



TheRetailCoach®

# SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

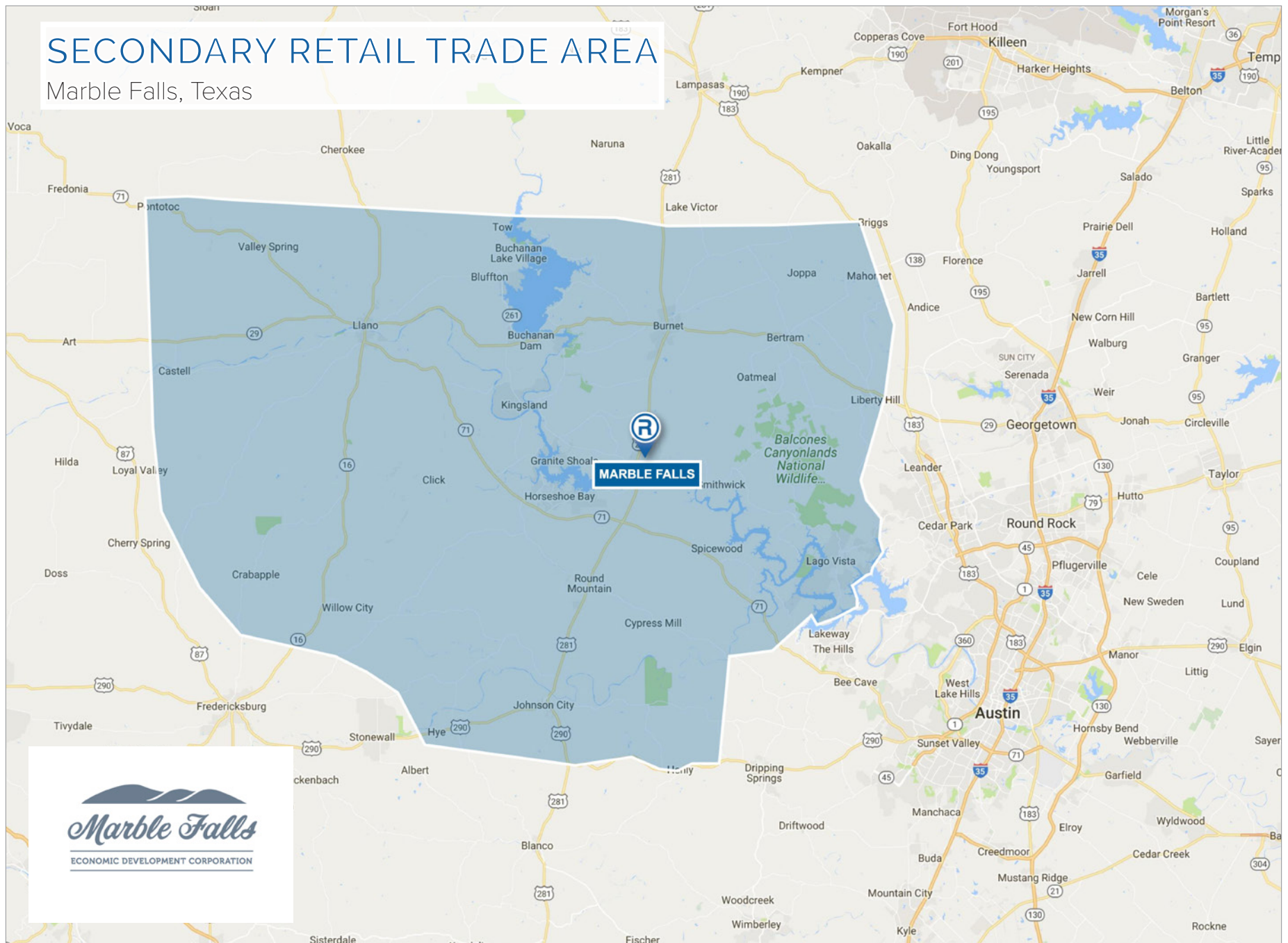
Marble Falls, Texas



Prepared for  
Marble Falls Economic Development Corporation  
March 2019

# SECONDARY RETAIL TRADE AREA

Marble Falls, Texas



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# SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Marble Falls, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
<b>44, 45, 722</b>	<b>Total retail trade including food and drinking places</b>	<b>\$2,329,788,684</b>	<b>\$529,500,089</b>	<b>\$1,800,288,595</b>	<b>0.23</b>
441	Motor vehicle and parts dealers	\$577,323,230	\$114,220,377	\$463,102,853	0.20
4411	Automobile dealers	\$504,105,079	\$96,626,942	\$407,478,137	0.19
4412	Other motor vehicle dealers	\$34,294,799	\$5,534,551	\$28,760,248	0.16
4413	Automotive parts, accessories, and tire stores	\$38,923,351	\$12,058,884	\$26,864,467	0.31
442	Furniture and home furnishings stores	\$49,273,483	\$14,000,000	\$35,273,483	0.28
4421	Furniture stores	\$27,085,963	\$12,000,000	\$15,085,963	0.44
4422	Home furnishings stores	\$22,187,520	\$2,000,000	\$20,187,520	0.09
443	Electronics and appliance stores	\$38,608,030	\$2,377,878	\$36,230,152	0.06
443141	Household appliance stores	\$4,929,580	\$1,200,000	\$3,729,580	0.24
443142	Electronics stores	\$33,678,450	\$1,177,878	\$32,500,572	0.03
444	Building material and garden equipment and supplies dealers	\$144,093,531	\$110,210,480	\$33,883,051	0.76
4441	Building material and supplies dealers	\$125,881,938	\$105,930,245	\$19,951,693	0.84
44411	Home centers	\$68,810,548	\$99,790,378	-\$30,979,830	1.45
44412	Paint and wallpaper stores	\$2,775,079	\$682,000	\$2,093,079	0.25
44413	Hardware stores	\$9,809,052	\$1,083,753	\$8,725,299	0.11
44419	Other building material dealers	\$44,487,259	\$4,374,114	\$40,113,145	0.10
4442	Lawn and garden equipment and supplies stores	\$18,211,594	\$4,280,235	\$13,931,359	0.24
44421	Outdoor power equipment stores	\$1,986,600	\$2,179,264	-\$192,664	1.10
44422	Nursery, garden center, and farm supply stores	\$16,224,994	\$2,100,971	\$14,124,023	0.13
445	Food and beverage stores	\$277,133,411	\$59,454,400	\$217,679,011	0.21
4451	Grocery stores	\$252,410,487	\$51,590,449	\$200,820,038	0.20
