



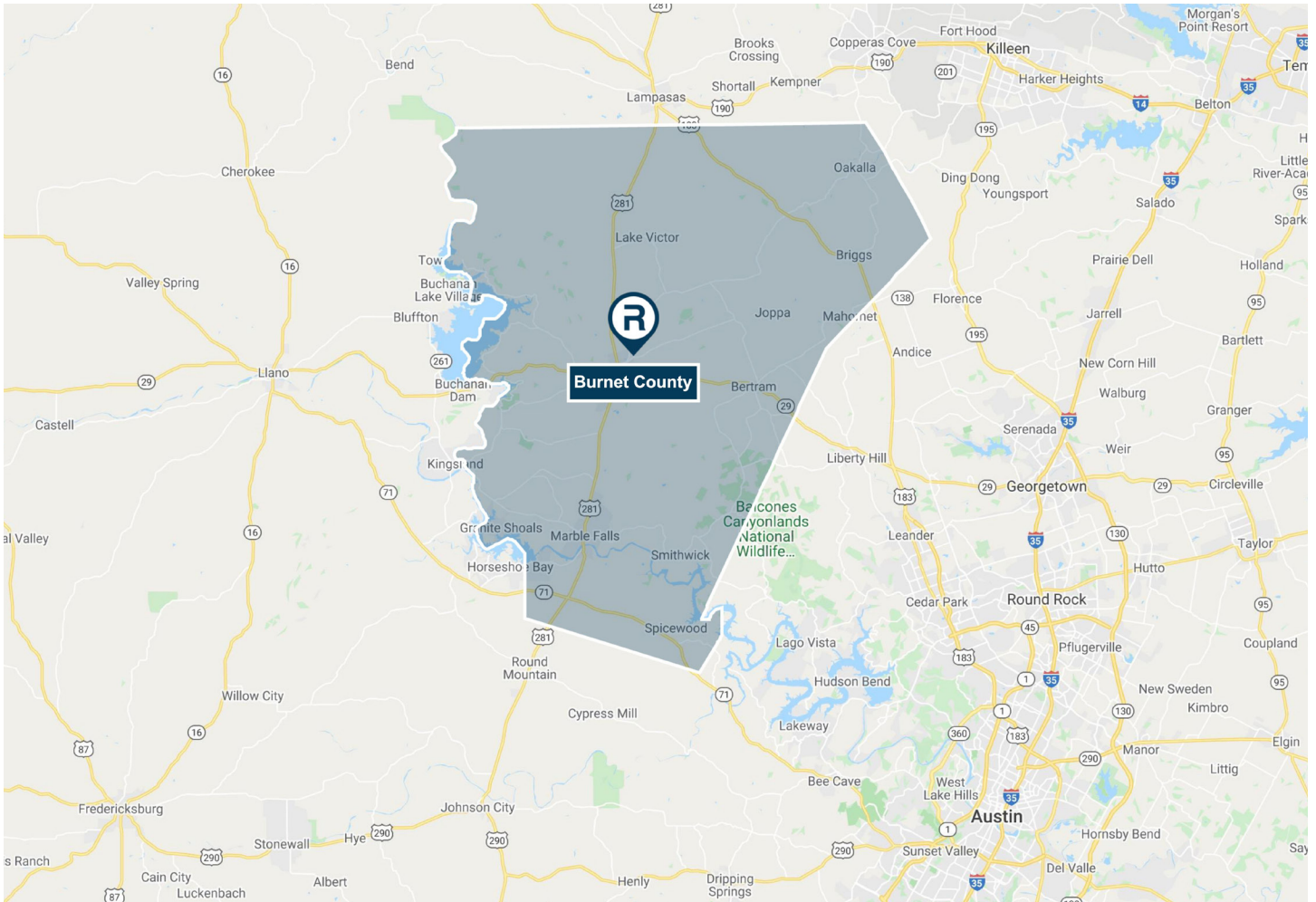
The **Retail** Coach.®

# Burnet County Demographic Profile

MARBLE FALLS, TEXAS

Prepared for Marble Falls Economic Development Corporation  
February 2021

# Burnet County



Prepared for:



