TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE
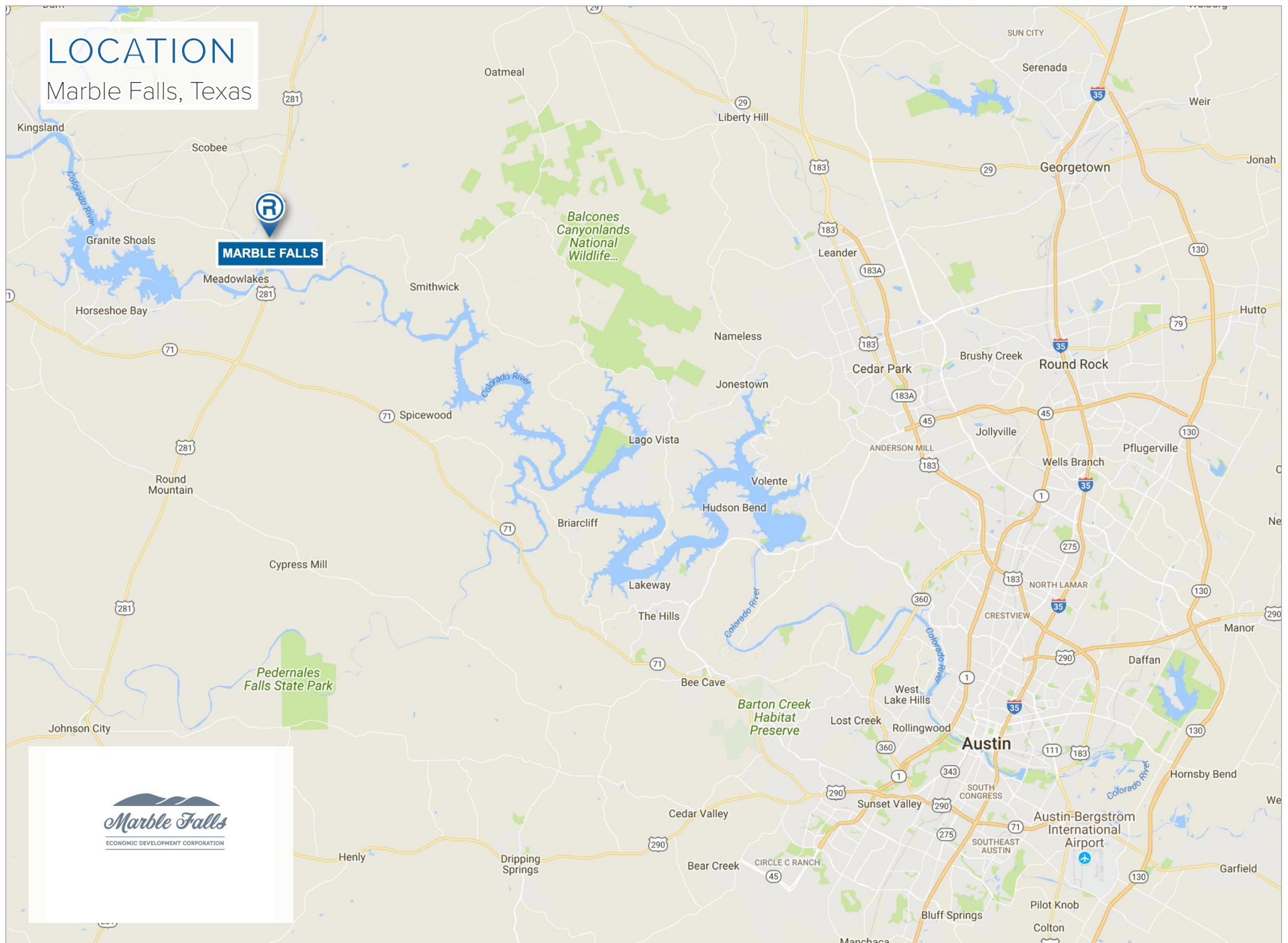## Marble Falls, Texas