44511	Supermarkets and other grocery (except convenience) stores	\$240,818,764	\$49,613,557	\$191,205,207	0.21
44512	Convenience stores	\$11,591,723	\$1,976,892	\$9,614,831	0.17
4452	Specialty food stores	\$7,354,378	\$160,838	\$7,193,540	0.02
4453	Beer, wine, and liquor stores	\$17,368,545	\$7,703,113	\$9,665,432	0.44

\*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$114,661,242	\$23,411,640	\$91,249,602	0.20
44611	Pharmacies and drug stores	\$92,309,859	\$16,069,799	\$76,240,060	0.17
44612	Cosmetics, beauty supplies, and perfume stores	\$8,678,587	\$2,219,093	\$6,459,494	0.26
44613	Optical goods stores	\$4,953,156	\$1,800,193	\$3,152,963	0.36
44619	Other health and personal care stores	\$8,719,639	\$3,322,555	\$5,397,084	0.38
447	Gasoline stations	\$235,868,252	\$6,948,118	\$228,920,134	0.03
448	Clothing and clothing accessories stores	\$105,137,151	\$10,017,602	\$95,119,549	0.10
4481	Clothing stores	\$76,030,006	\$7,039,980	\$68,990,026	0.09
44811	Men's clothing stores	\$3,225,167	\$0	\$3,225,167	0.00
44812	Women's clothing stores	\$14,550,120	\$2,380,393	\$12,169,727	0.16
44813	Children's and infants' clothing stores	\$3,945,030	\$42,110	\$3,902,920	0.01
44814	Family clothing stores	\$45,523,618	\$3,000,000	\$42,523,618	0.07
44815	Clothing accessories stores	\$3,840,345	\$779,388	\$3,060,957	0.20
44819	Other clothing stores	\$4,945,725	\$838,089	\$4,107,636	0.17
4482	Shoe stores	\$14,975,793	\$319,759	\$14,656,034	0.02
4483	Jewelry, luggage, and leather goods stores	\$14,131,352	\$2,657,863	\$11,473,489	0.19
44831	Jewelry stores	\$12,860,561	\$2,657,863	\$10,202,698	0.21
44832	Luggage and leather goods stores	\$1,270,791	\$0	\$1,270,791	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$34,317,751	\$1,025,542	\$33,292,209	0.03
4511	Sporting goods, hobby, and musical instrument stores	\$30,608,940	\$1,025,542	\$29,583,398	0.03
45111	Sporting goods stores	\$19,470,331	\$998,176	\$18,472,155	0.05
45112	Hobby, toy, and game stores	\$8,297,677	\$0	\$8,297,677	0.00
45113	Sewing, needlework, and piece goods stores	\$1,112,069	\$27,366	\$1,084,703	0.02
45114	Musical instrument and supplies stores	\$1,728,863	\$0	\$1,728,863	0.00
4512	Book stores and news dealers	\$3,708,812	\$0	\$3,708,812	0.00

\*Positive numbers denote leakage, negative numbers denote a surplus.