## Marble Falls Economic Development Corporation

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# Burnet County • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	52,564	
2021 Estimate	49,212	
2010 Census	42,750	
2000 Census	34,172	
Growth 2021 - 2026		6.81%
Growth 2010 - 2021		15.12%
Growth 2000 - 2010		25.10%
<b>2021 Est. Population by Single-Classification Race</b>	<b>49,212</b>	
White Alone	42,303	85.96%
Black or African American Alone	987	2.01%
Amer. Indian and Alaska Native Alone	445	0.90%
Asian Alone	466	0.95%
Native Hawaiian and Other Pacific Island Alone	36	0.07%
Some Other Race Alone	3,869	7.86%
Two or More Races	1,106	2.25%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>49,212</b>	
Not Hispanic or Latino	37,455	76.11%
Hispanic or Latino	11,757	23.89%
Mexican	10,349	88.02%
Puerto Rican	91	0.77%
Cuban	25	0.21%
All Other Hispanic or Latino	1,292	10.99%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>11,757</b>	
White Alone	7,196	61.21%
Black or African American Alone	89	0.76%
American Indian and Alaska Native Alone	164	1.40%
Asian Alone	7	0.06%
Native Hawaiian and Other Pacific Islander Alone	5	0.04%
Some Other Race Alone	3,821	32.50%
Two or More Races	475	4.04%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>466</b>	
Chinese, except Taiwanese	65	13.95%
Filipino	28	6.01%
Japanese	9	1.93%
Asian Indian	196	42.06%
Korean	18	3.86%
Vietnamese	0	0.00%
Cambodian	130	27.90%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	20	4.29%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>49,212</b>	
Arab	33	0.07%
Czech	242	0.49%
Danish	70	0.14%
Dutch	330	0.67%
English	4,488	9.12%
French (except Basque)	1,173	2.38%
French Canadian	151	0.31%
German	7,442	15.12%
Greek	16	0.03%
Hungarian	24	0.05%
Irish	4,455	9.05%
Italian	505	1.03%
Lithuanian	13	0.03%
United States or American	2,763	5.61%
Norwegian	312	0.63%
Polish	412	0.84%
Portuguese	38	0.08%
Russian	125	0.25%
Scottish	1,354	2.75%
Scotch-Irish	1,069	2.17%
Slovak	11	0.02%
Subsaharan African	49	0.10%
Swedish	550	1.12%
Swiss	252	0.51%
Ukrainian	34	0.07%
Welsh	254	0.52%
West Indian (except Hisp. groups)	29	0.06%
Other ancestries	13,344	27.12%
Ancestry Unclassified	9,674	19.66%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	37,004	79.69%
Speak Asian/Pacific Island Language at Home	272	0.59%
Speak IndoEuropean Language at Home	549	1.18%
Speak Spanish at Home	8,588	18.49%
Speak Other Language at Home	24	0.05%

# Burnet County • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>49,212</b>	
Age 0 - 4	2,775	5.64%
Age 5 - 9	2,793	5.68%
Age 10 - 14	2,939	5.97%
Age 15 - 17	1,874	3.81%
Age 18 - 20	1,692	3.44%
Age 21 - 24	2,267	4.61%
Age 25 - 34	5,240	10.65%
Age 35 - 44	5,292	10.75%
Age 45 - 54	5,512	11.20%
Age 55 - 64	7,269	14.77%
Age 65 - 74	7,092	14.41%
Age 75 - 84	3,285	6.68%
Age 85 and over	1,182	2.40%
Age 16 and over	40,089	81.46%
Age 18 and over	38,831	78.91%
Age 21 and over	37,139	75.47%
Age 65 and over	11,559	23.49%
2021 Est. Median Age		44.51
2021 Est. Average Age		43.20
<b>2021 Est. Population by Sex</b>	<b>49,212</b>	
Male	24,141	49.06%
Female	25,071	50.95%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>24,141</b>	
Age 0 - 4	1,418	5.87%
Age 5 - 9	1,437	5.95%
Age 10 - 14	1,512	6.26%
Age 15 - 17	951	3.94%
Age 18 - 20	873	3.62%
Age 21 - 24	1,155	4.78%
Age 25 - 34	2,596	10.75%
Age 35 - 44	2,568	10.64%
Age 45 - 54	2,702	11.19%
Age 55 - 64	3,468	14.37%
Age 65 - 74	3,451	14.30%
Age 75 - 84	1,519	6.29%
Age 85 and over	491	2.03%
2021 Est. Median Age, Male		43.31
2021 Est. Average Age, Male		42.30
<b>2021 Est. Female Population by Age</b>	<b>25,071</b>	
Age 0 - 4	1,357	5.41%
Age 5 - 9	1,356	5.41%
Age 10 - 14	1,427	5.69%
Age 15 - 17	923	3.68%
Age 18 - 20	819	3.27%
Age 21 - 24	1,112	4.44%
Age 25 - 34	2,644	10.55%
Age 35 - 44	2,724	10.87%
Age 45 - 54	2,810	11.21%
Age 55 - 64	3,801	15.16%
Age 65 - 74	3,641	14.52%
Age 75 - 84	1,766	7.04%
Age 85 and over	691	2.76%
2021 Est. Median Age, Female		45.65
2021 Est. Average Age, Female		44.00

