



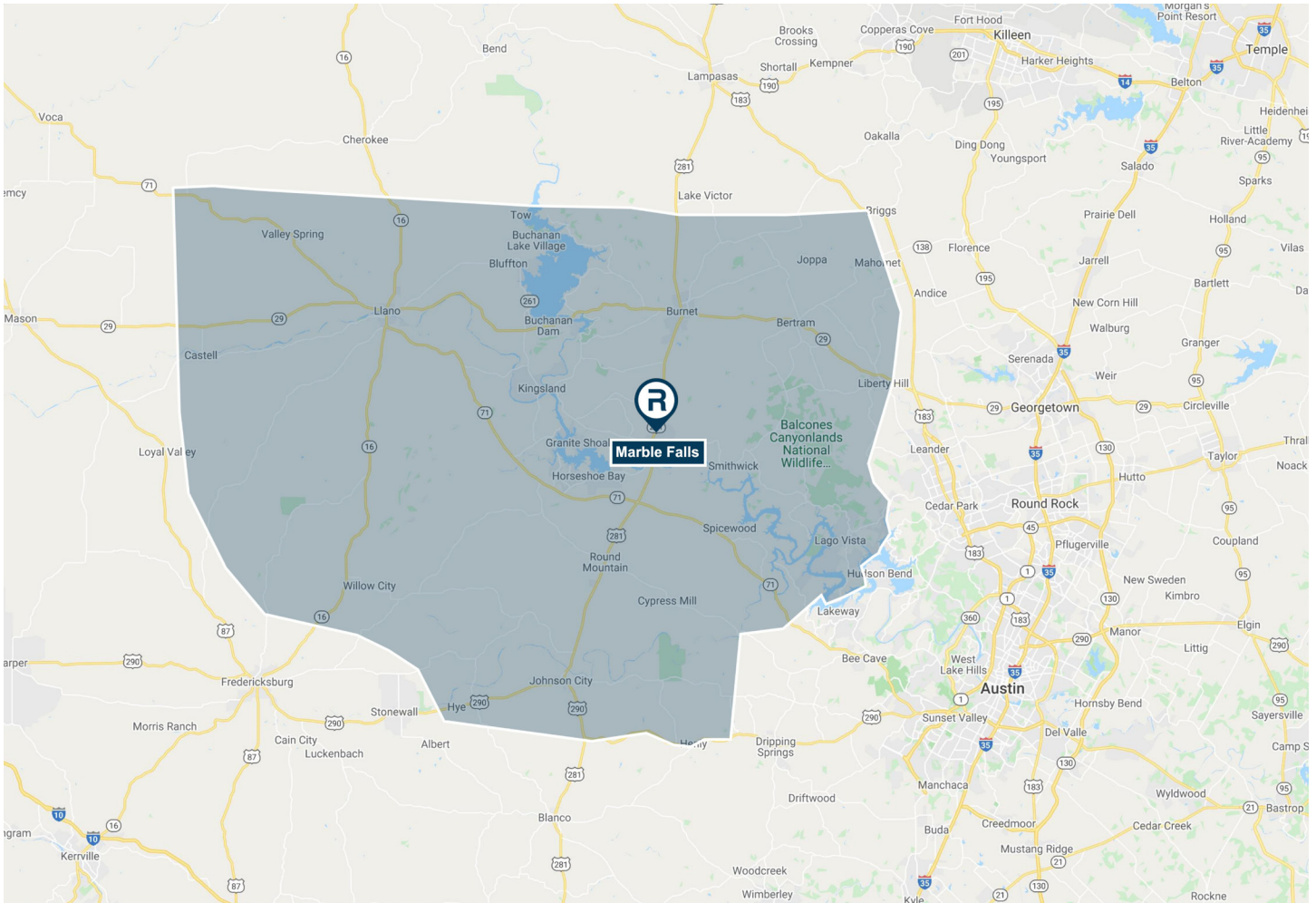
The**Retail**Coach®

Secondary Retail Trade Area Demographic Profile

MARBLE FALLS, TEXAS

Prepared for Marble Falls Economic Development Corporation
February 2021

Secondary Retail Trade Area



Prepared for:



Marble Falls Economic Development Corporation
Christian Fletcher
Executive Director

801 Fourth Street
Marble Falls, Texas 78654

Phone 830.798.7079
Cell 830.613.1462
cfletcher@marblefallseconomy.com
www.marblefallseconomy.com



Secondary Retail Trade Area • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	118,232	
2021 Estimate	109,591	
2010 Census	89,435	
2000 Census	71,261	
Growth 2021 - 2026		7.89%
Growth 2010 - 2021		22.54%
Growth 2000 - 2010		25.50%
2021 Est. Population by Single-Classification Race	109,591	
White Alone	96,545	88.10%
Black or African American Alone	1,747	1.59%
Amer. Indian and Alaska Native Alone	889	0.81%
Asian Alone	1,094	1.00%
Native Hawaiian and Other Pacific Island Alone	62	0.06%
Some Other Race Alone	6,703	6.12%
Two or More Races	2,551	2.33%
2021 Est. Population by Hispanic or Latino Origin	109,591	
Not Hispanic or Latino	89,367	81.55%
Hispanic or Latino	20,224	18.45%
Mexican	17,587	86.96%
Puerto Rican	283	1.40%
Cuban	76	0.38%
All Other Hispanic or Latino	2,278	11.26%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	20,224	
White Alone	12,219	60.42%
Black or African American Alone	133	0.66%
American Indian and Alaska Native Alone	266	1.32%
Asian Alone	30	0.15%
Native Hawaiian and Other Pacific Islander Alone	5	0.03%
Some Other Race Alone	6,618	32.72%
Two or More Races	953	4.71%
2021 Est. Pop by Race, Asian Alone, by Category	1,094	
Chinese, except Taiwanese	140	12.80%
Filipino	116	10.60%
Japanese	82	7.50%
Asian Indian	335	30.62%
Korean	52	4.75%
Vietnamese	143	13.07%
Cambodian	141	12.89%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	44	4.02%
All Other Asian Races Including 2+ Category	41	3.75%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	109,591	
Arab	97	0.09%
Czech	957	0.87%
Danish	214	0.20%
Dutch	1,117	1.02%
English	10,318	9.42%
French (except Basque)	3,049	2.78%
French Canadian	328	0.30%
German	17,612	16.07%
Greek	85	0.08%
Hungarian	125	0.11%
Irish	10,536	9.61%
Italian	1,885	1.72%
Lithuanian	32	0.03%
United States or American	6,090	5.56%
Norwegian	1,135	1.04%
Polish	1,109	1.01%
Portuguese	182	0.17%
Russian	251	0.23%
Scottish	2,829	2.58%
Scotch-Irish	2,276	2.08%
Slovak	35	0.03%
Subsaharan African	108	0.10%
Swedish	1,173	1.07%
Swiss	339	0.31%
Ukrainian	120	0.11%
Welsh	794	0.72%
West Indian (except Hisp. groups)	54	0.05%
Other ancestries	27,951	25.51%
Ancestry Unclassified	18,792	17.15%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	85,757	82.41%
Speak Asian/Pacific Island Language at Home	646	0.62%
Speak IndoEuropean Language at Home	1,788	1.72%
Speak Spanish at Home	15,799	15.18%
Speak Other Language at Home	76	0.07%

