



The**Retail**Coach®

# Primary Retail Trade Area Demographic Profile

MARBLE FALLS, TEXAS

Prepared for Marble Falls Economic Development Corporation  
February 2021



# Primary Retail Trade Area • Demographic Profile

## Marble Falls, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	80,489	
2021 Estimate	75,109	
2010 Census	63,748	
2000 Census	51,818	
Growth 2021 - 2026		7.16%
Growth 2010 - 2021		17.82%
Growth 2000 - 2010		23.02%
<b>2021 Est. Population by Single-Classification Race</b>	<b>75,109</b>	
White Alone	65,730	87.51%
Black or African American Alone	1,364	1.82%
Amer. Indian and Alaska Native Alone	673	0.90%
Asian Alone	713	0.95%
Native Hawaiian and Other Pacific Island Alone	48	0.06%
Some Other Race Alone	4,896	6.52%
Two or More Races	1,685	2.24%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>75,109</b>	
Not Hispanic or Latino	59,880	79.72%
Hispanic or Latino	15,229	20.28%
Mexican	13,437	88.23%
Puerto Rican	157	1.03%
Cuban	40	0.26%
All Other Hispanic or Latino	1,595	10.47%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>15,229</b>	
White Alone	9,331	61.27%
Black or African American Alone	112	0.74%
American Indian and Alaska Native Alone	224	1.47%
Asian Alone	14	0.09%
Native Hawaiian and Other Pacific Islander Alone	5	0.03%
Some Other Race Alone	4,845	31.81%
Two or More Races	699	4.59%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>713</b>	
Chinese, except Taiwanese	68	9.54%
Filipino	38	5.33%
Japanese	63	8.84%
Asian Indian	247	34.64%
Korean	18	2.53%
Vietnamese	102	14.31%
Cambodian	126	17.67%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	18	2.53%
All Other Asian Races Including 2+ Category	33	4.63%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>75,109</b>	
Arab	36	0.05%
Czech	447	0.60%
Danish	127	0.17%
Dutch	753	1.00%
English	7,159	9.53%
French (except Basque)	2,081	2.77%
French Canadian	203	0.27%
German	12,204	16.25%
Greek	33	0.04%
Hungarian	65	0.09%
Irish	7,426	9.89%
Italian	1,021	1.36%
Lithuanian	19	0.03%
United States or American	3,942	5.25%
Norwegian	814	1.08%
Polish	746	0.99%
Portuguese	149	0.20%
Russian	201	0.27%
Scottish	2,054	2.74%
Scotch-Irish	1,492	1.99%
Slovak	15	0.02%
Subsaharan African	69	0.09%
Swedish	817	1.09%
Swiss	283	0.38%
Ukrainian	48	0.06%
Welsh	515	0.69%
West Indian (except Hisp. groups)	33	0.04%
Other ancestries	19,071	25.39%
Ancestry Unclassified	13,288	17.69%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	58,041	81.58%
Speak Asian/Pacific Island Language at Home	365	0.51%
Speak IndoEuropean Language at Home	961	1.35%
Speak Spanish at Home	11,747	16.51%
Speak Other Language at Home	29	0.04%

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DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>75,109</b>	
Age 0 - 4	3,965	5.28%
Age 5 - 9	3,931	5.23%
Age 10 - 14	4,146	5.52%
Age 15 - 17	2,677	3.56%
Age 18 - 20	2,414	3.21%
Age 21 - 24	3,210	4.27%
Age 25 - 34	7,371	9.81%
Age 35 - 44	7,408	9.86%
Age 45 - 54	8,272	11.01%
Age 55 - 64	11,591	15.43%
Age 65 - 74	11,959	15.92%
Age 75 - 84	6,044	8.05%
Age 85 and over	2,121	2.82%
Age 16 and over	62,184	82.79%
Age 18 and over	60,390	80.40%
Age 21 and over	57,976	77.19%
Age 65 and over	20,124	26.79%
2021 Est. Median Age		48.16
2021 Est. Average Age		45.14
<b>2021 Est. Population by Sex</b>	<b>75,109</b>	
Male	36,825	49.03%
Female	38,284	50.97%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>36,825</b>	
Age 0 - 4	2,030	5.51%
Age 5 - 9	2,023	5.49%
Age 10 - 14	2,113	5.74%
Age 15 - 17	1,380	3.75%
Age 18 - 20	1,261	3.42%
Age 21 - 24	1,654	4.49%
Age 25 - 34	3,689	10.02%
Age 35 - 44	3,656	9.93%
Age 45 - 54	4,024	10.93%
Age 55 - 64	5,483	14.89%
Age 65 - 74	5,725	15.55%
Age 75 - 84	2,903	7.88%
Age 85 and over	884	2.40%
2021 Est. Median Age, Male		46.62
2021 Est. Average Age, Male		44.23
<b>2021 Est. Female Population by Age</b>	<b>38,284</b>	
Age 0 - 4	1,936	5.06%
Age 5 - 9	1,907	4.98%
Age 10 - 14	2,033	5.31%
Age 15 - 17	1,297	3.39%
Age 18 - 20	1,153	3.01%
Age 21 - 24	1,557	4.07%
Age 25 - 34	3,682	9.62%
Age 35 - 44	3,752	9.80%
Age 45 - 54	4,248	11.10%
Age 55 - 64	6,108	15.95%
Age 65 - 74	6,233	16.28%
Age 75 - 84	3,141	8.21%
Age 85 and over	1,236	3.23%
2021 Est. Median Age, Female		49.61
2021 Est. Average Age, Female		45.98