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# SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Marble Falls, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$281,621,746	\$124,089,123	\$157,532,623	0.44
4522	Department stores	\$46,122,857	\$9,039,453	\$37,083,404	0.20
4523	Other general merchandise stores	\$235,498,889	\$115,049,670	\$120,449,219	0.49
453	Miscellaneous store retailers	\$34,287,631	\$11,331,601	\$22,956,030	0.33
4531	Florists	\$2,133,327	\$391,084	\$1,742,243	0.18
4532	Office supplies, stationery, and gift stores	\$7,889,760	\$6,200,376	\$1,689,384	0.79
45321	Office supplies and stationery stores	\$3,224,572	\$3,816,897	-\$592,325	1.18
45322	Gift, novelty, and souvenir stores	\$4,665,188	\$2,383,479	\$2,281,709	0.51
4533	Used merchandise stores	\$7,396,165	\$1,957,045	\$5,439,120	0.26
4539	Other miscellaneous store retailers	\$16,868,379	\$2,783,096	\$14,085,283	0.16
45391	Pet and pet supplies stores	\$7,610,752	\$2,653,029	\$4,957,723	0.35
45399	All other miscellaneous store retailers	\$9,257,627	\$130,067	\$9,127,560	0.01
454	Non-store retailers	\$163,836,314	\$3,017,856	\$160,818,458	0.02
722	Food services and drinking places	\$273,626,911	\$49,395,472	\$224,231,439	0.18
7223	Special food services	\$17,731,851	\$209,009	\$17,522,842	0.01
7224	Drinking places (alcoholic beverages)	\$12,747,685	\$24,617	\$12,723,068	0.00
7225	Restaurants and other eating places	\$243,147,376	\$49,161,846	\$193,985,530	0.20
722511	Full-service restaurants	\$108,999,593	\$21,230,265	\$87,769,328	0.19
722513	Limited-service restaurants	\$117,802,708	\$27,931,581	\$89,871,127	0.24
722514	Cafeterias, grill buffets, and buffets	\$5,418,570	\$0	\$5,418,570	0.00
722515	Snack and nonalcoholic beverage bars	\$10,926,505	\$0	\$10,926,505	0.00

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# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2024 Projection	114,691	
2019 Estimate	106,249	
2010 Census	90,056	
2000 Census	71,588	
Growth 2019 - 2024		7.95%
Growth 2010 - 2019		17.98%
Growth 2000 - 2010		25.80%
<b>2019 Est. Population by Single-Classification Race</b>	106,249	
White Alone	94,236	88.69%
Black or African American Alone	1,646	1.55%
Amer. Indian and Alaska Native Alone	840	0.79%
Asian Alone	910	0.86%
Native Hawaiian and Other Pacific Island Alone	56	0.05%
Some Other Race Alone	6,165	5.80%
Two or More Races	2,395	2.25%
<b>2019 Est. Population by Hispanic or Latino Origin</b>	106,249	
Not Hispanic or Latino	87,615	82.46%
Hispanic or Latino	18,634	17.54%
Mexican	16,204	86.96%
Puerto Rican	265	1.42%
Cuban	75	0.40%
All Other Hispanic or Latino	2,090	11.22%

DESCRIPTION	DATA	%
<b>2019 Est. Hisp. or Latino Pop by Single-Class. Race</b>	18,634	
White Alone	11,275	60.51%
Black or African American Alone	122	0.66%
American Indian and Alaska Native Alone	247	1.33%
Asian Alone	27	0.15%
Native Hawaiian and Other Pacific Islander Alone	5	0.03%
Some Other Race Alone	6,080	32.63%
Two or More Races	878	4.71%
<b>2019 Est. Pop by Race, Asian Alone, by Category</b>	910	
Chinese, except Taiwanese	113	12.42%
Filipino	113	12.42%
Japanese	18	1.98%
Asian Indian	274	30.11%
Korean	108	11.87%
Vietnamese	144	15.82%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	0.11%
Thai	75	8.24%
All Other Asian Races Including 2+ Category	65	7.14%

