



# Community Profile

Manila Trade Area  
Area: 83.39 square miles

Prepared by Esri

<b>Population Summary</b>	
2010 Total Population	4,839
2020 Total Population	4,923
2020 Group Quarters	56
2022 Total Population	4,639
2022 Group Quarters	56
2027 Total Population	4,395
2022-2027 Annual Rate	-1.07%
2022 Total Daytime Population	3,829
Workers	949
Residents	2,880
<b>Household Summary</b>	
2010 Households	1,849
2010 Average Household Size	2.59
2020 Total Households	1,856
2020 Average Household Size	2.62
2022 Households	1,811
2022 Average Household Size	2.53
2027 Households	1,738
2027 Average Household Size	2.50
2022-2027 Annual Rate	-0.82%
2010 Families	1,302
2010 Average Family Size	3.08
2022 Families	1,242
2022 Average Family Size	3.03
2027 Families	1,190
2027 Average Family Size	2.98
2022-2027 Annual Rate	-0.85%
<b>Housing Unit Summary</b>	
2000 Housing Units	1,926
Owner Occupied Housing Units	64.7%
Renter Occupied Housing Units	27.7%
Vacant Housing Units	7.5%
2010 Housing Units	2,053
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	29.7%
Vacant Housing Units	9.9%
2020 Housing Units	2,099
Vacant Housing Units	11.6%
2022 Housing Units	2,071
Owner Occupied Housing Units	51.4%
Renter Occupied Housing Units	36.0%
Vacant Housing Units	12.6%
2027 Housing Units	2,003
Owner Occupied Housing Units	51.5%
Renter Occupied Housing Units	35.3%
Vacant Housing Units	13.2%
<b>Median Household Income</b>	
2022	\$48,518
2027	\$55,502
<b>Median Home Value</b>	
2022	\$122,842
2027	\$133,621
<b>Per Capita Income</b>	
2022	\$27,992
2027	\$32,907
<b>Median Age</b>	
2010	37.2
2022	39.2
2027	40.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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## 2022 Households by Income

Household Income Base	1,811
<\$15,000	15.6%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	6.8%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	7.6%
\$200,000+	3.0%
Average Household Income	\$71,237

## 2027 Households by Income

Household Income Base	1,738
<\$15,000	12.2%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	7.0%
\$100,000 - \$149,999	14.2%
\$150,000 - \$199,999	10.5%
\$200,000+	3.3%
Average Household Income	\$82,622

## 2022 Owner Occupied Housing Units by Value

Total	1,065
<\$50,000	16.0%
\$50,000 - \$99,999	28.1%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	32.7%
\$200,000 - \$249,999	6.1%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	0.4%
\$400,000 - \$499,999	0.1%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$124,085

## 2027 Owner Occupied Housing Units by Value

Total	1,031
<\$50,000	15.0%
\$50,000 - \$99,999	27.4%
\$100,000 - \$149,999	11.3%
\$150,000 - \$199,999	34.6%
\$200,000 - \$249,999	6.9%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	0.3%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$127,840

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age	
Total	4,839
0 - 4	7.2%
5 - 9	7.0%
10 - 14	7.3%
15 - 24	13.5%
25 - 34	12.2%
35 - 44	13.5%
45 - 54	13.8%
55 - 64	11.1%
65 - 74	7.9%
75 - 84	5.1%
85 +	1.6%
18 +	74.1%
2022 Population by Age	
Total	4,637
0 - 4	6.3%
5 - 9	7.0%
10 - 14	6.9%
15 - 24	10.6%
25 - 34	13.9%
35 - 44	13.1%
45 - 54	12.7%
55 - 64	12.7%
65 - 74	9.9%
75 - 84	5.0%
85 +	1.9%
18 +	76.5%
2027 Population by Age	
Total	4,395
0 - 4	6.0%
5 - 9	6.6%
10 - 14	7.3%
15 - 24	11.0%
25 - 34	10.9%
35 - 44	13.6%
45 - 54	13.1%
55 - 64	12.6%
65 - 74	10.6%
75 - 84	6.2%
85 +	2.1%
18 +	76.1%
2010 Population by Sex	
Males	2,376
Females	2,463
2022 Population by Sex	
Males	2,313
Females	2,326
2027 Population by Sex	
Males	2,203
Females	2,192

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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## 2010 Population by Race/Ethnicity

Total	4,839
White Alone	95.5%
Black Alone	0.5%
American Indian Alone	0.3%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	1.0%
Hispanic Origin	4.0%
Diversity Index	15.7

## 2020 Population by Race/Ethnicity

Total	4,923
White Alone	91.9%
Black Alone	0.6%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	4.0%
Hispanic Origin	5.0%
Diversity Index	23.4

## 2022 Population by Race/Ethnicity

Total	4,639
White Alone	91.7%
Black Alone	0.6%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	4.2%
Hispanic Origin	5.0%
Diversity Index	23.7

