TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

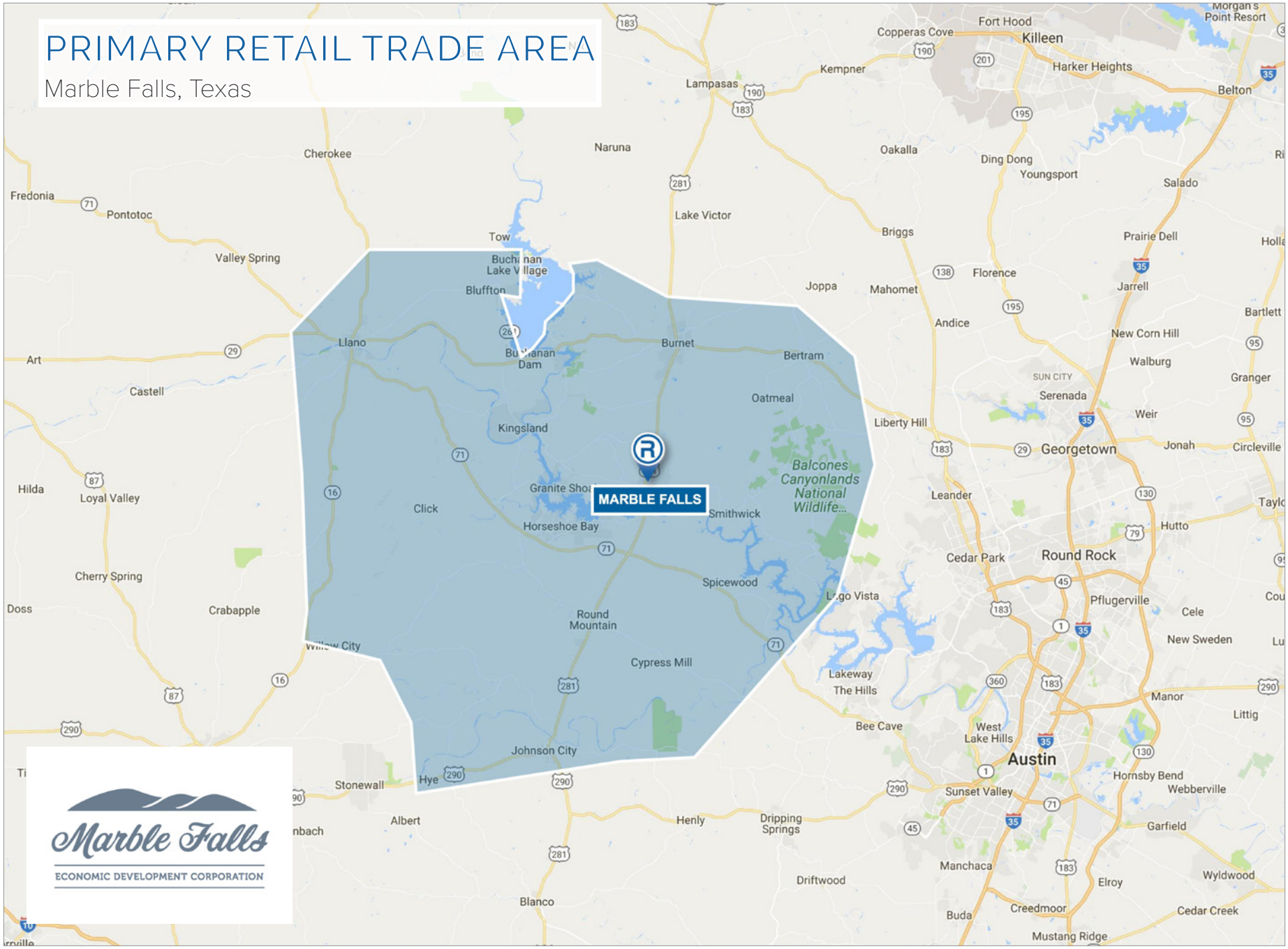
Marble Falls, Texas

Marble Falls
ECONOMIC DEVELOPMENT CORPORATION

Prepared for
Marble Falls Economic Development Corporation
February 2018

PRIMARY RETAIL TRADE AREA

Marble Falls, Texas



CONTACT **CHRISTIAN FLETCHER, EXECUTIVE DIRECTOR**

Marble Falls Economic Development Corporation | 801 Fourth Street | Marble Falls, Texas 78654 | 830.798.7079 | 830.613.1462
cfletcher@marblefallseconomy.com | www.marblefallseconomy.com

TheRetailCoach®

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	76,523	
2018 Estimate	71,670	
2010 Census	64,135	
2000 Census	52,056	
Growth 2018 - 2023		6.77%
Growth 2010 - 2018		11.75%
Growth 2000 - 2010		23.20%
2018 Est. Population by Single-Classification Race	71,670	
White Alone	63,018	87.93%
Black or African American Alone	1,440	2.01%
Amer. Indian and Alaska Native Alone	623	0.87%
Asian Alone	552	0.77%
Native Hawaiian and Other Pacific Island Alone	43	0.06%
Some Other Race Alone	4,473	6.24%
Two or More Races	1,520	2.12%
2018 Est. Population by Hispanic or Latino Origin	71,670	
Not Hispanic or Latino	57,803	80.65%
Hispanic or Latino	13,867	19.35%
Mexican	12,232	88.21%
Puerto Rican	143	1.03%
Cuban	38	0.27%
All Other Hispanic or Latino	1,454	10.49%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	13,867	
White Alone	8,491	61.23%
Black or African American Alone	101	0.73%
American Indian and Alaska Native Alone	205	1.48%
Asian Alone	10	0.07%
Native Hawaiian and Other Pacific Islander Alone	5	0.04%
Some Other Race Alone	4,423	31.90%
Two or More Races	632	4.56%
2018 Est. Pop by Race, Asian Alone, by Category	552	
Chinese, except Taiwanese	137	24.82%