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2019 Est. Population by Ancestry</b>	106,249	
Arab	33	0.03%
Czech	719	0.68%
Danish	316	0.30%
Dutch	733	0.69%
English	10,367	9.76%
French (except Basque)	2,689	2.53%
French Canadian	477	0.45%
German	17,226	16.21%
Greek	231	0.22%
Hungarian	142	0.13%
Irish	7,865	7.40%
Italian	1,881	1.77%
Lithuanian	57	0.05%
United States or American	7,200	6.78%
Norwegian	838	0.79%
Polish	1,096	1.03%
Portuguese	77	0.07%
Russian	216	0.20%
Scottish	2,130	2.01%
Scotch-Irish	1,973	1.86%
Slovak	18	0.02%
Subsaharan African	89	0.08%
Swedish	981	0.92%
Swiss	160	0.15%
Ukrainian	93	0.09%
Welsh	492	0.46%
West Indian (except Hisp. groups)	67	0.06%
Other ancestries	28,485	26.81%
Ancestry Unclassified	19,596	18.44%

DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	88,793	88.00%
Speak Asian/Pacific Island Language at Home	448	0.44%
Speak IndoEuropean Language at Home	797	0.79%
Speak Spanish at Home	10,768	10.67%
Speak Other Language at Home	100	0.10%
<b>2019 Est. Population by Age</b>	106,249	
Age 0 - 4	5,343	5.03%
Age 5 - 9	5,452	5.13%
Age 10 - 14	6,000	5.65%
Age 15 - 17	3,892	3.66%
Age 18 - 20	3,535	3.33%
Age 21 - 24	4,709	4.43%
Age 25 - 34	10,146	9.55%
Age 35 - 44	10,269	9.67%
Age 45 - 54	13,075	12.31%
Age 55 - 64	17,479	16.45%
Age 65 - 74	16,076	15.13%
Age 75 - 84	7,689	7.24%
Age 85 and over	2,584	2.43%
Age 16 and over	88,177	82.99%
Age 18 and over	85,562	80.53%
Age 21 and over	82,028	77.20%
Age 65 and over	26,349	24.80%
<b>2019 Est. Median Age</b>		48.17
<b>2019 Est. Average Age</b>		44.73

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2019 Est. Population by Sex</b>	106,249	
Male	52,472	49.39%
Female	53,776	50.61%
<b>2019 Est. Male Population by Age</b>	52,472	
Age 0 - 4	2,731	5.21%
Age 5 - 9	2,795	5.33%
Age 10 - 14	3,050	5.81%
Age 15 - 17	1,988	3.79%
Age 18 - 20	1,846	3.52%
Age 21 - 24	2,431	4.63%
Age 25 - 34	5,181	9.87%
Age 35 - 44	5,014	9.56%
Age 45 - 54	6,431	12.26%
Age 55 - 64	8,444	16.09%
Age 65 - 74	7,834	14.93%
Age 75 - 84	3,673	7.00%
Age 85 and over	1,054	2.01%
2019 Est. Median Age, Male		47.07
2019 Est. Average Age, Male		43.96

DESCRIPTION	DATA	%
<b>2019 Est. Female Population by Age</b>	53,776	
Age 0 - 4	2,612	4.86%
Age 5 - 9	2,657	4.94%
Age 10 - 14	2,949	5.48%
Age 15 - 17	1,904	3.54%
Age 18 - 20	1,688	3.14%
Age 21 - 24	2,278	4.24%
Age 25 - 34	4,965	9.23%
Age 35 - 44	5,255	9.77%
Age 45 - 54	6,644	12.36%
Age 55 - 64	9,035	16.80%
Age 65 - 74	8,242	15.33%
Age 75 - 84	4,016	7.47%
Age 85 and over	1,530	2.85%
2019 Est. Median Age, Female		49.21
2019 Est. Average Age, Female		45.45
<b>2019 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	18,999	21.24%
Males, Never Married	10,840	12.12%
Females, Never Married	8,160	9.12%
Married, Spouse present	49,328	55.14%
Married, Spouse absent	3,781	4.23%
Widowed	6,414	7.17%
Males Widowed	1,631	1.82%
Females Widowed	4,784	5.35%
Divorced	10,932	12.22%
Males Divorced	5,064	5.66%
Females Divorced	5,868	6.56%



# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	3,835	5.0%
Some High School, no diploma	4,961	6.4%
High School Graduate (or GED)	21,308	27.6%
Some College, no degree	19,550	25.3%
Associate Degree	5,943	7.7%
Bachelor's Degree	14,873	19.2%
Master's Degree	5,118	6.6%
Professional School Degree	1,013	1.3%
Doctorate Degree	717	0.9%
<b>2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	3,398	34.67%
High School Graduate	2,764	28.20%
Some College or Associate's Degree	2,438	24.88%
Bachelor's Degree or Higher	1,200	12.25%
<b>Households</b>		
2024 Projection	46,991	
2019 Estimate	43,433	
2010 Census	36,640	
2000 Census	28,884	
Growth 2019 - 2024		8.19%
Growth 2010 - 2019		18.54%
Growth 2000 - 2010		26.85%

DESCRIPTION	DATA	%
<b>2019 Est. Households by Household Type</b>	43,433	
Family Households	30,747	70.79%
Nonfamily Households	12,686	29.21%
2019 Est. Group Quarters Population	1,519	
2019 Households by Ethnicity, Hispanic/Latino	4,879	
<b>2019 Est. Households by Household Income</b>	43,433	
Income < \$15,000	3,517	8.10%
Income \$15,000 - \$24,999	4,422	10.18%
Income \$25,000 - \$34,999	4,070	9.37%
Income \$35,000 - \$49,999	5,089	11.72%
Income \$50,000 - \$74,999	7,337	16.89%
Income \$75,000 - \$99,999	5,703	13.13%
Income \$100,000 - \$124,999	4,092	9.42%
Income \$125,000 - \$149,999	2,683	6.18%
Income \$150,000 - \$199,999	2,738	6.30%
Income \$200,000 - \$249,999	1,412	3.25%
Income \$250,000 - \$499,999	1,596	3.68%
Income \$500,000+	773	1.78%
<b>2019 Est. Average Household Income</b>		\$92,626
<b>2019 Est. Median Household Income</b>		\$65,102

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2019 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$65,541
Black or African American Alone		\$67,121
American Indian and Alaska Native Alone		\$56,203
Asian Alone		\$88,886
Native Hawaiian and Other Pacific Islander Alone		\$53,802
Some Other Race Alone		\$52,960
Two or More Races		\$76,508
Hispanic or Latino		\$54,173
Not Hispanic or Latino		\$66,346
<b>2019 Est. Family HH Type by Presence of Own Child.</b>	30,747	
Married-Couple Family, own children	8,038	26.14%
Married-Couple Family, no own children	17,469	56.82%
Male Householder, own children	884	2.88%
Male Householder, no own children	810	2.63%
Female Householder, own children	1,939	6.31%
Female Householder, no own children	1,606	5.22%
<b>2019 Est. Households by Household Size</b>	43,433	
1-person	11,036	25.41%
2-person	17,999	41.44%
3-person	6,047	13.92%
4-person	4,678	10.77%
5-person	2,186	5.03%
6-person	923	2.13%
7-or-more-person	564	1.30%
<b>2019 Est. Average Household Size</b>		2.41

DESCRIPTION	DATA	%
<b>2019 Est. Households by Presence of People Under 18</b>	43,433	
Households with 1 or More People under Age 18:	12,206	28.10%
Married-Couple Family	8,746	71.65%
Other Family, Male Householder	1,041	8.53%
Other Family, Female Householder	2,304	18.88%
Nonfamily, Male Householder	90	0.74%
Nonfamily, Female Householder	25	0.21%
<b>Households with No People under Age 18:</b>	31,226	71.90%
Married-Couple Family	16,757	53.66%
Other Family, Male Householder	653	2.09%
Other Family, Female Householder	1,244	3.98%
Nonfamily, Male Householder	6,006	19.23%
Nonfamily, Female Householder	6,566	21.03%
<b>2019 Est. Households by Number of Vehicles</b>	43,433	
No Vehicles	1,586	3.65%
1 Vehicle	12,129	27.93%
2 Vehicles	19,387	44.64%
3 Vehicles	7,428	17.10%
4 Vehicles	2,057	4.74%
5 or more Vehicles	845	1.95%
<b>2019 Est. Average Number of Vehicles</b>		1.99