Prepared for
Marble Falls Economic Development Corporation
January 2019

Marble Falls
ECONOMIC DEVELOPMENT CORPORATION

LOCATION
Marble Falls, Texas

MARBLE FALLS

Marble Falls
ECONOMIC DEVELOPMENT CORPORATION

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

COMMUNITY • DEMOGRAPHIC PROFILE
Marble Falls, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	7,066	
2019 Estimate	6,705	
2010 Census	6,077	
2000 Census	5,041	
Growth 2019 - 2024		5.38%
Growth 2010 - 2019		10.33%
Growth 2000 - 2010		20.55%
2019 Est. Population by Single-Classification Race	6,705	
White Alone	5,415	80.76%
Black or African American Alone	317	4.73%
Amer. Indian and Alaska Native Alone	53	0.79%
Asian Alone	93	1.39%
Native Hawaiian and Other Pacific Island Alone	4	0.06%
Some Other Race Alone	621	9.26%
Two or More Races	202	3.01%
2019 Est. Population by Hispanic or Latino Origin	6,705	
Not Hispanic or Latino	4,754	70.90%
Hispanic or Latino	1,951	29.10%
Mexican	1,695	86.88%
Puerto Rican	12	0.62%
Cuban	1	0.05%
All Other Hispanic or Latino	243	12.46%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	1,951	
White Alone	1,212	62.12%
Black or African American Alone	16	0.82%
American Indian and Alaska Native Alone	35	1.79%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	615	31.52%
Two or More Races	73	3.74%
2019 Est. Pop by Race, Asian Alone, by Category	93	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	91	97.85%
Korean	1	1.08%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	1	1.08%

COMMUNITY • DEMOGRAPHIC PROFILE
Marble Falls, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	6,705	
Arab	0	0.00%
Czech	16	0.24%
Danish	4	0.06%
Dutch	42	0.63%
English	678	10.11%
French (except Basque)	170	2.54%
French Canadian	37	0.55%
German	783	11.68%
Greek	3	0.05%
Hungarian	12	0.18%
Irish	415	6.19%
Italian	20	0.30%
Lithuanian	23	0.34%
United States or American	344	5.13%
Norwegian	38	0.57%
Polish	95	1.42%
Portuguese	0	0.00%
Russian	2	0.03%
Scottish	210	3.13%
Scotch-Irish	63	0.94%
Slovak	0	0.00%
Subsaharan African	16	0.24%
Swedish	60	0.90%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	62	0.93%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,725	40.64%
Ancestry Unclassified	887	13.23%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,983	79.66%
Speak Asian/Pacific Island Language at Home	55	0.88%
Speak IndoEuropean Language at Home	56	0.90%
Speak Spanish at Home	1,132	18.10%
Speak Other Language at Home	29	0.46%
2019 Est. Population by Age	6,705	
Age 0 - 4	450	6.71%
Age 5 - 9	452	6.74%
Age 10 - 14	459	6.85%
Age 15 - 17	254	3.79%
Age 18 - 20	232	3.46%
Age 21 - 24	316	4.71%
Age 25 - 34	789	11.77%
Age 35 - 44	776	11.57%
Age 45 - 54	738	11.01%
Age 55 - 64	814	12.14%
Age 65 - 74	763	11.38%
Age 75 - 84	424	6.32%
Age 85 and over	238	3.55%
Age 16 and over	5,261	78.46%
Age 18 and over	5,090	75.91%
Age 21 and over	4,858	72.45%
Age 65 and over	1,425	21.25%
2019 Est. Median Age		40.12
2019 Est. Average Age		41.00

COMMUNITY • DEMOGRAPHIC PROFILE
Marble Falls, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Sex	6,705	
Male	3,203	47.77%
Female	3,502	52.23%
2019 Est. Male Population by Age	3,203	
Age 0 - 4	226	7.06%
Age 5 - 9	227	7.09%
Age 10 - 14	225	7.03%
Age 15 - 17	132	4.12%
Age 18 - 20	121	3.78%
Age 21 - 24	161	5.03%
Age 25 - 34	399	12.46%
Age 35 - 44	386	12.05%
Age 45 - 54	348	10.87%
Age 55 - 64	384	11.99%
Age 65 - 74	340	10.62%
Age 75 - 84	173	5.40%
Age 85 and over	81	2.53%
2019 Est. Median Age, Male		37.81
2019 Est. Average Age, Male		39.30

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	3,502	
Age 0 - 4	224	6.40%
Age 5 - 9	225	6.43%
Age 10 - 14	234	6.68%
Age 15 - 17	122	3.48%
Age 18 - 20	111	3.17%
Age 21 - 24	155	4.43%
Age 25 - 34	390	11.14%
Age 35 - 44	390	11.14%
Age 45 - 54	390	11.14%
Age 55 - 64	430	12.28%
Age 65 - 74	423	12.08%
Age 75 - 84	251	7.17%
Age 85 and over	157	4.48%
2019 Est. Median Age, Female		42.44
2019 Est. Average Age, Female		42.60
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,589	29.73%
Males, Never Married	824	15.42%
Females, Never Married	765	14.32%
Married, Spouse present	2,018	37.76%
Married, Spouse absent	302	5.65%
Widowed	623	11.66%
Males Widowed	200	3.74%
Females Widowed	423	7.92%
Divorced	812	15.20%
Males Divorced	331	6.19%
Females Divorced	481	9.00%