# Burnet County • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	9,117	22.40%
Males, Never Married	5,152	12.66%
Females, Never Married	3,965	9.74%
Married, Spouse present	21,521	52.87%
Married, Spouse absent	1,817	4.46%
Widowed	3,166	7.78%
Males Widowed	612	1.50%
Females Widowed	2,554	6.27%
Divorced	5,084	12.49%
Males Divorced	2,416	5.94%
Females Divorced	2,668	6.56%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,681	4.8%
Some High School, no diploma	2,454	7.0%
High School Graduate (or GED)	10,877	31.2%
Some College, no degree	8,432	24.2%
Associate Degree	2,688	7.7%
Bachelor's Degree	5,924	17.0%
Master's Degree	2,101	6.0%
Professional School Degree	386	1.1%
Doctorate Degree	329	0.9%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,035	33.65%
High School Graduate	1,631	26.97%
Some College or Associate's Degree	1,410	23.31%
Bachelor's Degree or Higher	972	16.07%
<b>Households</b>		
2026 Projection	20,411	
2021 Estimate	19,082	
2010 Census	16,511	
2000 Census	13,145	
Growth 2021 - 2026		6.97%
Growth 2010 - 2021		15.57%
Growth 2000 - 2010		25.61%
<b>2021 Est. Households by Household Type</b>	<b>19,082</b>	
Family Households	13,706	71.83%
Nonfamily Households	5,376	28.17%
2021 Est. Group Quarters Population	1,125	
2021 Households by Ethnicity, Hispanic/Latino	2,982	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>19,082</b>	
Income < \$15,000	1,210	6.34%
Income \$15,000 - \$24,999	1,740	9.12%
Income \$25,000 - \$34,999	1,920	10.06%
Income \$35,000 - \$49,999	2,437	12.77%
Income \$50,000 - \$74,999	3,488	18.28%
Income \$75,000 - \$99,999	2,715	14.23%
Income \$100,000 - \$124,999	1,973	10.34%
Income \$125,000 - \$149,999	1,263	6.62%
Income \$150,000 - \$199,999	987	5.17%
Income \$200,000 - \$249,999	461	2.42%
Income \$250,000 - \$499,999	573	3.00%
Income \$500,000+	315	1.65%
2021 Est. Average Household Income		\$89,496
2021 Est. Median Household Income		\$65,374
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$66,395
Black or African American Alone		\$71,721
American Indian and Alaska Native Alone		\$52,518
Asian Alone		\$77,717
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$64,468
Two or More Races		\$51,584
Hispanic or Latino		\$64,796
Not Hispanic or Latino		\$65,533
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>13,706</b>	
Married-Couple Family, own children	3,715	27.11%
Married-Couple Family, no own children	7,351	53.63%
Male Householder, own children	408	2.98%
Male Householder, no own children	396	2.89%
Female Householder, own children	1,031	7.52%
Female Householder, no own children	805	5.87%
<b>2021 Est. Households by Household Size</b>	<b>19,082</b>	
1-person	4,643	24.33%
2-person	7,498	39.29%
3-person	2,782	14.58%
4-person	2,192	11.49%
5-person	1,114	5.84%
6-person	513	2.69%
7-or-more-person	340	1.78%
2021 Est. Average Household Size		2.52

