The**RetailCoach**®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE
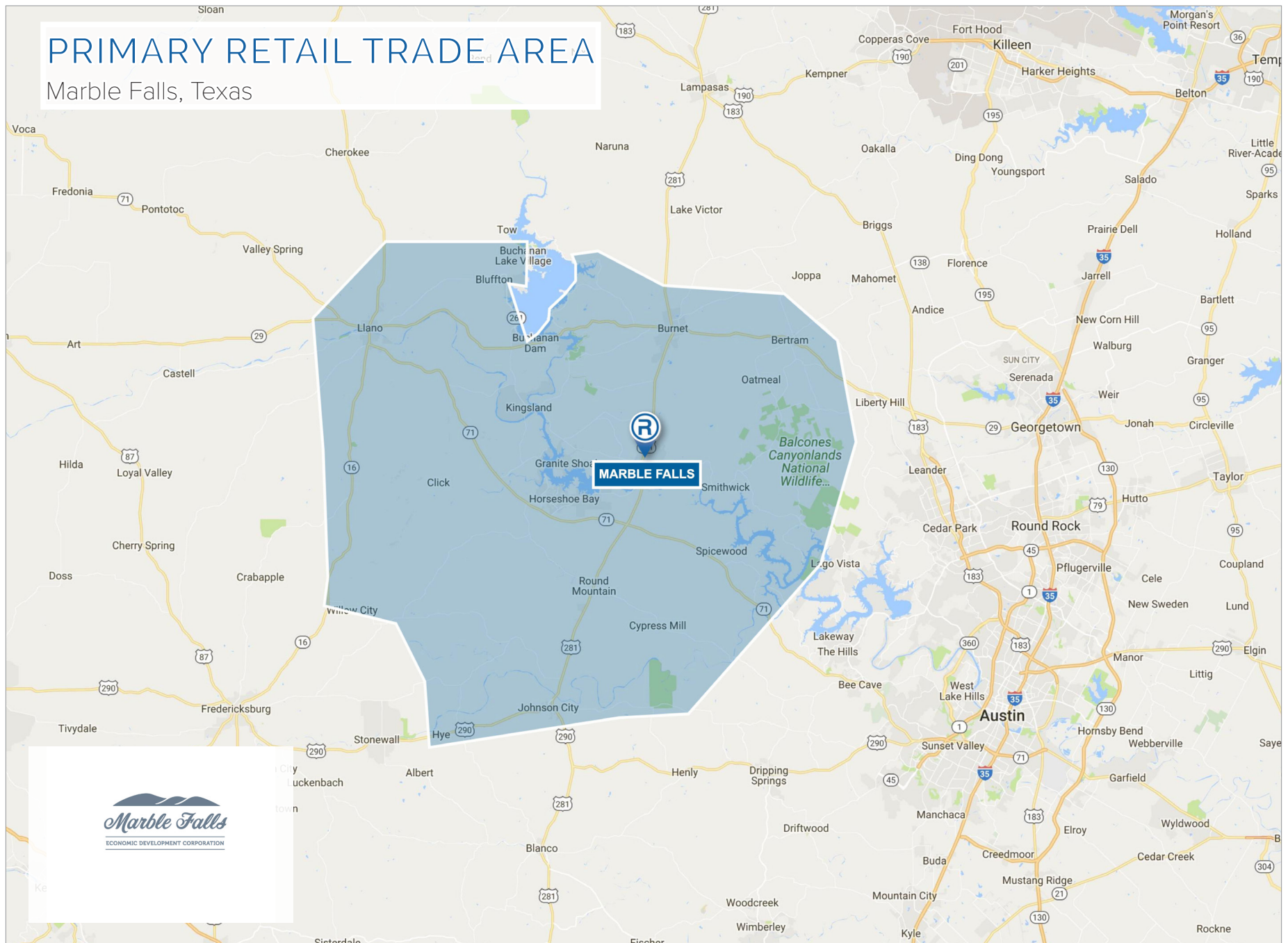## Marble Falls, Texas