COMMUNITY • DEMOGRAPHIC PROFILE
Marble Falls, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	252	5.5%
Some High School, no diploma	355	7.8%
High School Graduate (or GED)	1,268	27.9%
Some College, no degree	994	21.9%
Associate Degree	454	10.0%
Bachelor's Degree	772	17.0%
Master's Degree	356	7.8%
Professional School Degree	61	1.3%
Doctorate Degree	30	0.7%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	335	33.33%
High School Graduate	379	37.71%
Some College or Associate's Degree	115	11.44%
Bachelor's Degree or Higher	176	17.51%
Households		
2024 Projection	2,893	
2019 Estimate	2,744	
2010 Census	2,477	
2000 Census	1,975	
Growth 2019 - 2024		5.43%
Growth 2010 - 2019		10.78%
Growth 2000 - 2010		25.42%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	2,744	
Family Households	1,729	63.01%
Nonfamily Households	1,015	36.99%
2019 Est. Group Quarters Population	79	
2019 Households by Ethnicity, Hispanic/Latino	539	
2019 Est. Households by Household Income	2,744	
Income < $15,000	246	8.97%
Income $15,000 - $24,999	341	12.43%
Income $25,000 - $34,999	423	15.42%
Income $35,000 - $49,999	424	15.45%
Income $50,000 - $74,999	440	16.04%
Income $75,000 - $99,999	366	13.34%
Income $100,000 - $124,999	231	8.42%
Income $125,000 - $149,999	126	4.59%
Income $150,000 - $199,999	75	2.73%
Income $200,000 - $249,999	23	0.84%
Income $250,000 - $499,999	33	1.20%
Income $500,000+	16	0.58%
2019 Est. Average Household Income		$65,827
2019 Est. Median Household Income		$47,418

COMMUNITY • DEMOGRAPHIC PROFILE
Marble Falls, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$44,420
Black or African American Alone		$67,843
American Indian and Alaska Native Alone		$46,331
Asian Alone		$200,000
Native Hawaiian and Other Pacific Islander Alone		$200,000
Some Other Race Alone		$64,078
Two or More Races		$48,596
Hispanic or Latino		$48,944
Not Hispanic or Latino		$46,754
2019 Est. Family HH Type by Presence of Own Child.	1,729	
Married-Couple Family, own children	492	28.46%
Married-Couple Family, no own children	725	41.93%
Male Householder, own children	69	3.99%
Male Householder, no own children	76	4.40%
Female Householder, own children	235	13.59%
Female Householder, no own children	132	7.63%
2019 Est. Households by Household Size	2,744	
1-person	901	32.84%
2-person	838	30.54%
3-person	410	14.94%
4-person	328	11.95%
5-person	160	5.83%
6-person	65	2.37%
7-or-more-person	42	1.53%
2019 Est. Average Household Size		2.41

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	2,744	
Households with 1 or More People under Age 18:	886	32.29%
Married-Couple Family	523	59.03%
Other Family, Male Householder	85	9.59%
Other Family, Female Householder	268	30.25%
Nonfamily, Male Householder	9	1.02%
Nonfamily, Female Householder	1	0.11%
Households with No People under Age 18:	1,858	67.71%
Married-Couple Family	693	37.30%
Other Family, Male Householder	59	3.18%
Other Family, Female Householder	100	5.38%
Nonfamily, Male Householder	393	21.15%
Nonfamily, Female Householder	613	32.99%
2019 Est. Households by Number of Vehicles	2,744	
No Vehicles	323	11.77%
1 Vehicle	1,079	39.32%
2 Vehicles	848	30.90%
3 Vehicles	375	13.67%
4 Vehicles	66	2.41%
5 or more Vehicles	53	1.93%
2019 Est. Average Number of Vehicles		1.6

