



The**Retail**Coach®

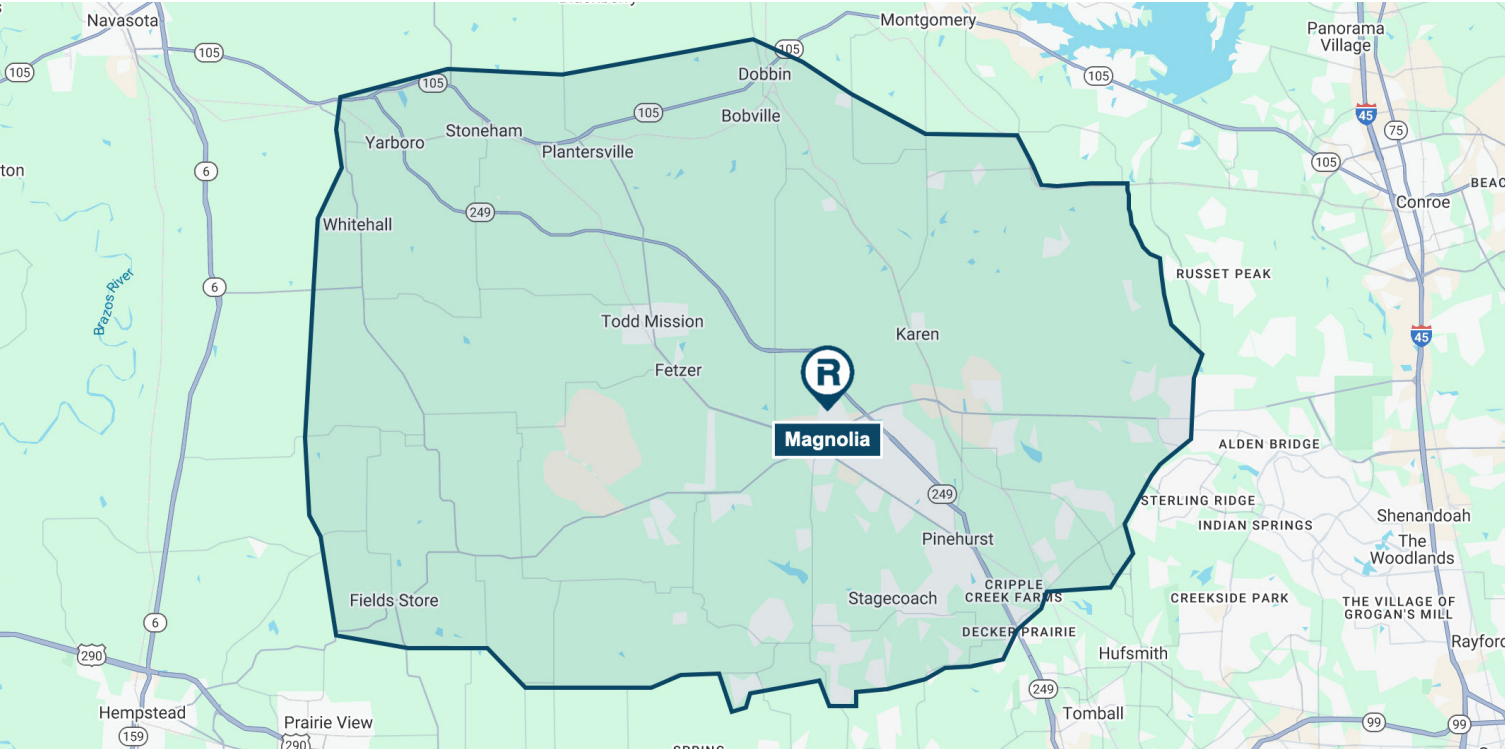
Retail Trade Area Demographic Profile

MAGNOLIA, TEXAS

Prepared for City of Magnolia
October 2024

Retail Trade Area • Demographic Snapshot

Magnolia, Texas



Population

2020	89,846	0 - 9 Years	11.88%
2024	102,906	10 - 17 Years	12.31%
2029	110,157	18 - 24 Years	10.22%