Secondary Retail Trade Area • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	109,591	
Age 0 - 4	5,525	5.04%
Age 5 - 9	5,582	5.09%
Age 10 - 14	6,005	5.48%
Age 15 - 17	3,909	3.57%
Age 18 - 20	3,552	3.24%
Age 21 - 24	4,799	4.38%
Age 25 - 34	10,888	9.94%
Age 35 - 44	10,493	9.58%
Age 45 - 54	12,929	11.80%
Age 55 - 64	17,722	16.17%
Age 65 - 74	17,123	15.62%
Age 75 - 84	8,357	7.63%
Age 85 and over	2,706	2.47%
Age 16 and over	91,192	83.21%
Age 18 and over	88,570	80.82%
Age 21 and over	85,018	77.58%
Age 65 and over	28,186	25.72%
2021 Est. Median Age		48.41
2021 Est. Average Age		45.03
2021 Est. Population by Sex	109,591	
Male	54,181	49.44%
Female	55,410	50.56%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	54,181	
Age 0 - 4	2,830	5.22%
Age 5 - 9	2,870	5.30%
Age 10 - 14	3,067	5.66%
Age 15 - 17	2,023	3.73%
Age 18 - 20	1,860	3.43%
Age 21 - 24	2,480	4.58%
Age 25 - 34	5,554	10.25%
Age 35 - 44	5,169	9.54%
Age 45 - 54	6,330	11.68%
Age 55 - 64	8,556	15.79%
Age 65 - 74	8,287	15.30%
Age 75 - 84	4,009	7.40%
Age 85 and over	1,145	2.11%
2021 Est. Median Age, Male		47.15
2021 Est. Average Age, Male		44.23
2021 Est. Female Population by Age	55,410	
Age 0 - 4	2,694	4.86%
Age 5 - 9	2,712	4.89%
Age 10 - 14	2,937	5.30%
Age 15 - 17	1,886	3.40%
Age 18 - 20	1,692	3.05%
Age 21 - 24	2,319	4.19%
Age 25 - 34	5,334	9.63%
Age 35 - 44	5,324	9.61%
Age 45 - 54	6,599	11.91%
Age 55 - 64	9,165	16.54%
Age 65 - 74	8,836	15.95%
Age 75 - 84	4,349	7.85%
Age 85 and over	1,561	2.82%
2021 Est. Median Age, Female		49.60
2021 Est. Average Age, Female		45.79

Secondary Retail Trade Area • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	19,513	21.10%
Males, Never Married	10,883	11.77%
Females, Never Married	8,630	9.33%
Married, Spouse present	51,380	55.56%
Married, Spouse absent	3,608	3.90%
Widowed	6,580	7.12%
Males Widowed	1,444	1.56%
Females Widowed	5,137	5.56%
Divorced	11,398	12.33%
Males Divorced	5,450	5.89%
Females Divorced	5,948	6.43%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,225	4.0%
Some High School, no diploma	5,128	6.4%
High School Graduate (or GED)	21,767	27.1%
Some College, no degree	19,666	24.5%
Associate Degree	6,143	7.7%
Bachelor's Degree	16,717	20.8%
Master's Degree	5,429	6.8%
Professional School Degree	1,263	1.6%
Doctorate Degree	881	1.1%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,573	33.03%
High School Graduate	3,000	27.73%
Some College or Associate's Degree	2,510	23.20%
Bachelor's Degree or Higher	1,736	16.05%
Households		
2026 Projection	48,828	
2021 Estimate	45,102	
2010 Census	36,430	
2000 Census	28,780	
Growth 2021 - 2026		8.26%
Growth 2010 - 2021		23.81%
Growth 2000 - 2010		26.58%
2021 Est. Households by Household Type	45,102	
Family Households	31,928	70.79%
Nonfamily Households	13,174	29.21%
2021 Est. Group Quarters Population	1,323	
2021 Households by Ethnicity, Hispanic/Latino	5,339	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	45,102	
Income < \$15,000	3,018	6.69%
Income \$15,000 - \$24,999	3,526	7.82%
Income \$25,000 - \$34,999	4,101	9.09%
Income \$35,000 - \$49,999	5,117	11.35%
Income \$50,000 - \$74,999	7,396	16.40%
Income \$75,000 - \$99,999	5,959	13.21%
Income \$100,000 - \$124,999	4,432	9.83%
Income \$125,000 - \$149,999	3,198	7.09%
Income \$150,000 - \$199,999	3,379	7.49%
Income \$200,000 - \$249,999	1,674	3.71%
Income \$250,000 - \$499,999	2,104	4.67%
Income \$500,000+	1,197	2.65%
2021 Est. Average Household Income		\$104,709
2021 Est. Median Household Income		\$72,748
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$74,000
Black or African American Alone		\$71,559
American Indian and Alaska Native Alone		\$63,139
Asian Alone		\$79,674
Native Hawaiian and Other Pacific Islander Alone		\$65,000
Some Other Race Alone		\$63,100
Two or More Races		\$67,117
Hispanic or Latino		\$66,134
Not Hispanic or Latino		\$73,835
2021 Est. Family HH Type by Presence of Own Child.	31,928	
Married-Couple Family, own children	8,311	26.03%
Married-Couple Family, no own children	18,185	56.96%
Male Householder, own children	915	2.87%
Male Householder, no own children	842	2.64%
Female Householder, own children	2,012	6.30%
Female Householder, no own children	1,662	5.21%
2021 Est. Households by Household Size	45,102	
1-person	11,519	25.54%
2-person	18,771	41.62%
3-person	6,287	13.94%
4-person	4,765	10.57%
5-person	2,232	4.95%
6-person	953	2.11%
7-or-more-person	575	1.28%
2021 Est. Average Household Size		2.4