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
2024 Projection	33,314	
2019 Estimate	30,747	
2010 Census	25,802	
2000 Census	20,848	
Growth 2019 - 2024		8.35%
Growth 2010 - 2019		19.17%
Growth 2000 - 2010		23.76%
<b>2019 Est. Families by Poverty Status</b>	30,747	
2019 Families at or Above Poverty	28,442	92.50%
2019 Families at or Above Poverty with Children	9,368	30.47%
2019 Families Below Poverty	2,305	7.50%
2019 Families Below Poverty with Children	1,538	5.00%
<b>2019 Est. Pop 16+ by Employment Status</b>	88,176	
Civilian Labor Force, Employed	47,403	53.76%
Civilian Labor Force, Unemployed	2,527	2.87%
Armed Forces	72	0.08%
Not in Labor Force	38,174	43.29%
<b>2019 Est. Civ. Employed Pop 16+ by Class of Worker</b>	47,137	
For-Profit Private Workers	29,921	63.48%
Non-Profit Private Workers	2,614	5.55%
Local Government Workers	514	1.09%
State Government Workers	1,734	3.68%
Federal Government Workers	3,586	7.61%
Self-Employed Workers	8,632	18.31%
Unpaid Family Workers	136	0.29%

DESCRIPTION	DATA	%
<b>2019 Est. Civ. Employed Pop 16+ by Occupation</b>	47,137	
Architect/Engineer	617	1.31%
Arts/Entertainment/Sports	840	1.78%
Building Grounds Maintenance	2,351	4.99%
Business/Financial Operations	1,575	3.34%
Community/Social Services	675	1.43%
Computer/Mathematical	1,055	2.24%
Construction/Extraction	3,635	7.71%
Education/Training/Library	2,257	4.79%
Farming/Fishing/Forestry	494	1.05%
Food Prep/Serving	2,418	5.13%
Health Practitioner/Technician	2,516	5.34%
Healthcare Support	951	2.02%
Maintenance Repair	1,934	4.10%
Legal	461	0.98%
Life/Physical/Social Science	236	0.50%
Management	6,447	13.68%
Office/Admin. Support	5,923	12.57%
Production	2,076	4.40%
Protective Services	864	1.83%
Sales/Related	5,729	12.15%
Personal Care/Service	1,513	3.21%
Transportation/Moving	2,571	5.45%
<b>2019 Est. Pop 16+ by Occupation Classification</b>	47,137	
White Collar	28,330	60.10%
Blue Collar	10,215	21.67%
Service and Farm	8,592	18.23%

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2019 Est. Workers Age 16+ by Transp. to Work</b>	46,550	
Drove Alone	35,154	75.52%
Car Pooled	5,297	11.38%
Public Transportation	156	0.34%
Walked	1,049	2.25%
Bicycle	111	0.24%
Other Means	431	0.93%
Worked at Home	4,351	9.35%
<b>2019 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	12,416	
15 - 29 Minutes	11,730	
30 - 44 Minutes	7,950	
45 - 59 Minutes	4,694	
60 or more Minutes	5,590	
2019 Est. Avg Travel Time to Work in Minutes		31.2
<b>2019 Est. Occupied Housing Units by Tenure</b>	43,433	
Owner Occupied	34,316	79.01%
Renter Occupied	9,117	20.99%
<b>2019 Owner Occ. HUs: Avg. Length of Residence</b>		13.31
<b>2019 Renter Occ. HUs: Avg. Length of Residence</b>		6.39

DESCRIPTION	DATA	%
<b>2019 Est. Owner-Occupied Housing Units by Value</b>	43,433	
Value Less than \$20,000	849	2.47%
Value \$20,000 - \$39,999	995	2.90%
Value \$40,000 - \$59,999	1,197	3.49%
Value \$60,000 - \$79,999	1,753	5.11%
Value \$80,000 - \$99,999	1,699	4.95%
Value \$100,000 - \$149,999	3,694	10.77%
Value \$150,000 - \$199,999	3,488	10.16%
Value \$200,000 - \$299,999	5,984	17.44%
Value \$300,000 - \$399,999	3,989	11.62%
Value \$400,000 - \$499,999	2,816	8.21%
Value \$500,000 - \$749,999	3,396	9.90%
Value \$750,000 - \$999,999	2,074	6.04%
Value \$1,000,000 or \$1,499,999	1,383	4.03%
Value \$1,500,000 or \$1,999,999	558	1.63%
Value \$2,000,000+	441	1.29%
<b>2019 Est. Median All Owner-Occupied Housing Value</b>		\$254,661
<b>2019 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	40,957	73.05%
1 Unit Detached	1,204	2.15%
2 Units	1,356	2.42%
3 or 4 Units	1,426	2.54%
5 to 19 Units	1,453	2.59%
20 to 49 Units	574	1.02%
50 or More Units	570	1.02%
Mobile Home or Trailer	8,164	14.56%
Boat, RV, Van, etc.	366	0.65%

