car Pooled	359	10.35%
Public Transportation	0	0.00%
Walked	47	1.35%
Bicycle	0	0.00%
Other Means	0	0.00%
Worked at Home	50	1.44%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,916	
15 - 29 Minutes	460	
30 - 44 Minutes	446	
45 - 59 Minutes	418	
60 or more Minutes	186	
2026 Est. Avg Travel Time to Work in Minutes		23

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**2,732**	
Owner Occupied	1,942	71.08%
Renter Occupied	790	28.92%
2026 Owner Occ. HUs: Avg. Length of Residence		20.40†
2026 Renter Occ. HUs: Avg. Length of Residence		6.80†
2026 Est. Owner-Occupied Housing Units by Value	**1,942**	
Value Less than $20,000	68	3.50%
Value $20,000 - $39,999	22	1.13%
Value $40,000 - $59,999	105	5.41%
Value $60,000 - $79,999	270	13.90%
Value $80,000 - $99,999	46	2.37%
Value $100,000 - $149,999	178	9.17%
Value $150,000 - $199,999	253	13.03%
Value $200,000 - $299,999	457	23.53%
Value $300,000 - $399,999	242	12.46%
Value $400,000 - $499,999	124	6.38%
Value $500,000 - $749,999	124	6.38%
Value $750,000 - $999,999	26	1.34%
Value $1,000,000 or $1,499,999	2	0.10%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	25	1.29%
2026 Est. Median All Owner-Occupied Housing Value		$205,702
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	2,565	74.63%
1 Unit Attached	2	0.06%
2 Units	88	2.56%
3 or 4 Units	246	7.16%
5 to 19 Units	158	4.60%
20 to 49 Units	0	0.00%
50 or More Units	48	1.40%
Mobile Home or Trailer	328	9.54%
Boat, RV, Van, etc.	2	0.06%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	50	1.45%
Housing Units Built 2010 to 2019	312	9.08%
Housing Units Built 2000 to 2009	96	2.79%
Housing Units Built 1990 to 1999	70	2.04%
Housing Units Built 1980 to 1989	434	12.63%
Housing Units Built 1970 to 1979	797	23.19%
Housing Units Built 1960 to 1969	714	20.77%
Housing Units Built 1950 to 1959	754	21.94%
Housing Units Built 1940 to 1949	177	5.15%
Housing Unit Built 1939 or Earlier	33	0.96%
2026 Est. Median Year Structure Built		1970

† 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.

TheRetailCoach®

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, Unacast, 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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