Filipino	38	6.88%
Japanese	8	1.45%
Asian Indian	18	3.26%
Korean	59	10.69%
Vietnamese	118	21.38%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	0.18%
Thai	90	16.30%
All Other Asian Races Including 2+ Category	83	15.04%

TheRetailCoach®

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	71,670	
Arab	18	0.03%
Czech	390	0.54%
Danish	238	0.33%
Dutch	552	0.77%
English	7,100	9.91%
French (except Basque)	1,838	2.57%
French Canadian	116	0.16%
German	11,973	16.71%
Greek	176	0.25%
Hungarian	82	0.11%
Irish	5,421	7.56%
Italian	1,150	1.61%
Lithuanian	47	0.07%
United States or American	4,426	6.18%
Norwegian	608	0.85%
Polish	652	0.91%
Portuguese	44	0.06%
Russian	129	0.18%
Scottish	1,551	2.16%
Scotch-Irish	1,417	1.98%
Slovak	1	0.00%
Subsaharan African	83	0.12%
Swedish	656	0.92%
Swiss	53	0.07%
Ukrainian	13	0.02%
Welsh	265	0.37%
West Indian (except Hisp. groups)	42	0.06%
Other ancestries	19,990	27.89%
Ancestry Unclassified	12,640	17.64%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	59,661	87.67%
Speak Asian/Pacific Island Language at Home	160	0.24%
Speak IndoEuropean Language at Home	419	0.62%
Speak Spanish at Home	7,728	11.36%
Speak Other Language at Home	80	0.12%
2018 Est. Population by Age	71,670	
Age 0 - 4	3,621	5.05%
Age 5 - 9	3,766	5.26%
Age 10 - 14	4,105	5.73%
Age 15 - 17	2,619	3.65%
Age 18 - 20	2,377	3.32%
Age 21 - 24	3,156	4.40%
Age 25 - 34	6,903	9.63%
Age 35 - 44	7,081	9.88%
Age 45 - 54	8,296	11.58%
Age 55 - 64	11,359	15.85%
Age 65 - 74	10,839	15.12%
Age 75 - 84	5,479	7.65%
Age 85 and over	2,069	2.89%
Age 16 and over	59,319	82.77%
Age 18 and over	57,559	80.31%
Age 21 and over	55,182	77.00%
Age 65 and over	18,387	25.66%
2018 Est. Median Age		47.89
2018 Est. Average Age		44.86

