



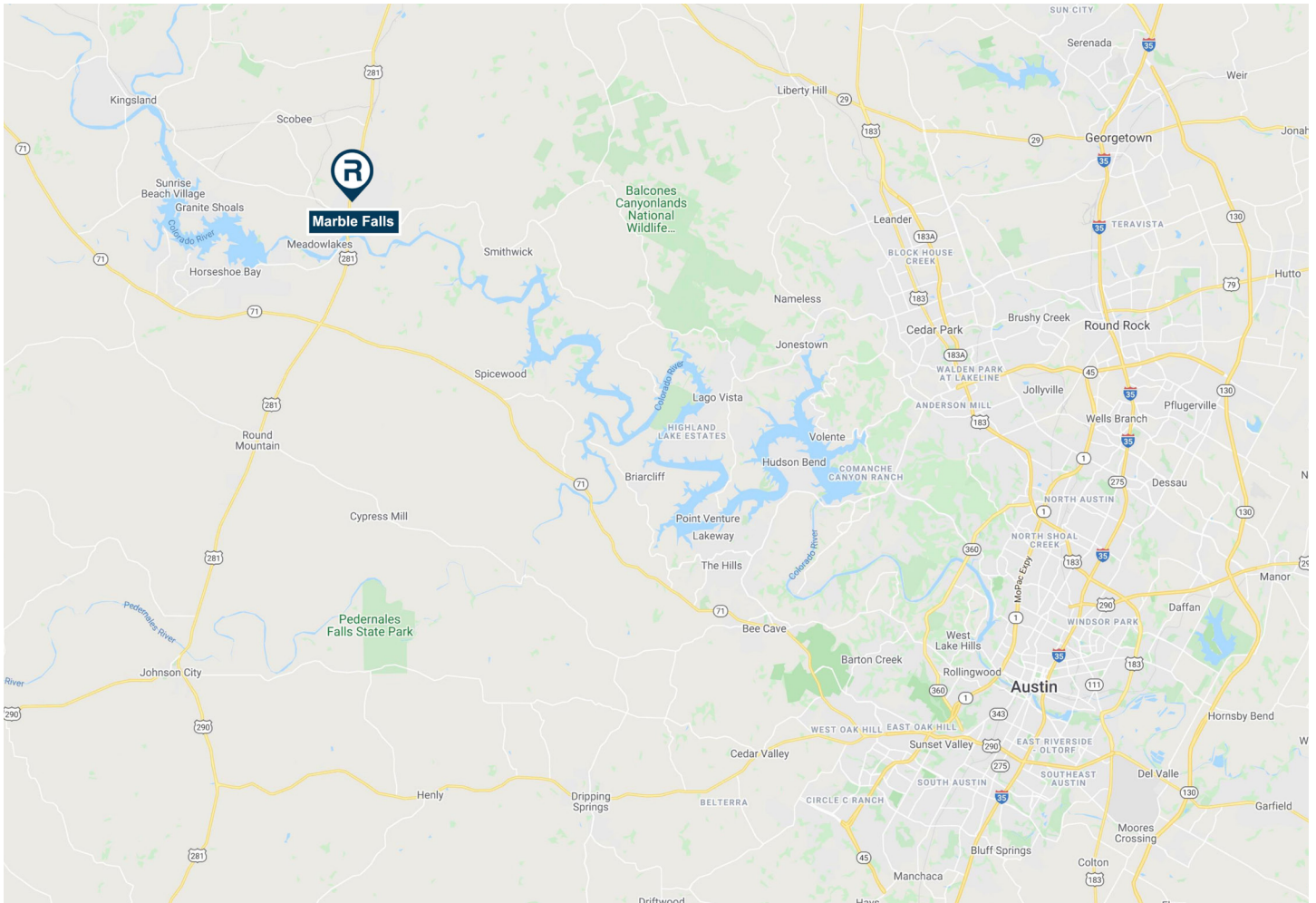
The**Retail**Coach.®

Community Demographic Profile

MARBLE FALLS, TEXAS

Prepared for Marble Falls Economic Development Corporation
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Community



Prepared for:



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DESCRIPTION	DATA	%
Population		
2026 Projection	7,649	
2021 Estimate	7,222	
2010 Census	6,077	
2000 Census	5,041	
Growth 2021 - 2026		5.91%
Growth 2010 - 2021		18.84%
Growth 2000 - 2010		20.55%
2021 Est. Population by Single-Classification Race	7,222	
White Alone	5,754	79.67%
Black or African American Alone	355	4.92%
Amer. Indian and Alaska Native Alone	56	0.78%
Asian Alone	127	1.76%
Native Hawaiian and Other Pacific Island Alone	7	0.10%
Some Other Race Alone	700	9.69%
Two or More Races	223	3.09%
2021 Est. Population by Hispanic or Latino Origin	7,222	
Not Hispanic or Latino	5,059	70.05%
Hispanic or Latino	2,163	29.95%
Mexican	1,878	86.82%
Puerto Rican	14	0.65%
Cuban	1	0.05%
All Other Hispanic or Latino	270	12.48%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	2,163	
White Alone	1,337	61.81%
Black or African American Alone	18	0.83%
American Indian and Alaska Native Alone	35	1.62%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	693	32.04%
Two or More Races	80	3.70%
2021 Est. Pop by Race, Asian Alone, by Category	127	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	1	0.79%
Asian Indian	120	94.49%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	6	4.72%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	7,222	
Arab	11	0.15%
Czech	14	0.19%
Danish	10	0.14%
Dutch	57	0.79%
English	657	9.10%
French (except Basque)	261	3.61%
French Canadian	15	0.21%
German	1,055	14.61%
Greek	1	0.01%
Hungarian	3	0.04%
Irish	460	6.37%
Italian	14	0.19%
Lithuanian	2	0.03%
United States or American	211	2.92%
Norwegian	26	0.36%
Polish	20	0.28%
Portuguese	0	0.00%
Russian	2	0.03%
Scottish	253	3.50%
Scotch-Irish	240	3.32%
Slovak	0	0.00%
Subsaharan African	38	0.53%
Swedish	86	1.19%
Swiss	130	1.80%
Ukrainian	31	0.43%
Welsh	65	0.90%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,269	31.42%
Ancestry Unclassified	1,291	17.88%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,901	72.70%
Speak Asian/Pacific Island Language at Home	127	1.88%
Speak IndoEuropean Language at Home	78	1.16%
Speak Spanish at Home	1,634	24.24%
Speak Other Language at Home	1	0.02%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	7,222	
Age 0 - 4	481	6.66%
Age 5 - 9	480	6.65%
Age 10 - 14	516	7.15%
Age 15 - 17	273	3.78%
Age 18 - 20	242	3.35%
Age 21 - 24	319	4.42%
Age 25 - 34	836	11.58%
Age 35 - 44	891	12.34%
Age 45 - 54	796	11.02%
Age 55 - 64	883	12.23%
Age 65 - 74	832	11.52%
Age 75 - 84	443	6.13%
Age 85 and over	230	3.19%
Age 16 and over	5,657	78.33%
Age 18 and over	5,472	75.77%
Age 21 and over	5,230	72.42%
Age 65 and over	1,505	20.84%
2021 Est. Median Age		40.18
2021 Est. Average Age		40.90
2021 Est. Population by Sex	7,222	
Male	3,459	47.90%
Female	3,763	52.11%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	3,459	
Age 0 - 4	242	7.00%
Age 5 - 9	247	7.14%
Age 10 - 14	252	7.29%
Age 15 - 17	144	4.16%
Age 18 - 20	127	3.67%
Age 21 - 24	165	4.77%
Age 25 - 34	408	11.80%
Age 35 - 44	449	12.98%
Age 45 - 54	380	10.99%
Age 55 - 64	411	11.88%
Age 65 - 74	367	10.61%
Age 75 - 84	182	5.26%
Age 85 and over	85	2.46%
2021 Est. Median Age, Male		38.22
2021 Est. Average Age, Male		39.30
2021 Est. Female Population by Age	3,763	
Age 0 - 4	239	6.35%
Age 5 - 9	233	6.19%
Age 10 - 14	264	7.02%
Age 15 - 17	129	3.43%
Age 18 - 20	115	3.06%
Age 21 - 24	154	4.09%
Age 25 - 34	428	11.37%
Age 35 - 44	442	11.75%
Age 45 - 54	416	11.06%
Age 55 - 64	472	12.54%
Age 65 - 74	465	12.36%
Age 75 - 84	261	6.94%
Age 85 and over	145	3.85%
2021 Est. Median Age, Female		42.20
2021 Est. Average Age, Female		42.40