Educational Attainment (%)

Graduate or Professional Degree	9.58%	25 - 34 Years	9.83%
Bachelors Degree	23.49%	35 - 44 Years	11.78%
Associate Degree	7.28%	45 - 54 Years	13.56%
Some College	19.66%	55 - 64 Years	13.84%
High School Graduate (or GED)	29.81%	65 and Older	16.58%
Some High School, No Degree	6.00%	Median Age	40.09
Less than 9th Grade	4.17%	Average Age	39.51

Income

Average HH	\$142,279	Race Distribution (%)	
Median HH	\$99,131	White	71.27%
Per Capita	\$47,850	Black/African American	2.79%
		American Indian/Alaskan	1.12%
		Asian	1.10%
		Native Hawaiian/Islander	0.06%
		Other Race	9.57%
		Two or More Races	14.10%
		Hispanic	25.85%



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Retail Trade Area • Demographic Profile

Magnolia, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	110,157	
2024 Estimate	102,906	
2020 Census	89,846	
2010 Census	69,842	
Growth 2024 - 2029		7.05%
Growth 2020 - 2024		14.54%
Growth 2010 - 2020		28.64%
2024 Est. Population by Single-Classification Race	102,906	
White Alone	73,342	71.27%
Black or African American Alone	2,867	2.79%
Amer. Indian and Alaska Native Alone	1,149	1.12%
Asian Alone	1,131	1.10%
Native Hawaiian and Other Pacific Island Alone	59	0.06%
Some Other Race Alone	9,852	9.57%
Two or More Races	14,505	14.10%
2024 Est. Population by Hispanic or Latino Origin	102,906	
Not Hispanic or Latino	76,300	74.14%
Hispanic or Latino	26,606	25.85%
Mexican	19,698	74.04%
Puerto Rican	481	1.81%
Cuban	309	1.16%
All Other Hispanic or Latino	6,118	23.00%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	26,606	
White Alone	6,013	22.60%
Black or African American Alone	108	0.41%
American Indian and Alaska Native Alone	728	2.74%
Asian Alone	36	0.14%
Native Hawaiian and Other Pacific Islander Alone	23	0.09%
Some Other Race Alone	9,535	35.84%
Two or More Races	10,163	38.20%
2024 Est. Pop by Race, Asian Alone, by Category	1,131	
Chinese, except Taiwanese	230	20.34%
Filipino	181	16.00%
Japanese	109	9.64%
Asian Indian	148	13.09%
Korean	51	4.51%
Vietnamese	164	14.50%
Cambodian	2	0.18%
Hmong	0	0.00%
Laotian	1	0.09%
Thai	39	3.45%
All Other Asian Races Including 2+ Category	206	18.21%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	102,906	
Arab	40	0.04%
Czech	1,121	1.09%
Danish	57	0.06%
Dutch	583	0.57%
English	8,453	8.21%
French (except Basque)	3,199	3.11%
French Canadian	309	0.30%
German	14,628	14.22%
Greek	235	0.23%
Hungarian	113	0.11%
Irish	7,894	7.67%
Italian	3,088	3.00%
Lithuanian	10	0.01%
United States or American	5,128	4.98%
Norwegian	455	0.44%
Polish	1,530	1.49%
Portuguese	47	0.05%
Russian	290	0.28%
Scottish	2,066	2.01%
Scotch-Irish	1,638	1.59%
Slovak	9	0.01%
Subsaharan African	419	0.41%
Swedish	789	0.77%
Swiss	30	0.03%
Ukrainian	154	0.15%
Welsh	323	0.31%
West Indian (except Hisp. groups)	81	0.08%
Other ancestries	26,079	25.34%
Ancestry Unclassified	24,139	23.46%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	79,217	81.84%
Speak Asian/Pacific Island Language at Home	256	0.27%
Speak IndoEuropean Language at Home	1,101	1.14%
Speak Spanish at Home	16,087	16.62%
Speak Other Language at Home	133	0.14%