Prepared for
Marble Falls Economic Development Corporation
January 2019

Marble Falls
ECONOMIC DEVELOPMENT CORPORATION

PRIMARY RETAIL TRADE AREA
Marble Falls, Texas

Marble Falls
ECONOMIC DEVELOPMENT CORPORATION

The Retail Coach

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
Population		
2024 Projection	77,981	
2019 Estimate	72,950	
2010 Census	64,037	
2000 Census	51,985	
Growth 2019 - 2024		6.90%
Growth 2010 - 2019		13.92%
Growth 2000 - 2010		23.18%
2019 Est. Population by Single-Classification Race	72,950	
White Alone	64,241	88.06%
Black or African American Alone	1,292	1.77%
Amer. Indian and Alaska Native Alone	645	0.88%
Asian Alone	574	0.79%
Native Hawaiian and Other Pacific Island Alone	44	0.06%
Some Other Race Alone	4,552	6.24%
Two or More Races	1,602	2.20%
2019 Est. Population by Hispanic or Latino Origin	72,950	
Not Hispanic or Latino	58,795	80.60%
Hispanic or Latino	14,155	19.40%
Mexican	12,486	88.21%
Puerto Rican	145	1.02%
Cuban	41	0.29%
All Other Hispanic or Latino	1,483	10.48%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	14,155	
White Alone	8,676	61.29%
Black or African American Alone	102	0.72%
American Indian and Alaska Native Alone	210	1.48%
Asian Alone	12	0.09%
Native Hawaiian and Other Pacific Islander Alone	5	0.04%
Some Other Race Alone	4,500	31.79%
Two or More Races	650	4.59%
2019 Est. Pop by Race, Asian Alone, by Category	574	
Chinese, except Taiwanese	90	15.68%
Filipino	37	6.45%
Japanese	7	1.22%
Asian Indian	215	37.46%
Korean	24	4.18%
Vietnamese	111	19.34%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	43	7.49%
All Other Asian Races Including 2+ Category	48	8.36%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	72,950	
Arab	22	0.03%
Czech	395	0.54%
Danish	235	0.32%
Dutch	567	0.78%
English	7,225	9.90%
French (except Basque)	1,874	2.57%
French Canadian	116	0.16%
German	12,180	16.70%
Greek	176	0.24%
Hungarian	83	0.11%
Irish	5,516	7.56%
Italian	1,171	1.61%
Lithuanian	50	0.07%
United States or American	4,517	6.19%
Norwegian	623	0.85%
Polish	668	0.92%
Portuguese	42	0.06%
Russian	130	0.18%
Scottish	1,580	2.17%
Scotch-Irish	1,437	1.97%
Slovak	1	0.00%
Subsaharan African	79	0.11%
Swedish	669	0.92%
Swiss	52	0.07%
Ukrainian	13	0.02%
Welsh	271	0.37%
West Indian (except Hisp. groups)	45	0.06%
Other ancestries	20,345	27.89%
Ancestry Unclassified	12,868	17.64%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	60,447	87.41%
Speak Asian/Pacific Island Language at Home	244	0.35%
Speak IndoEuropean Language at Home	433	0.63%
Speak Spanish at Home	7,962	11.51%
Speak Other Language at Home	66	0.10%
2019 Est. Population by Age	72,950	
Age 0 - 4	3,798	5.21%
Age 5 - 9	3,837	5.26%
Age 10 - 14	4,117	5.64%
Age 15 - 17	2,641	3.62%
Age 18 - 20	2,396	3.28%
Age 21 - 24	3,179	4.36%
Age 25 - 34	7,090	9.72%
Age 35 - 44	7,133	9.78%
Age 45 - 54	8,290	11.36%
Age 55 - 64	11,470	15.72%
Age 65 - 74	11,290	15.48%
Age 75 - 84	5,660	7.76%
Age 85 and over	2,047	2.81%
Age 16 and over	60,331	82.70%
Age 18 and over	58,556	80.27%
Age 21 and over	56,160	76.98%
Age 65 and over	18,998	26.04%
2019 Est. Median Age		47.98
2019 Est. Average Age		44.90

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	72,950	
Male	35,708	48.95%
Female	37,242	51.05%
2019 Est. Male Population by Age	35,708	
Age 0 - 4	1,939	5.43%
Age 5 - 9	1,962	5.50%
Age 10 - 14	2,085	5.84%
Age 15 - 17	1,340	3.75%
Age 18 - 20	1,247	3.49%
Age 21 - 24	1,628	4.56%
Age 25 - 34	3,568	9.99%
Age 35 - 44	3,495	9.79%
Age 45 - 54	4,044	11.33%
Age 55 - 64	5,442	15.24%
Age 65 - 74	5,441	15.24%
Age 75 - 84	2,703	7.57%
Age 85 and over	815	2.28%
2019 Est. Median Age, Male		46.59
2019 Est. Average Age, Male		44.02