COMMUNITY • DEMOGRAPHIC PROFILE
Marble Falls, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	1,821	
2019 Estimate	1,729	
2010 Census	1,562	
2000 Census	1,327	
Growth 2019 - 2024		5.32%
Growth 2010 - 2019		10.69%
Growth 2000 - 2010		17.71%
2019 Est. Families by Poverty Status	1,729	
2019 Families at or Above Poverty	1,667	96.41%
2019 Families at or Above Poverty with Children	738	42.68%
2019 Families Below Poverty	62	3.59%
2019 Families Below Poverty with Children	57	3.30%
2019 Est. Pop 16+ by Employment Status	5,261	
Civilian Labor Force, Employed	2,885	54.84%
Civilian Labor Force, Unemployed	78	1.48%
Armed Forces	1	0.02%
Not in Labor Force	2,297	43.66%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	2,821	
For-Profit Private Workers	1,893	67.10%
Non-Profit Private Workers	162	5.74%
Local Government Workers	33	1.17%
State Government Workers	107	3.79%
Federal Government Workers	259	9.18%
Self-Employed Workers	367	13.01%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	2,821	
Architect/Engineer	14	0.50%
Arts/Entertainment/Sports	95	3.37%
Building Grounds Maintenance	141	5.00%
Business/Financial Operations	100	3.55%
Community/Social Services	64	2.27%
Computer/Mathematical	14	0.50%
Construction/Extraction	173	6.13%
Education/Training/Library	111	3.94%
Farming/Fishing/Forestry	5	0.18%
Food Prep/Serving	244	8.65%
Health Practitioner/Technician	225	7.98%
Healthcare Support	41	1.45%
Maintenance Repair	167	5.92%
Legal	0	0.00%
Life/Physical/Social Science	48	1.70%
Management	325	11.52%
Office/Admin. Support	253	8.97%
Production	212	7.52%
Protective Services	105	3.72%
Sales/Related	262	9.29%
Personal Care/Service	125	4.43%
Transportation/Moving	97	3.44%
2019 Est. Pop 16+ by Occupation Classification	2,821	
White Collar	1,511	53.56%
Blue Collar	649	23.01%
Service and Farm	661	23.43%

COMMUNITY • DEMOGRAPHIC PROFILE
Marble Falls, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	2,780	
Drove Alone	2,380	85.61%
Car Pooled	242	8.71%
Public Transportation	7	0.25%
Walked	19	0.68%
Bicycle	0	0.00%
Other Means	2	0.07%
Worked at Home	130	4.68%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,612	
15 - 29 Minutes	655	
30 - 44 Minutes	210	
45 - 59 Minutes	11	
60 or more Minutes	186	
2019 Est. Avg Travel Time to Work in Minutes		19
2019 Est. Occupied Housing Units by Tenure	2,744	
Owner Occupied	1,428	52.04%
Renter Occupied	1,316	47.96%
2019 Owner Occ. HUs: Avg. Length of Residence		18.3
2019 Renter Occ. HUs: Avg. Length of Residence		5.2

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	2,744	
Value Less than $20,000	20	1.40%
Value $20,000 - $39,999	55	3.85%
Value $40,000 - $59,999	33	2.31%
Value $60,000 - $79,999	113	7.91%
Value $80,000 - $99,999	40	2.80%
Value $100,000 - $149,999	281	19.68%
Value $150,000 - $199,999	239	16.74%
Value $200,000 - $299,999	352	24.65%
Value $300,000 - $399,999	92	6.44%
Value $400,000 - $499,999	90	6.30%
Value $500,000 - $749,999	62	4.34%
Value $750,000 - $999,999	19	1.33%
Value $1,000,000 or $1,499,999	20	1.40%
Value $1,500,000 or $1,999,999	3	0.21%
Value $2,000,000+	9	0.63%
2019 Est. Median All Owner-Occupied Housing Value		$185,063
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	1,691	55.12%
1 Unit Detached	107	3.49%
2 Units	323	10.53%
3 or 4 Units	444	14.47%
5 to 19 Units	140	4.56%
20 to 49 Units	141	4.60%
50 or More Units	71	2.31%
Mobile Home or Trailer	151	4.92%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE
Marble Falls, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	171	5.57%
Housing Units Built 2010 to 2014	91	2.97%
Housing Units Built 2000 to 2009	1,094	35.66%
Housing Units Built 1990 to 1999	462	15.06%
Housing Units Built 1980 to 1989	394	12.84%
Housing Units Built 1970 to 1979	335	10.92%
Housing Units Built 1960 to 1969	151	4.92%
Housing Units Built 1950 to 1959	220	7.17%
Housing Units Built 1940 to 1949	35	1.14%
Housing Unit Built 1939 or Earlier	115	3.75%
2019 Est. Median Year Structure Built		1997

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.

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.

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

The Retail Coach –
"*It's not about data. It's about your success.*"

P.O. Box 7272 | Tupelo, MS 38802 | 800.851.0962 | info@theretailcoach.net | www.theretailcoach.net

11

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.

Ⓡ **The**Retail**Coach**® P.O. Box 7272 | Tupelo, MS 38802 | 800.851.0962 | info@theretailcoach.net | www.theretailcoach.net

12