Retail Trade Area • Demographic Profile

Magnolia, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	102,906	
Age 0 - 4	6,111	5.94%
Age 5 - 9	6,117	5.94%
Age 10 - 14	7,697	7.48%
Age 15 - 17	4,972	4.83%
Age 18 - 20	4,787	4.65%
Age 21 - 24	5,727	5.57%
Age 25 - 34	10,115	9.83%
Age 35 - 44	12,119	11.78%
Age 45 - 54	13,955	13.56%
Age 55 - 64	14,242	13.84%
Age 65 - 74	10,897	10.59%
Age 75 - 84	5,073	4.93%
Age 85 and over	1,093	1.06%
Age 16 and over	81,327	79.03%
Age 18 and over	78,009	75.81%
Age 21 and over	73,222	71.15%
Age 65 and over	17,064	16.58%
2024 Est. Median Age		40.09
2024 Est. Average Age		39.51
2024 Est. Population by Sex	102,906	
Male	51,322	49.87%
Female	51,584	50.13%
2024 Est. Male Population by Age	51,322	
Age 0 - 4	3,128	6.09%
Age 5 - 9	3,127	6.09%
Age 10 - 14	3,912	7.62%
Age 15 - 17	2,545	4.96%
Age 18 - 20	2,455	4.78%
Age 21 - 24	2,940	5.73%
Age 25 - 34	5,137	10.01%
Age 35 - 44	5,827	11.35%
Age 45 - 54	6,955	13.55%
Age 55 - 64	7,150	13.93%
Age 65 - 74	5,319	10.36%
Age 75 - 84	2,390	4.66%
Age 85 and over	437	0.85%
2024 Est. Median Age, Male		39.33
2024 Est. Average Age, Male		38.98
2024 Est. Female Population by Age	51,584	
Age 0 - 4	2,982	5.78%
Age 5 - 9	2,989	5.79%
Age 10 - 14	3,785	7.34%
Age 15 - 17	2,427	4.71%
Age 18 - 20	2,332	4.52%
Age 21 - 24	2,787	5.40%
Age 25 - 34	4,978	9.65%
Age 35 - 44	6,292	12.20%
Age 45 - 54	7,000	13.57%
Age 55 - 64	7,093	13.75%
Age 65 - 74	5,579	10.82%
Age 75 - 84	2,683	5.20%
Age 85 and over	657	1.27%
2024 Est. Median Age, Female		40.77
2024 Est. Average Age, Female		40.03

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	19,921	24.01%
Males, Never Married	11,878	14.31%
Females, Never Married	8,043	9.69%
Married, Spouse present	48,898	58.93%
Married, Spouse absent	2,346	2.83%
Widowed	4,501	5.42%
Males Widowed	1,263	1.52%
Females Widowed	3,238	3.90%
Divorced	7,315	8.82%
Males Divorced	3,124	3.77%
Females Divorced	4,191	5.05%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,815	4.17%
Some High School, no diploma	4,048	6.00%
High School Graduate (or GED)	20,123	29.81%
Some College, no degree	13,271	19.66%
Associate Degree	4,911	7.28%
Bachelor's Degree	15,857	23.49%
Master's Degree	4,323	6.41%
Professional School Degree	1,111	1.65%
Doctorate Degree	1,035	1.53%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,595	32.60%
High School Graduate	3,994	28.34%
Some College or Associate's Degree	2,719	19.29%
Bachelor's Degree or Higher	2,787	19.77%
Households		
2029 Projection	37,052	
2024 Estimate	34,581	
2020 Census	30,141	
2010 Census	23,585	
Growth 2024 - 2029		7.15%
Growth 2020 - 2024		14.73%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	34,581	
Family Households	28,010	81.00%
Nonfamily Households	6,571	19.0%
2024 Est. Group Quarters Population	82	
2024 Households by Ethnicity, Hispanic/Latino	6,562	