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	13,200	20.93%
Males, Never Married	7,447	11.81%
Females, Never Married	5,752	9.12%
Married, Spouse present	34,022	53.95%
Married, Spouse absent	2,553	4.05%
Widowed	5,183	8.22%
Males Widowed	1,091	1.73%
Females Widowed	4,091	6.49%
Divorced	8,108	12.86%
Males Divorced	3,816	6.05%
Females Divorced	4,292	6.81%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,339	4.3%
Some High School, no diploma	4,136	7.6%
High School Graduate (or GED)	15,576	28.4%
Some College, no degree	13,536	24.7%
Associate Degree	4,173	7.6%
Bachelor's Degree	10,109	18.5%
Master's Degree	3,486	6.4%
Professional School Degree	863	1.6%
Doctorate Degree	547	1.0%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,687	33.84%
High School Graduate	2,211	27.84%
Some College or Associate's Degree	1,870	23.55%
Bachelor's Degree or Higher	1,172	14.76%
<b>Households</b>		
2026 Projection	33,278	
2021 Estimate	30,979	
2010 Census	26,099	
2000 Census	21,065	
Growth 2021 - 2026		7.42%
Growth 2010 - 2021		18.70%
Growth 2000 - 2010		23.90%
<b>2021 Est. Households by Household Type</b>	<b>30,979</b>	
Family Households	21,473	69.32%
Nonfamily Households	9,506	30.69%
2021 Est. Group Quarters Population	1,309	
2021 Households by Ethnicity, Hispanic/Latino	3,996	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>30,979</b>	
Income < \$15,000	2,241	7.23%
Income \$15,000 - \$24,999	2,728	8.81%
Income \$25,000 - \$34,999	3,079	9.94%
Income \$35,000 - \$49,999	3,874	12.51%
Income \$50,000 - \$74,999	5,421	17.50%
Income \$75,000 - \$99,999	4,157	13.42%
Income \$100,000 - \$124,999	2,992	9.66%
Income \$125,000 - \$149,999	1,963	6.34%
Income \$150,000 - \$199,999	1,827	5.90%
Income \$200,000 - \$249,999	876	2.83%
Income \$250,000 - \$499,999	1,127	3.64%
Income \$500,000+	693	2.24%
2021 Est. Average Household Income		\$94,674
2021 Est. Median Household Income		\$65,765
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$66,462
Black or African American Alone		\$72,198
American Indian and Alaska Native Alone		\$59,013
Asian Alone		\$76,168
Native Hawaiian and Other Pacific Islander Alone		\$55,618
Some Other Race Alone		\$61,945
Two or More Races		\$56,659
Hispanic or Latino		\$63,776
Not Hispanic or Latino		\$66,088
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>21,473</b>	
Married-Couple Family, own children	5,216	24.29%
Married-Couple Family, no own children	12,300	57.28%
Male Householder, own children	651	3.03%
Male Householder, no own children	590	2.75%
Female Householder, own children	1,506	7.01%
Female Householder, no own children	1,210	5.64%
<b>2021 Est. Households by Household Size</b>	<b>30,979</b>	
1-person	8,340	26.92%
2-person	12,734	41.11%
3-person	4,156	13.42%
4-person	3,100	10.01%
5-person	1,541	4.97%
6-person	677	2.19%
7-or-more-person	431	1.39%
2021 Est. Average Household Size		2.38