# Burnet County • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>19,082</b>	
Households with 1 or More People under Age 18:	5,873	30.78%
Married-Couple Family	4,073	69.35%
Other Family, Male Householder	506	8.62%
Other Family, Female Householder	1,234	21.01%
Nonfamily, Male Householder	50	0.85%
Nonfamily, Female Householder	10	0.17%
<b>Households with No People under Age 18:</b>	<b>13,209</b>	<b>69.22%</b>
Married-Couple Family	7,001	53.00%
Other Family, Male Householder	290	2.20%
Other Family, Female Householder	604	4.57%
Nonfamily, Male Householder	2,399	18.16%
Nonfamily, Female Householder	2,915	22.07%
<b>2021 Est. Households by Number of Vehicles</b>	<b>19,082</b>	
No Vehicles	807	4.23%
1 Vehicle	5,271	27.62%
2 Vehicles	8,395	43.99%
3 Vehicles	3,294	17.26%
4 Vehicles	975	5.11%
5 or more Vehicles	340	1.78%
2021 Est. Average Number of Vehicles		2
<b>Family Households</b>		
2026 Projection	14,667	
2021 Estimate	13,706	
2010 Census	11,848	
2000 Census	9,667	
Growth 2021 - 2026		7.01%
Growth 2010 - 2021		15.68%
Growth 2000 - 2010		22.56%
<b>2021 Est. Families by Poverty Status</b>	<b>13,706</b>	
2021 Families at or Above Poverty	12,629	92.14%
2021 Families at or Above Poverty with Children	4,579	33.41%
2021 Families Below Poverty	1,077	7.86%
2021 Families Below Poverty with Children	880	6.42%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>40,089</b>	
Civilian Labor Force, Employed	22,025	54.94%
Civilian Labor Force, Unemployed	1,028	2.56%
Armed Forces	23	0.06%
Not in Labor Force	17,013	42.44%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>22,052</b>	
For-Profit Private Workers	14,497	65.74%
Non-Profit Private Workers	996	4.52%
Local Government Workers	267	1.21%
State Government Workers	712	3.23%
Federal Government Workers	1,716	7.78%
Self-Employed Workers	3,807	17.26%
Unpaid Family Workers	57	0.26%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>22,052</b>	
Architect/Engineer	131	0.59%
Arts/Entertainment/Sports	278	1.26%
Building Grounds Maintenance	1,069	4.85%
Business/Financial Operations	872	3.95%
Community/Social Services	435	1.97%
Computer/Mathematical	257	1.17%
Construction/Extraction	2,367	10.73%
Education/Training/Library	914	4.15%
Farming/Fishing/Forestry	208	0.94%
Food Prep/Serving	1,232	5.59%
Health Practitioner/Technician	986	4.47%
Healthcare Support	1,003	4.55%
Maintenance Repair	1,023	4.64%
Legal	244	1.11%
Life/Physical/Social Science	55	0.25%
Management	2,395	10.86%
Office/Admin. Support	2,439	11.06%
Production	1,221	5.54%
Protective Services	482	2.19%
Sales/Related	2,683	12.17%
Personal Care/Service	398	1.81%
Transportation/Moving	1,360	6.17%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>22,052</b>	
White Collar	11,689	53.01%
Blue Collar	5,971	27.08%
Service and Farm	4,392	19.92%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>21,848</b>	
Drove Alone	16,708	76.47%
Car Pooled	2,663	12.19%
Public Transportation	0	0.00%
Walked	568	2.60%
Bicycle	108	0.49%
Other Means	246	1.13%
Worked at Home	1,555	7.12%

# Burnet County • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	7,412	
15 - 29 Minutes	5,962	
30 - 44 Minutes	3,032	
45 - 59 Minutes	1,609	
60 or more Minutes	2,284	
2021 Est. Avg Travel Time to Work in Minutes		28
2021 Est. Occupied Housing Units by Tenure	19,082	
Owner Occupied	14,306	74.97%
Renter Occupied	4,776	25.03%
2021 Owner Occ. HUs: Avg. Length of Residence		14
2021 Renter Occ. HUs: Avg. Length of Residence		6.2
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>19,082</b>	
Value Less than \$20,000	366	2.56%
Value \$20,000 - \$39,999	419	2.93%
Value \$40,000 - \$59,999	397	2.78%
Value \$60,000 - \$79,999	751	5.25%
Value \$80,000 - \$99,999	744	5.20%
Value \$100,000 - \$149,999	2,164	15.13%
Value \$150,000 - \$199,999	1,665	11.64%
Value \$200,000 - \$299,999	2,939	20.54%
Value \$300,000 - \$399,999	1,679	11.74%
Value \$400,000 - \$499,999	954	6.67%
Value \$500,000 - \$749,999	1,095	7.65%
Value \$750,000 - \$999,999	568	3.97%
Value \$1,000,000 or \$1,499,999	373	2.61%
Value \$1,500,000 or \$1,999,999	86	0.60%
Value \$2,000,000+	106	0.74%
2021 Est. Median All Owner-Occupied Housing Value		\$219,908
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	17,127	72.96%
1 Unit Attached	544	2.32%
2 Units	264	1.13%
3 or 4 Units	863	3.68%
5 to 19 Units	565	2.41%
20 to 49 Units	252	1.07%
50 or More Units	83	0.35%
Mobile Home or Trailer	3,686	15.70%
Boat, RV, Van, etc.	90	0.38%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	3,117	13.28%
Housing Units Built 2010 to 2014	1,009	4.30%
Housing Units Built 2000 to 2009	5,655	24.09%
Housing Units Built 1990 to 1999	3,720	15.85%
Housing Units Built 1980 to 1989	3,480	14.83%
Housing Units Built 1970 to 1979	3,362	14.32%
Housing Units Built 1960 to 1969	1,704	7.26%
Housing Units Built 1950 to 1959	802	3.42%
Housing Units Built 1940 to 1949	137	0.58%
Housing Unit Built 1939 or Earlier	488	2.08%
2021 Est. Median Year Structure Built		1995

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

## Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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.





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## ACKNOWLEDGMENTS

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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