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	37,242	
Age 0 - 4	1,859	4.99%
Age 5 - 9	1,875	5.04%
Age 10 - 14	2,033	5.46%
Age 15 - 17	1,301	3.49%
Age 18 - 20	1,149	3.09%
Age 21 - 24	1,551	4.17%
Age 25 - 34	3,522	9.46%
Age 35 - 44	3,638	9.77%
Age 45 - 54	4,246	11.40%
Age 55 - 64	6,028	16.19%
Age 65 - 74	5,849	15.71%
Age 75 - 84	2,957	7.94%
Age 85 and over	1,232	3.31%
2019 Est. Median Age, Female		49.30
2019 Est. Average Age, Female		45.70
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,985	21.22%
Males, Never Married	7,331	11.98%
Females, Never Married	5,654	9.24%
Married, Spouse present	32,609	53.29%
Married, Spouse absent	2,775	4.54%
Widowed	5,036	8.23%
Males Widowed	1,262	2.06%
Females Widowed	3,774	6.17%
Divorced	7,793	12.73%
Males Divorced	3,576	5.84%
Females Divorced	4,217	6.89%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,703	5.1%
Some High School, no diploma	3,963	7.5%
High School Graduate (or GED)	15,441	29.1%
Some College, no degree	13,163	24.8%
Associate Degree	3,913	7.4%
Bachelor's Degree	9,295	17.5%
Master's Degree	3,376	6.4%
Professional School Degree	659	1.2%
Doctorate Degree	470	0.9%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,527	34.72%
High School Graduate	2,142	29.43%
Some College or Associate's Degree	1,786	24.54%
Bachelor's Degree or Higher	825	11.33%
Households		
2024 Projection	32,032	
2019 Estimate	29,933	
2010 Census	26,201	
2000 Census	21,120	
Growth 2019 - 2024		7.01%
Growth 2010 - 2019		14.24%
Growth 2000 - 2010		24.06%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	29,933	
Family Households	20,748	69.32%
Nonfamily Households	9,185	30.69%
2019 Est. Group Quarters Population	1,497	
2019 Households by Ethnicity, Hispanic/Latino	3,692	
2019 Est. Households by Household Income	29,933	
Income < $15,000	2,652	8.86%
Income $15,000 - $24,999	3,525	11.78%
Income $25,000 - $34,999	3,002	10.03%
Income $35,000 - $49,999	3,884	12.98%
Income $50,000 - $74,999	5,306	17.73%
Income $75,000 - $99,999	3,773	12.61%
Income $100,000 - $124,999	2,512	8.39%
Income $125,000 - $149,999	1,576	5.27%
Income $150,000 - $199,999	1,522	5.09%
Income $200,000 - $249,999	751	2.51%
Income $250,000 - $499,999	928	3.10%
Income $500,000+	503	1.68%
2019 Est. Average Household Income		$85,005
2019 Est. Median Household Income		$58,198

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$58,459
Black or African American Alone		$66,846
American Indian and Alaska Native Alone		$53,800
Asian Alone		$77,473
Native Hawaiian and Other Pacific Islander Alone		$47,799
Some Other Race Alone		$52,222
Two or More Races		$50,000
Hispanic or Latino		$47,929
Not Hispanic or Latino		$59,373
2019 Est. Family HH Type by Presence of Own Child.	20,748	
Married-Couple Family, own children	5,074	24.46%
Married-Couple Family, no own children	11,841	57.07%
Male Householder, own children	632	3.05%
Male Householder, no own children	566	2.73%
Female Householder, own children	1,458	7.03%
Female Householder, no own children	1,176	5.67%
2019 Est. Households by Household Size	29,933	
1-person	8,031	26.83%
2-person	12,287	41.05%
3-person	4,001	13.37%
4-person	3,043	10.17%
5-person	1,504	5.03%
6-person	654	2.19%
7-or-more-person	414	1.38%
2019 Est. Average Household Size		2.39

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	29,933	
Households with 1 or More People under Age 18:	8,131	27.16%
Married-Couple Family	5,558	68.36%
Other Family, Male Householder	750	9.22%
Other Family, Female Householder	1,736	21.35%
Nonfamily, Male Householder	69	0.85%
Nonfamily, Female Householder	19	0.23%
Households with No People under Age 18:	21,802	72.84%
Married-Couple Family	11,358	52.10%
Other Family, Male Householder	448	2.06%
Other Family, Female Householder	898	4.12%
Nonfamily, Male Householder	4,133	18.96%
Nonfamily, Female Householder	4,965	22.77%
2019 Est. Households by Number of Vehicles	29,933	
No Vehicles	1,345	4.49%
1 Vehicle	9,092	30.38%
2 Vehicles	13,134	43.88%
3 Vehicles	4,721	15.77%
4 Vehicles	1,152	3.85%
5 or more Vehicles	489	1.63%
2019 Est. Average Number of Vehicles		1.91