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,616	28.13%
Males, Never Married	934	16.26%
Females, Never Married	682	11.87%
Married, Spouse present	2,090	36.38%
Married, Spouse absent	238	4.14%
Widowed	713	12.41%
Males Widowed	134	2.33%
Females Widowed	579	10.08%
Divorced	1,088	18.94%
Males Divorced	461	8.02%
Females Divorced	627	10.91%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	373	7.6%
Some High School, no diploma	532	10.8%
High School Graduate (or GED)	1,245	25.4%
Some College, no degree	1,344	27.4%
Associate Degree	282	5.7%
Bachelor's Degree	738	15.0%
Master's Degree	295	6.0%
Professional School Degree	69	1.4%
Doctorate Degree	33	0.7%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	412	36.85%
High School Graduate	382	34.17%
Some College or Associate's Degree	162	14.49%
Bachelor's Degree or Higher	162	14.49%
Households		
2026 Projection	3,141	
2021 Estimate	2,959	
2010 Census	2,477	
2000 Census	1,975	
Growth 2021 - 2026		6.15%
Growth 2010 - 2021		19.46%
Growth 2000 - 2010		25.42%
2021 Est. Households by Household Type	2,959	
Family Households	1,875	63.37%
Nonfamily Households	1,084	36.63%
2021 Est. Group Quarters Population	70	
2021 Households by Ethnicity, Hispanic/Latino	603	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	2,959	
Income < \$15,000	257	8.69%
Income \$15,000 - \$24,999	372	12.57%
Income \$25,000 - \$34,999	393	13.28%
Income \$35,000 - \$49,999	407	13.76%
Income \$50,000 - \$74,999	569	19.23%
Income \$75,000 - \$99,999	455	15.38%
Income \$100,000 - \$124,999	281	9.50%
Income \$125,000 - \$149,999	106	3.58%
Income \$150,000 - \$199,999	49	1.66%
Income \$200,000 - \$249,999	19	0.64%
Income \$250,000 - \$499,999	32	1.08%
Income \$500,000+	19	0.64%
2021 Est. Average Household Income		\$65,685
2021 Est. Median Household Income		\$52,008
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$45,628
Black or African American Alone		\$70,842
American Indian and Alaska Native Alone		\$43,069
Asian Alone		\$200,000
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$69,960
Two or More Races		\$61,649
Hispanic or Latino		\$49,922
Not Hispanic or Latino		\$52,512
2021 Est. Family HH Type by Presence of Own Child.	1,875	
Married-Couple Family, own children	535	28.53%
Married-Couple Family, no own children	787	41.97%
Male Householder, own children	76	4.05%
Male Householder, no own children	84	4.48%
Female Householder, own children	250	13.33%
Female Householder, no own children	143	7.63%
2021 Est. Households by Household Size	2,959	
1-person	962	32.51%
2-person	912	30.82%
3-person	444	15.01%
4-person	355	12.00%
5-person	172	5.81%
6-person	72	2.43%
7-or-more-person	42	1.42%
2021 Est. Average Household Size		2.42