Retail Trade Area • Demographic Profile

Magnolia, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	34,581	
Income < \$15,000	1,546	4.47%
Income \$15,000 - \$24,999	1,968	5.69%
Income \$25,000 - \$34,999	2,086	6.03%
Income \$35,000 - \$49,999	2,458	7.11%
Income \$50,000 - \$74,999	5,049	14.60%
Income \$75,000 - \$99,999	4,318	12.49%
Income \$100,000 - \$124,999	3,324	9.61%
Income \$125,000 - \$149,999	2,671	7.72%
Income \$150,000 - \$199,999	4,313	12.47%
Income \$200,000 - \$249,999	2,096	6.06%
Income \$250,000 - \$499,999	2,896	8.38%
Income \$500,000+	1,856	5.37%
2024 Est. Average Household Income		\$142,279
2024 Est. Median Household Income		\$99,131
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$108,861
Black or African American Alone		\$61,762
American Indian and Alaska Native Alone		\$125,000
Asian Alone		\$71,950
Native Hawaiian and Other Pacific Islander Alone		\$127,865
Some Other Race Alone		\$63,207
Two or More Races		\$74,406
Hispanic or Latino		\$64,897
Not Hispanic or Latino		\$110,313
2024 Est. HH by Type and Presence of Own Child.	34,581	
Family Households with Children	11,685	33.79%
Family Households without Children	22,896	66.21%
Married-Couple Families	24,439	70.67%
Married-Couple Family, own children	9,582	27.71%
Married-Couple Family, no own children	14,857	42.96%
Cohabiting-Couple Families	1,585	4.58%
Cohabiting-Couple Family, own children	502	1.45%
Cohabiting-Couple Family, no own children	1,083	3.13%
Male Householder Families	3,787	10.95%
Male Householder, own children	468	1.35%
Male Householder, no own children	854	2.47%
Male Householder, only Nonrelatives	347	1.00%
Male Householder, Living Alone	2,118	6.12%
Female Householder Families	4,770	13.79%
Female Householder, own children	1,133	3.28%
Female Householder, no own children	1,468	4.25%
Female Householder, only Nonrelatives	339	0.98%
Female Householder, Living Alone	1,830	5.29%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	34,581	
1-person	4,775	13.81%
2-person	12,117	35.04%
3-person	5,880	17.00%
4-person	6,116	17.69%
5-person	3,413	9.87%
6-person	1,453	4.20%
7-or-more-person	826	2.39%
2024 Est. Average Household Size		2.97
2024 Est. Households by Number of Vehicles	34,581	
No Vehicles	559	1.62%
1 Vehicle	6,043	17.48%
2 Vehicles	15,985	46.23%
3 Vehicles	8,396	24.28%
4 Vehicles	2,805	8.11%
5 or more Vehicles	792	2.29%
2024 Est. Average Number of Vehicles		2.3
Family Households		
2029 Projection	29,989	
2024 Estimate	28,010	
2020 Estimate	24,279	
2010 Census	19,024	
Growth 2024 - 2029		7.07%
Growth 2020 - 2024		15.37%
Growth 2010 - 2020		27.62%
2024 Est. Families by Poverty Status	28,010	
2024 Families at or Above Poverty	25,602	91.40%
2024 Families at or Above Poverty with Children	10,611	37.88%
2024 Families Below Poverty	2,408	8.60%
2024 Families Below Poverty with Children	1,824	6.51%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	47,001	57.79%
Civilian Labor Force, Unemployed	2,871	3.53%
Armed Forces	0	0.00%
Not in Labor Force	31,454	38.68%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	34,088	70.22%
Non-Profit Private Workers	1,827	3.76%
Local Government Workers	441	0.91%
State Government Workers	1,108	2.28%
Federal Government Workers	3,672	7.56%
Self-Employed Workers	7,118	14.66%
Unpaid Family Workers	294	0.61%