TheRetailCoach®

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Sex	71,670	
Male	35,126	49.01%
Female	36,544	50.99%
2018 Est. Male Population by Age	35,126	
Age 0 - 4	1,865	5.31%
Age 5 - 9	1,940	5.52%
Age 10 - 14	2,092	5.96%
Age 15 - 17	1,334	3.80%
Age 18 - 20	1,229	3.50%
Age 21 - 24	1,616	4.60%
Age 25 - 34	3,479	9.90%
Age 35 - 44	3,466	9.87%
Age 45 - 54	4,045	11.52%
Age 55 - 64	5,383	15.33%
Age 65 - 74	5,240	14.92%
Age 75 - 84	2,635	7.50%
Age 85 and over	802	2.28%
2018 Est. Median Age, Male		46.46
2018 Est. Average Age, Male		43.93

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	36,544	
Age 0 - 4	1,756	4.81%
Age 5 - 9	1,825	4.99%
Age 10 - 14	2,013	5.51%
Age 15 - 17	1,285	3.52%
Age 18 - 20	1,148	3.14%
Age 21 - 24	1,540	4.21%
Age 25 - 34	3,424	9.37%
Age 35 - 44	3,615	9.89%
Age 45 - 54	4,251	11.63%
Age 55 - 64	5,976	16.35%
Age 65 - 74	5,599	15.32%
Age 75 - 84	2,845	7.79%
Age 85 and over	1,267	3.47%
2018 Est. Median Age, Female		49.23
2018 Est. Average Age, Female		45.71
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,301	20.44%
Males, Never Married	6,755	11.23%
Females, Never Married	5,546	9.22%
Married, Spouse present	32,990	54.82%
Married, Spouse absent	2,553	4.24%
Widowed	5,108	8.49%
Males Widowed	1,210	2.01%
Females Widowed	3,898	6.48%
Divorced	7,226	12.01%
Males Divorced	3,320	5.52%
Females Divorced	3,906	6.49%

TheRetailCoach®

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,561	4.9%
Some High School, no diploma	4,268	8.2%
High School Graduate (or GED)	15,297	29.4%
Some College, no degree	13,008	25.0%
Associate Degree	3,360	6.5%
Bachelor's Degree	9,308	17.9%
Master's Degree	3,221	6.2%
Professional School Degree	551	1.1%
Doctorate Degree	452	0.9%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,885	40.33%
High School Graduate	1,938	27.09%
Some College or Associate's Degree	1,553	21.71%
Bachelor's Degree or Higher	776	10.85%
Households		
2023 Projection	31,421	
2018 Estimate	29,389	
2010 Census	26,232	
2000 Census	21,141	
Growth 2018 - 2023		6.91%
Growth 2010 - 2018		12.04%
Growth 2000 - 2010		24.08%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	29,389	
Family Households	20,384	69.36%
Nonfamily Households	9,004	30.64%
2018 Est. Group Quarters Population	1,463	
2018 Households by Ethnicity, Hispanic/Latino	3,606	
2018 Est. Households by Household Income	29,389	
Income < $15,000	2,632	8.96%
Income $15,000 - $24,999	3,541	12.05%
Income $25,000 - $34,999	3,052	10.39%
Income $35,000 - $49,999	3,928	13.37%
Income $50,000 - $74,999	5,289	18.00%
Income $75,000 - $99,999	3,724	12.67%
Income $100,000 - $124,999	2,330	7.93%
Income $125,000 - $149,999	1,415	4.82%
Income $150,000 - $199,999	1,436	4.89%
Income $200,000 - $249,999	741	2.52%
Income $250,000 - $499,999	825	2.81%
Income $500,000+	476	1.62%
2018 Est. Average Household Income		$82,778
2018 Est. Median Household Income		$56,568