## 2027 Population by Race/Ethnicity

Total	4,395
White Alone	90.6%
Black Alone	0.7%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	5.1%
Hispanic Origin	5.1%
Diversity Index	25.4

## 2010 Population by Relationship and Household Type

Total	4,839
In Households	98.8%
In Family Households	85.6%
Householder	27.1%
Spouse	20.2%
Child	32.2%
Other relative	3.4%
Nonrelative	2.7%
In Nonfamily Households	13.3%
In Group Quarters	1.2%
Institutionalized Population	1.2%
Noninstitutionalized Population	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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## 2022 Population 25+ by Educational Attainment

Total	3,212
Less than 9th Grade	5.5%
9th - 12th Grade, No Diploma	8.1%
High School Graduate	38.4%
GED/Alternative Credential	8.1%
Some College, No Degree	16.3%
Associate Degree	8.8%
Bachelor's Degree	10.1%
Graduate/Professional Degree	4.6%

## 2022 Population 15+ by Marital Status

Total	3,704
Never Married	24.7%
Married	50.0%
Widowed	8.7%
Divorced	16.5%

## 2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,899
Population 16+ Employed	93.4%
Population 16+ Unemployment rate	6.6%
Population 16-24 Employed	8.9%
Population 16-24 Unemployment rate	19.9%
Population 25-54 Employed	70.2%
Population 25-54 Unemployment rate	6.0%
Population 55-64 Employed	18.3%
Population 55-64 Unemployment rate	2.4%
Population 65+ Employed	2.7%
Population 65+ Unemployment rate	0.0%

## 2022 Employed Population 16+ by Industry

Total	1,773
Agriculture/Mining	9.0%
Construction	2.3%
Manufacturing	20.9%
Wholesale Trade	2.0%
Retail Trade	16.2%
Transportation/Utilities	14.7%
Information	2.5%
Finance/Insurance/Real Estate	5.0%
Services	26.7%
Public Administration	1.0%

## 2022 Employed Population 16+ by Occupation

Total	1,773
White Collar	45.2%
Management/Business/Financial	12.9%
Professional	13.8%
Sales	10.9%
Administrative Support	7.7%
Services	15.3%
Blue Collar	39.4%
Farming/Forestry/Fishing	1.9%
Construction/Extraction	0.7%
Installation/Maintenance/Repair	8.2%
Production	15.8%
Transportation/Material Moving	12.8%

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<b>2010 Households by Type</b>	
Total	1,849
Households with 1 Person	25.9%
Households with 2+ People	74.1%
Family Households	70.4%
Husband-wife Families	52.5%
With Related Children	25.1%
Other Family (No Spouse Present)	17.9%
Other Family with Male Householder	6.3%
With Related Children	3.9%
Other Family with Female Householder	11.6%
With Related Children	7.4%
Nonfamily Households	3.7%
All Households with Children	37.1%
Multigenerational Households	4.4%
Unmarried Partner Households	6.4%
Male-female	5.9%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	1,848
1 Person Household	25.9%
2 Person Household	30.8%
3 Person Household	18.7%
4 Person Household	15.6%
5 Person Household	5.5%
6 Person Household	2.4%
7 + Person Household	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	1,849
Owner Occupied	67.0%
Owned with a Mortgage/Loan	37.0%
Owned Free and Clear	30.0%
Renter Occupied	33.0%
<b>2022 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	189
Percent of Income for Mortgage	13.3%
Wealth Index	56
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	2,053
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	65.7%
Rural Housing Units	34.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	4,839
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	64.1%
Rural Population	35.9%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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## Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Rooted Rural (10B)
3. Heartland Communities (6F)

## 2022 Consumer Spending

Apparel & Services: Total \$	\$2,931,729
Average Spent	\$1,618.85
Spending Potential Index	67
Education: Total \$	\$1,939,425
Average Spent	\$1,070.91
Spending Potential Index	55
Entertainment/Recreation: Total \$	\$4,864,122
Average Spent	\$2,685.88
Spending Potential Index	73
Food at Home: Total \$	\$8,194,345
Average Spent	\$4,524.76
Spending Potential Index	73
Food Away from Home: Total \$	\$5,395,200
Average Spent	\$2,979.13
Spending Potential Index	69
Health Care: Total \$	\$10,129,850
Average Spent	\$5,593.51
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$3,283,191
Average Spent	\$1,812.92
Spending Potential Index	71
Personal Care Products & Services: Total \$	\$1,245,909
Average Spent	\$687.97
Spending Potential Index	67
Shelter: Total \$	\$25,013,960
Average Spent	\$13,812.24
Spending Potential Index	60
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,626,529
Average Spent	\$2,002.50
Spending Potential Index	74
Travel: Total \$	\$3,294,640
Average Spent	\$1,819.24
Spending Potential Index	63
Vehicle Maintenance & Repairs: Total \$	\$1,728,132
Average Spent	\$954.24
Spending Potential Index	76

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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