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	2,959	
Households with 1 or More People under Age 18:	962	32.51%
Married-Couple Family	572	59.46%
Other Family, Male Householder	93	9.67%
Other Family, Female Householder	286	29.73%
Nonfamily, Male Householder	9	0.94%
Nonfamily, Female Householder	2	0.21%
Households with No People under Age 18:	1,997	67.49%
Married-Couple Family	754	37.76%
Other Family, Male Householder	62	3.11%
Other Family, Female Householder	107	5.36%
Nonfamily, Male Householder	425	21.28%
Nonfamily, Female Householder	649	32.50%
2021 Est. Households by Number of Vehicles	2,959	
No Vehicles	376	12.71%
1 Vehicle	1,226	41.43%
2 Vehicles	790	26.70%
3 Vehicles	410	13.86%
4 Vehicles	95	3.21%
5 or more Vehicles	62	2.10%
2021 Est. Average Number of Vehicles		1.6
Family Households		
2026 Projection	1,990	
2021 Estimate	1,875	
2010 Census	1,562	
2000 Census	1,327	
Growth 2021 - 2026		6.13%
Growth 2010 - 2021		20.04%
Growth 2000 - 2010		17.71%
2021 Est. Families by Poverty Status	1,875	
2021 Families at or Above Poverty	1,731	92.32%
2021 Families at or Above Poverty with Children	883	47.09%
2021 Families Below Poverty	144	7.68%
2021 Families Below Poverty with Children	140	7.47%
2021 Est. Pop 16+ by Employment Status	5,657	
Civilian Labor Force, Employed	3,155	55.77%
Civilian Labor Force, Unemployed	231	4.08%
Armed Forces	0	0.00%
Not in Labor Force	2,271	40.15%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	3,170	
For-Profit Private Workers	2,258	71.23%
Non-Profit Private Workers	107	3.38%
Local Government Workers	23	0.73%
State Government Workers	69	2.18%
Federal Government Workers	223	7.04%
Self-Employed Workers	489	15.43%
Unpaid Family Workers	1	0.03%
2021 Est. Civ. Employed Pop 16+ by Occupation	3,170	
Architect/Engineer	8	0.25%
Arts/Entertainment/Sports	81	2.56%
Building Grounds Maintenance	242	7.63%
Business/Financial Operations	172	5.43%
Community/Social Services	58	1.83%
Computer/Mathematical	3	0.10%
Construction/Extraction	288	9.09%
Education/Training/Library	62	1.96%
Farming/Fishing/Forestry	4	0.13%
Food Prep/Serving	375	11.83%
Health Practitioner/Technician	153	4.83%
Healthcare Support	179	5.65%
Maintenance Repair	235	7.41%
Legal	16	0.51%
Life/Physical/Social Science	9	0.28%
Management	264	8.33%
Office/Admin. Support	208	6.56%
Production	257	8.11%
Protective Services	5	0.16%
Sales/Related	391	12.33%
Personal Care/Service	25	0.79%
Transportation/Moving	135	4.26%
2021 Est. Pop 16+ by Occupation Classification	3,170	
White Collar	1,425	44.95%
Blue Collar	915	28.86%
Service and Farm	830	26.18%
2021 Est. Workers Age 16+ by Transp. to Work	3,145	
Drove Alone	2,416	76.82%
Car Pooled	423	13.45%
Public Transportation	0	0.00%
Walked	77	2.45%
Bicycle	0	0.00%
Other Means	21	0.67%
Worked at Home	208	6.61%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,761	
15 - 29 Minutes	722	
30 - 44 Minutes	286	
45 - 59 Minutes	61	
60 or more Minutes	118	
2021 Est. Avg Travel Time to Work in Minutes		18
2021 Est. Occupied Housing Units by Tenure	2,959	
Owner Occupied	1,563	52.82%
Renter Occupied	1,396	47.18%
2021 Owner Occ. HUs: Avg. Length of Residence		15.8
2021 Renter Occ. HUs: Avg. Length of Residence		5.5
2021 Est. Owner-Occupied Housing Units by Value	2,959	
Value Less than \$20,000	14	0.90%
Value \$20,000 - \$39,999	20	1.28%
Value \$40,000 - \$59,999	26	1.66%
Value \$60,000 - \$79,999	74	4.74%
Value \$80,000 - \$99,999	66	4.22%
Value \$100,000 - \$149,999	276	17.66%
Value \$150,000 - \$199,999	211	13.50%
Value \$200,000 - \$299,999	504	32.25%
Value \$300,000 - \$399,999	154	9.85%
Value \$400,000 - \$499,999	114	7.29%
Value \$500,000 - \$749,999	73	4.67%
Value \$750,000 - \$999,999	18	1.15%
Value \$1,000,000 or \$1,499,999	10	0.64%
Value \$1,500,000 or \$1,999,999	1	0.06%
Value \$2,000,000+	2	0.13%
2021 Est. Median All Owner-Occupied Housing Value		\$218,231
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	1,793	54.14%
1 Unit Attached	130	3.93%
2 Units	220	6.64%
3 or 4 Units	470	14.19%
5 to 19 Units	284	8.58%
20 to 49 Units	130	3.93%
50 or More Units	33	1.00%
Mobile Home or Trailer	252	7.61%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	380	11.47%
Housing Units Built 2010 to 2014	83	2.51%
Housing Units Built 2000 to 2009	899	27.14%
Housing Units Built 1990 to 1999	522	15.76%
Housing Units Built 1980 to 1989	479	14.46%
Housing Units Built 1970 to 1979	555	16.76%
Housing Units Built 1960 to 1969	193	5.83%
Housing Units Built 1950 to 1959	123	3.71%
Housing Units Built 1940 to 1949	18	0.54%
Housing Unit Built 1939 or Earlier	60	1.81%
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.



The**RetailCoach**.®

ACKNOWLEDGMENTS

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, 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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