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	22,229	
2019 Estimate	20,748	
2010 Census	18,100	
2000 Census	15,106	
Growth 2019 - 2024		7.14%
Growth 2010 - 2019		14.63%
Growth 2000 - 2010		19.82%
2019 Est. Families by Poverty Status	20,748	
2019 Families at or Above Poverty	18,946	91.32%
2019 Families at or Above Poverty with Children	6,152	29.65%
2019 Families Below Poverty	1,802	8.69%
2019 Families Below Poverty with Children	1,282	6.18%
2019 Est. Pop 16+ by Employment Status	60,332	
Civilian Labor Force, Employed	30,695	50.88%
Civilian Labor Force, Unemployed	1,663	2.76%
Armed Forces	56	0.09%
Not in Labor Force	27,918	46.28%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	30,676	
For-Profit Private Workers	19,428	63.33%
Non-Profit Private Workers	1,646	5.37%
Local Government Workers	346	1.13%
State Government Workers	1,037	3.38%
Federal Government Workers	2,303	7.51%
Self-Employed Workers	5,871	19.14%
Unpaid Family Workers	46	0.15%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	30,676	
Architect/Engineer	340	1.11%
Arts/Entertainment/Sports	478	1.56%
Building Grounds Maintenance	1,804	5.88%
Business/Financial Operations	920	3.00%
Community/Social Services	420	1.37%
Computer/Mathematical	394	1.28%
Construction/Extraction	2,540	8.28%
Education/Training/Library	1,442	4.70%
Farming/Fishing/Forestry	262	0.85%
Food Prep/Serving	1,646	5.37%
Health Practitioner/Technician	1,550	5.05%
Healthcare Support	726	2.37%
Maintenance Repair	1,308	4.26%
Legal	325	1.06%
Life/Physical/Social Science	147	0.48%
Management	3,998	13.03%
Office/Admin. Support	3,751	12.23%
Production	1,447	4.72%
Protective Services	587	1.91%
Sales/Related	3,676	11.98%
Personal Care/Service	1,104	3.60%
Transportation/Moving	1,814	5.91%
2019 Est. Pop 16+ by Occupation Classification	30,676	
White Collar	17,438	56.85%
Blue Collar	7,110	23.18%
Service and Farm	6,128	19.98%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	30,216	
Drove Alone	23,127	76.54%
Car Pooled	3,458	11.44%
Public Transportation	52	0.17%
Walked	732	2.42%
Bicycle	110	0.36%
Other Means	246	0.81%
Worked at Home	2,491	8.24%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,898	
15 - 29 Minutes	8,369	
30 - 44 Minutes	4,240	
45 - 59 Minutes	2,100	
60 or more Minutes	3,226	
2019 Est. Avg Travel Time to Work in Minutes		27.9
2019 Est. Occupied Housing Units by Tenure	29,933	
Owner Occupied	22,813	76.21%
Renter Occupied	7,120	23.79%
2019 Owner Occ. HUs: Avg. Length of Residence		13.81
2019 Renter Occ. HUs: Avg. Length of Residence		6.48

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	29,933	
Value Less than $20,000	691	3.03%
Value $20,000 - $39,999	805	3.53%
Value $40,000 - $59,999	922	4.04%
Value $60,000 - $79,999	1,401	6.14%
Value $80,000 - $99,999	1,422	6.23%
Value $100,000 - $149,999	3,021	13.24%
Value $150,000 - $199,999	2,559	11.22%
Value $200,000 - $299,999	3,764	16.50%
Value $300,000 - $399,999	2,271	9.96%
Value $400,000 - $499,999	1,592	6.98%
Value $500,000 - $749,999	1,957	8.58%
Value $750,000 - $999,999	1,168	5.12%
Value $1,000,000 or $1,499,999	751	3.29%
Value $1,500,000 or $1,999,999	278	1.22%
Value $2,000,000+	208	0.91%
2019 Est. Median All Owner-Occupied Housing Value		$212,969
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	28,158	71.93%
1 Unit Detached	686	1.75%
2 Units	1,057	2.70%
3 or 4 Units	1,286	3.29%
5 to 19 Units	1,006	2.57%
20 to 49 Units	440	1.12%
50 or More Units	305	0.78%
Mobile Home or Trailer	6,041	15.43%
Boat, RV, Van, etc.	169	0.43%

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DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,542	9.05%
Housing Units Built 2010 to 2014	1,477	3.77%
Housing Units Built 2000 to 2009	9,293	23.74%
Housing Units Built 1990 to 1999	6,346	16.21%
Housing Units Built 1980 to 1989	6,044	15.44%
Housing Units Built 1970 to 1979	6,085	15.54%
Housing Units Built 1960 to 1969	2,737	6.99%
Housing Units Built 1950 to 1959	1,810	4.62%
Housing Units Built 1940 to 1949	633	1.62%
Housing Unit Built 1939 or Earlier	1,179	3.01%
2019 Est. Median Year Structure Built		1992

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

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