TheRetailCoach®

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$58,292
Black or African American Alone		$75,100
American Indian and Alaska Native Alone		$51,965
Asian Alone		$36,299
Native Hawaiian and Other Pacific Islander Alone		$35,000
Some Other Race Alone		$28,990
Two or More Races		$43,619
Hispanic or Latino		$38,389
Not Hispanic or Latino		$59,160
2018 Est. Family HH Type by Presence of Own Child.	20,384	
Married-Couple Family, own children	4,999	24.52%
Married-Couple Family, no own children	11,612	56.97%
Male Householder, own children	617	3.03%
Male Householder, no own children	563	2.76%
Female Householder, own children	1,434	7.04%
Female Householder, no own children	1,160	5.69%
2018 Est. Households by Household Size	29,389	
1-person	7,866	26.77%
2-person	12,078	41.10%
3-person	3,929	13.37%
4-person	2,984	10.15%
5-person	1,479	5.03%
6-person	646	2.20%
7-or-more-person	406	1.38%
2018 Est. Average Household Size		2.39

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	29,389	
Households with 1 or More People under Age 18:	8,006	27.24%
Married-Couple Family	5,472	68.35%
Other Family, Male Householder	739	9.23%
Other Family, Female Householder	1,712	21.38%
Nonfamily, Male Householder	64	0.80%
Nonfamily, Female Householder	19	0.24%
Households with No People under Age 18:	21,383	72.76%
Married-Couple Family	11,137	52.08%
Other Family, Male Householder	444	2.08%
Other Family, Female Householder	880	4.12%
Nonfamily, Male Householder	4,055	18.96%
Nonfamily, Female Householder	4,866	22.76%
2018 Est. Households by Number of Vehicles	29,389	
No Vehicles	1,268	4.32%
1 Vehicle	8,813	29.99%
2 Vehicles	13,187	44.87%
3 Vehicles	4,557	15.51%
4 Vehicles	1,063	3.62%
5 or more Vehicles	501	1.71%
2018 Est. Average Number of Vehicles		1.91

TheRetailCoach®

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
Family Households		
2023 Projection	21,819	
2018 Estimate	20,384	
2010 Census	18,123	
2000 Census	15,123	
Growth 2018 - 2023		7.04%
Growth 2010 - 2018		12.48%
Growth 2000 - 2010		19.84%
2018 Est. Families by Poverty Status	20,384	
2018 Families at or Above Poverty	18,283	89.69%
2018 Families at or Above Poverty with Children	6,018	29.52%
2018 Families Below Poverty	2,101	10.31%
2018 Families Below Poverty with Children	1,561	7.66%
2018 Est. Pop 16+ by Employment Status	59,318	
Civilian Labor Force, Employed	30,136	50.80%
Civilian Labor Force, Unemployed	1,575	2.66%
Armed Forces	72	0.12%
Not in Labor Force	27,535	46.42%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	29,902	
For-Profit Private Workers	18,841	63.01%
Non-Profit Private Workers	1,711	5.72%
Local Government Workers	347	1.16%
State Government Workers	987	3.30%
Federal Government Workers	2,673	8.94%
Self-Employed Workers	5,301	17.73%
Unpaid Family Workers	40	0.13%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	29,902	
Architect/Engineer	414	1.39%
Arts/Entertainment/Sports	429	1.44%
Building Grounds Maintenance	1,814	6.07%
Business/Financial Operations	908	3.04%
Community/Social Services	405	1.35%
Computer/Mathematical	345	1.15%
Construction/Extraction	2,528	8.45%
Education/Training/Library	1,600	5.35%
Farming/Fishing/Forestry	256	0.86%
Food Prep/Serving	2,050	6.86%
Health Practitioner/Technician	1,337	4.47%
Healthcare Support	490	1.64%
Maintenance Repair	1,304	4.36%
Legal	281	0.94%
Life/Physical/Social Science	149	0.50%
Management	3,656	12.23%
Office/Admin. Support	3,546	11.86%
Production	1,569	5.25%
Protective Services	572	1.91%
Sales/Related	3,664	12.25%
Personal Care/Service	980	3.28%
Transportation/Moving	1,606	5.37%
2018 Est. Pop 16+ by Occupation Classification	29,902	
Blue Collar	16,733	55.96%
White Collar	7,008	23.44%
Service and Farm	6,161	20.60%