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

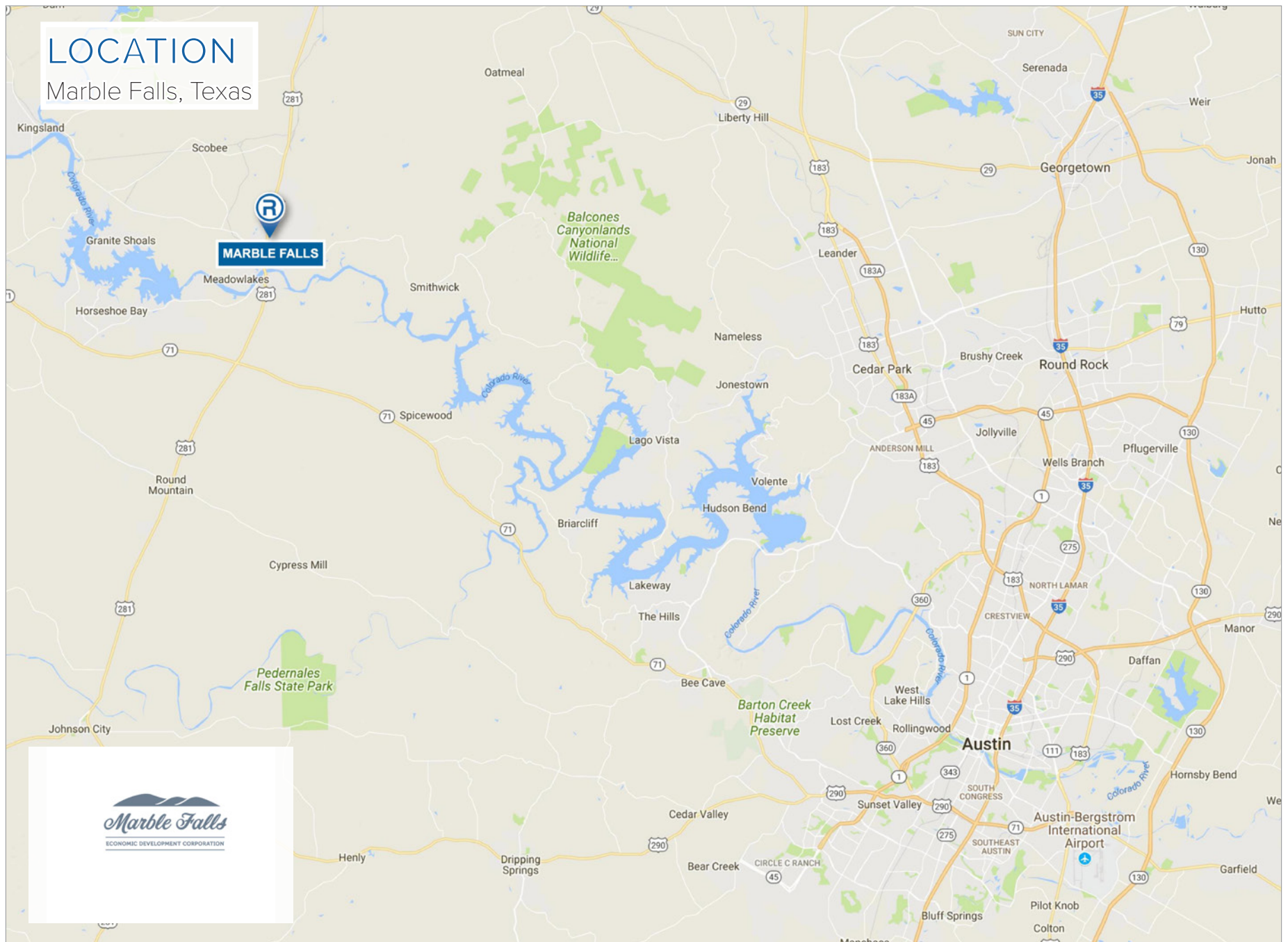
Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2019 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	6,325	11.28%
Housing Units Built 2010 to 2014	2,239	3.99%
Housing Units Built 2000 to 2009	14,093	25.14%
Housing Units Built 1990 to 1999	9,066	16.17%
Housing Units Built 1980 to 1989	8,053	14.36%
Housing Units Built 1970 to 1979	8,072	14.40%
Housing Units Built 1960 to 1969	3,466	6.18%
Housing Units Built 1950 to 1959	2,301	4.10%
Housing Units Built 1940 to 1949	897	1.60%
Housing Unit Built 1939 or Earlier	1,558	2.78%
<b>2019 Est. Median Year Structure Built</b>		1994