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DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>30,979</b>	
Households with 1 or More People under Age 18:	8,374	27.03%
Married-Couple Family	5,715	68.25%
Other Family, Male Householder	779	9.30%
Other Family, Female Householder	1,794	21.42%
Nonfamily, Male Householder	67	0.80%
Nonfamily, Female Householder	19	0.23%
<b>Households with No People under Age 18:</b>	<b>22,605</b>	<b>72.97%</b>
Married-Couple Family	11,806	52.23%
Other Family, Male Householder	456	2.02%
Other Family, Female Householder	926	4.10%
Nonfamily, Male Householder	4,278	18.93%
Nonfamily, Female Householder	5,140	22.74%
<b>2021 Est. Households by Number of Vehicles</b>	<b>30,979</b>	
No Vehicles	1,309	4.23%
1 Vehicle	8,746	28.23%
2 Vehicles	13,323	43.01%
3 Vehicles	5,432	17.54%
4 Vehicles	1,515	4.89%
5 or more Vehicles	652	2.11%
2021 Est. Average Number of Vehicles		1.99
<b>Family Households</b>		
2026 Projection	23,085	
2021 Estimate	21,472	
2010 Census	18,021	
2000 Census	15,064	
Growth 2021 - 2026		7.51%
Growth 2010 - 2021		19.15%
Growth 2000 - 2010		19.63%
<b>2021 Est. Families by Poverty Status</b>	<b>21,472</b>	
2021 Families at or Above Poverty	19,827	92.34%
2021 Families at or Above Poverty with Children	6,650	30.97%
2021 Families Below Poverty	1,645	7.66%
2021 Families Below Poverty with Children	1,115	5.19%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>62,184</b>	
Civilian Labor Force, Employed	32,449	52.18%
Civilian Labor Force, Unemployed	1,835	2.95%
Armed Forces	40	0.06%
Not in Labor Force	27,860	44.80%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>32,269</b>	
For-Profit Private Workers	20,860	64.64%
Non-Profit Private Workers	1,560	4.83%
Local Government Workers	330	1.02%
State Government Workers	1,212	3.76%
Federal Government Workers	2,330	7.22%
Self-Employed Workers	5,936	18.40%
Unpaid Family Workers	42	0.13%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>32,269</b>	
Architect/Engineer	345	1.07%
Arts/Entertainment/Sports	482	1.49%
Building Grounds Maintenance	1,505	4.66%
Business/Financial Operations	1,215	3.77%
Community/Social Services	532	1.65%
Computer/Mathematical	565	1.75%
Construction/Extraction	3,367	10.43%
Education/Training/Library	1,295	4.01%
Farming/Fishing/Forestry	256	0.79%
Food Prep/Serving	1,986	6.16%
Health Practitioner/Technician	1,581	4.90%
Healthcare Support	1,292	4.00%
Maintenance Repair	1,383	4.29%
Legal	433	1.34%
Life/Physical/Social Science	76	0.24%
Management	3,525	10.92%
Office/Admin. Support	3,774	11.70%
Production	1,517	4.70%
Protective Services	700	2.17%
Sales/Related	3,929	12.18%
Personal Care/Service	662	2.05%
Transportation/Moving	1,849	5.73%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>32,269</b>	
White Collar	17,752	55.01%
Blue Collar	8,116	25.15%
Service and Farm	6,401	19.84%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>31,775</b>	
Drove Alone	23,939	75.34%
Car Pooled	4,006	12.61%
Public Transportation	22	0.07%
Walked	673	2.12%
Bicycle	131	0.41%
Other Means	382	1.20%
Worked at Home	2,621	8.25%



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DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	10,127	
15 - 29 Minutes	8,788	
30 - 44 Minutes	4,405	
45 - 59 Minutes	2,431	
60 or more Minutes	3,432	
2021 Est. Avg Travel Time to Work in Minutes		29
2021 Est. Occupied Housing Units by Tenure	30,979	
Owner Occupied	23,617	76.24%
Renter Occupied	7,362	23.76%
2021 Owner Occ. HUs: Avg. Length of Residence		13.77
2021 Renter Occ. HUs: Avg. Length of Residence		5.98
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>30,979</b>	
Value Less than \$20,000	490	2.08%
Value \$20,000 - \$39,999	503	2.13%
Value \$40,000 - \$59,999	635	2.69%
Value \$60,000 - \$79,999	1,104	4.68%
Value \$80,000 - \$99,999	1,221	5.17%
Value \$100,000 - \$149,999	3,402	14.41%
Value \$150,000 - \$199,999	2,442	10.34%
Value \$200,000 - \$299,999	4,019	17.02%
Value \$300,000 - \$399,999	2,751	11.65%
Value \$400,000 - \$499,999	1,920	8.13%
Value \$500,000 - \$749,999	2,317	9.81%
Value \$750,000 - \$999,999	1,277	5.41%
Value \$1,000,000 or \$1,499,999	885	3.75%
Value \$1,500,000 or \$1,999,999	326	1.38%
Value \$2,000,000+	325	1.38%
2021 Est. Median All Owner-Occupied Housing Value		\$246,304
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	29,484	73.37%
1 Unit Attached	950	2.36%
2 Units	769	1.91%
3 or 4 Units	1,214	3.02%
5 to 19 Units	1,252	3.12%
20 to 49 Units	395	0.98%
50 or More Units	213	0.53%
Mobile Home or Trailer	5,759	14.33%
Boat, RV, Van, etc.	150	0.37%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	5,349	13.31%
Housing Units Built 2010 to 2014	1,734	4.32%
Housing Units Built 2000 to 2009	8,817	21.94%
Housing Units Built 1990 to 1999	6,746	16.79%
Housing Units Built 1980 to 1989	6,021	14.98%
Housing Units Built 1970 to 1979	5,746	14.30%
Housing Units Built 1960 to 1969	2,628	6.54%
Housing Units Built 1950 to 1959	1,455	3.62%
Housing Units Built 1940 to 1949	424	1.06%
Housing Unit Built 1939 or Earlier	1,265	3.15%
2021 Est. Median Year Structure Built		1994

# 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

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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