TheRetailCoach®

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	29,470	
Drove Alone	22,621	76.76%
Car Pooled	3,514	11.92%
Public Transportation	43	0.15%
Walked	634	2.15%
Bicycle	66	0.22%
Other Means	283	0.96%
Worked at Home	2,309	7.84%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,585	
15 - 29 Minutes	8,266	
30 - 44 Minutes	4,144	
45 - 59 Minutes	2,115	
60 or more Minutes	2,990	
2018 Est. Avg Travel Time to Work in Minutes		27.52
2018 Est. Occupied Housing Units by Tenure	29,389	
Owner Occupied	22,396	76.21%
Renter Occupied	6,993	23.80%
2018 Owner Occ. HUs: Avg. Length of Residence		13.42
2018 Renter Occ. HUs: Avg. Length of Residence		6.07

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	29,389	
Value Less than $20,000	707	3.16%
Value $20,000 - $39,999	815	3.64%
Value $40,000 - $59,999	1,075	4.80%
Value $60,000 - $79,999	1,451	6.48%
Value $80,000 - $99,999	1,667	7.44%
Value $100,000 - $149,999	2,969	13.26%
Value $150,000 - $199,999	2,795	12.48%
Value $200,000 - $299,999	3,567	15.93%
Value $300,000 - $399,999	2,151	9.60%
Value $400,000 - $499,999	1,505	6.72%
Value $500,000 - $749,999	1,813	8.10%
Value $750,000 - $999,999	959	4.28%
Value $1,000,000 or $1,499,999	528	2.36%
Value $1,500,000 or $1,999,999	188	0.84%
Value $2,000,000+	206	0.92%
2018 Est. Median All Owner-Occupied Housing Value		$194,495
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	27,781	71.94%
1 Unit Detached	569	1.47%
2 Units	1,232	3.19%
3 or 4 Units	1,120	2.90%
5 to 19 Units	992	2.57%
20 to 49 Units	464	1.20%
50 or More Units	240	0.62%
Mobile Home or Trailer	6,093	15.78%
Boat, RV, Van, etc.	123	0.32%

TheRetailCoach®

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,190	8.26%
Housing Units Built 2010 to 2014	1,138	2.95%
Housing Units Built 2000 to 2009	9,699	25.12%
Housing Units Built 1990 to 1999	6,368	16.49%
Housing Units Built 1980 to 1989	6,064	15.70%
Housing Units Built 1970 to 1979	5,840	15.12%
Housing Units Built 1960 to 1969	2,957	7.66%
Housing Units Built 1950 to 1959	1,723	4.46%
Housing Units Built 1940 to 1949	687	1.78%
Housing Unit Built 1939 or Earlier	950	2.46%
2018 Est. Median Year Structure Built		1992

TheRetailCoach®

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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" data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –
"It's not about data. It's about your success."

ACKNOWLEDGEMENTS

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, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.