## LOCATION

Marble Falls, Texas



*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	%
<b>Population</b>		
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%
<b>2019 Est. Population by Single-Classification Race</b>	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%
<b>2019 Est. Population by Hispanic or Latino Origin</b>	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	%
<b>2019 Est. Hisp. or Latino Pop by Single-Class. Race</b>	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%
<b>2019 Est. Pop by Race, Asian Alone, by Category</b>	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	%
<b>2019 Est. Population by Ancestry</b>	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	%
<b>2019 Est. Pop Age 5+ by Language Spoken At Home</b>		
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%
<b>2019 Est. Population by Age</b>	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%
<b>2019 Est. Median Age</b>		40.12
<b>2019 Est. Average Age</b>		41.00

# COMMUNITY • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2019 Est. Population by Sex</b>	6,705	
Male	3,203	47.77%
Female	3,502	52.23%
<b>2019 Est. Male Population by Age</b>	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	%
<b>2019 Est. Female Population by Age</b>	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
<b>2019 Est. Pop Age 15+ by Marital Status</b>		
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	%
<b>2019 Est. Pop Age 25+ by Edu. Attainment</b>		
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%
<b>2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
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%
<b>Households</b>		
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	%
<b>2019 Est. Households by Household Type</b>	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	
<b>2019 Est. Households by Household Income</b>	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%
<b>2019 Est. Average Household Income</b>		\$65,827
<b>2019 Est. Median Household Income</b>		\$47,418



# COMMUNITY • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2019 Median HH Inc. by Single-Class. Race or Eth.</b>		
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
<b>2019 Est. Family HH Type by Presence of Own Child.</b>	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%
<b>2019 Est. Households by Household Size</b>	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%
<b>2019 Est. Average Household Size</b>		2.41

DESCRIPTION	DATA	%
<b>2019 Est. Households by Presence of People Under 18</b>	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%
<b>Households with No People under Age 18:</b>	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%
<b>2019 Est. Households by Number of Vehicles</b>	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%
<b>2019 Est. Average Number of Vehicles</b>		1.6

# COMMUNITY • DEMOGRAPHIC PROFILE

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
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%
<b>2019 Est. Families by Poverty Status</b>	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%
<b>2019 Est. Pop 16+ by Employment Status</b>	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%
<b>2019 Est. Civ. Employed Pop 16+ by Class of Worker</b>	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	%
<b>2019 Est. Civ. Employed Pop 16+ by Occupation</b>	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%
<b>2019 Est. Pop 16+ by Occupation Classification</b>	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	%
<b>2019 Est. Workers Age 16+ by Transp. to Work</b>	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%
<b>2019 Est. Workers Age 16+ by Travel Time to Work</b>		
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
<b>2019 Est. Occupied Housing Units by Tenure</b>	2,744	
Owner Occupied	1,428	52.04%
Renter Occupied	1,316	47.96%
<b>2019 Owner Occ. HUs: Avg. Length of Residence</b>		18.3
<b>2019 Renter Occ. HUs: Avg. Length of Residence</b>		5.2

DESCRIPTION	DATA	%
<b>2019 Est. Owner-Occupied Housing Units by Value</b>	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%
<b>2019 Est. Median All Owner-Occupied Housing Value</b>		\$185,063
<b>2019 Est. Housing Units by Units in Structure</b>		
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

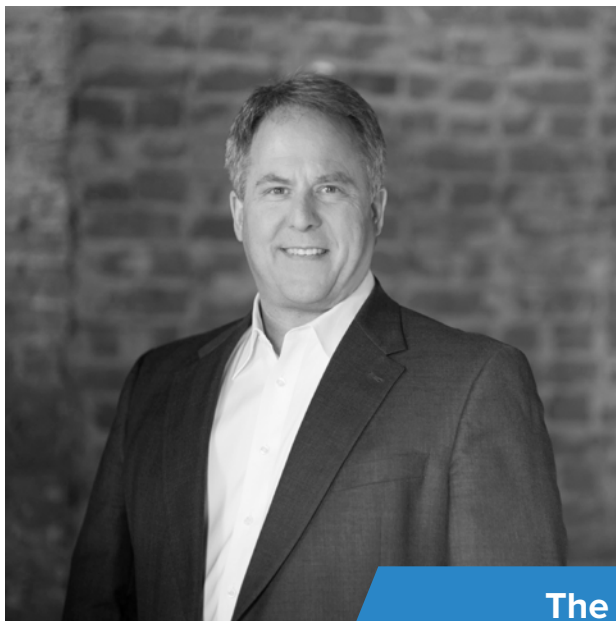
Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2019 Est. Housing Units by Year Structure Built</b>		
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%
<b>2019 Est. Median Year Structure Built</b>		1997

# 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.

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