Retail Trade Area • Demographic Profile

Magnolia, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,285	2.65%
Arts/Entertainment/Sports	571	1.18%
Building Grounds Maintenance	1,482	3.05%
Business/Financial Operations	3,026	6.23%
Community/Social Services	389	0.80%
Computer/Mathematical	1,046	2.15%
Construction/Extraction	3,080	6.34%
Education/Training/Library	2,577	5.31%
Farming/Fishing/Forestry	171	0.35%
Food Prep/Serving	1,931	3.98%
Health Practitioner/Technician	2,450	5.05%
Healthcare Support	632	1.30%
Maintenance Repair	2,092	4.31%
Legal	735	1.51%
Life/Physical/Social Science	305	0.63%
Management	8,482	17.47%
Office/Admin. Support	4,906	10.11%
Production	2,521	5.19%
Protective Services	800	1.65%
Sales/Related	5,363	11.05%
Personal Care/Service	967	1.99%
Transportation/Moving	3,735	7.69%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	31,135	64.13%
Blue Collar	11,428	23.54%
Service and Farm	5,984	12.33%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	36,552	77.88%
Car Pooled	4,166	8.88%
Public Transportation	388	0.83%
Walked	409	0.87%
Bicycle	2	0.00%
Other Means	241	0.51%
Worked at Home	5,175	11.03%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,818	
15 - 29 Minutes	9,407	
30 - 44 Minutes	9,066	
45 - 59 Minutes	8,749	
60 or more Minutes	8,732	
2024 Est. Avg Travel Time to Work in Minutes		41
2024 Est. Occupied Housing Units by Tenure	34,581	
Owner Occupied	29,370	84.93%
Renter Occupied	5,211	15.07%
2024 Owner Occ. HUs: Avg. Length of Residence		12.68 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.31 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	29,370	
Value Less than \$20,000	552	1.88%
Value \$20,000 - \$39,999	462	1.57%
Value \$40,000 - \$59,999	283	0.96%
Value \$60,000 - \$79,999	411	1.40%
Value \$80,000 - \$99,999	570	1.94%
Value \$100,000 - \$149,999	1,789	6.09%
Value \$150,000 - \$199,999	1,531	5.21%
Value \$200,000 - \$299,999	5,434	18.50%
Value \$300,000 - \$399,999	4,355	14.83%
Value \$400,000 - \$499,999	3,723	12.68%
Value \$500,000 - \$749,999	5,250	17.87%
Value \$750,000 - \$999,999	2,941	10.01%
Value \$1,000,000 or \$1,499,999	1,315	4.48%
Value \$1,500,000 or \$1,999,999	481	1.64%
Value \$2,000,000+	274	0.93%
2024 Est. Median All Owner-Occupied Housing Value		\$382,645
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	27,636	74.87%
1 Unit Attached	193	0.52%
2 Units	0	0.00%
3 or 4 Units	39	0.11%
5 to 19 Units	119	0.32%
20 to 49 Units	541	1.47%
50 or More Units	213	0.58%
Mobile Home or Trailer	8,010	21.70%
Boat, RV, Van, etc.	160	0.43%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	4,542	12.31%
Housing Units Built 2010 to 2019	7,353	19.92%
Housing Units Built 2000 to 2009	11,098	30.07%
Housing Units Built 1990 to 1999	5,909	16.01%
Housing Units Built 1980 to 1989	3,483	9.44%
Housing Units Built 1970 to 1979	2,742	7.43%
Housing Units Built 1960 to 1969	999	2.71%
Housing Units Built 1950 to 1959	285	0.77%
Housing Units Built 1940 to 1949	255	0.69%
Housing Unit Built 1939 or Earlier	245	0.66%
2024 Est. Median Year Structure Built		2004

[†] 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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