Secondary Retail Trade Area • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	45,102	
Households with 1 or More People under Age 18:	12,631	28.01%
Married-Couple Family	9,046	71.62%
Other Family, Male Householder	1,083	8.57%
Other Family, Female Householder	2,392	18.94%
Nonfamily, Male Householder	87	0.69%
Nonfamily, Female Householder	24	0.19%
Households with No People under Age 18:	32,470	71.99%
Married-Couple Family	17,455	53.76%
Other Family, Male Householder	669	2.06%
Other Family, Female Householder	1,287	3.96%
Nonfamily, Male Householder	6,240	19.22%
Nonfamily, Female Householder	6,819	21.00%
2021 Est. Households by Number of Vehicles	45,102	
No Vehicles	1,485	3.29%
1 Vehicle	11,615	25.75%
2 Vehicles	19,959	44.25%
3 Vehicles	8,253	18.30%
4 Vehicles	2,610	5.79%
5 or more Vehicles	1,180	2.62%
2021 Est. Average Number of Vehicles		2.08
Family Households		
2026 Projection	34,602	
2021 Estimate	31,927	
2010 Census	25,637	
2000 Census	20,766	
Growth 2021 - 2026		8.38%
Growth 2010 - 2021		24.54%
Growth 2000 - 2010		23.46%
2021 Est. Families by Poverty Status	31,927	
2021 Families at or Above Poverty	29,830	93.43%
2021 Families at or Above Poverty with Children	10,262	32.14%
2021 Families Below Poverty	2,098	6.57%
2021 Families Below Poverty with Children	1,340	4.20%
2021 Est. Pop 16+ by Employment Status	91,192	
Civilian Labor Force, Employed	49,706	54.51%
Civilian Labor Force, Unemployed	2,884	3.16%
Armed Forces	49	0.05%
Not in Labor Force	38,553	42.28%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	49,364	
For-Profit Private Workers	31,838	64.50%
Non-Profit Private Workers	2,444	4.95%
Local Government Workers	530	1.07%
State Government Workers	1,885	3.82%
Federal Government Workers	3,541	7.17%
Self-Employed Workers	9,019	18.27%
Unpaid Family Workers	107	0.22%
2021 Est. Civ. Employed Pop 16+ by Occupation	49,364	
Architect/Engineer	733	1.49%
Arts/Entertainment/Sports	887	1.80%
Building Grounds Maintenance	2,069	4.19%
Business/Financial Operations	2,087	4.23%
Community/Social Services	751	1.52%
Computer/Mathematical	1,374	2.78%
Construction/Extraction	4,654	9.43%
Education/Training/Library	2,187	4.43%
Farming/Fishing/Forestry	314	0.64%
Food Prep/Serving	2,762	5.60%
Health Practitioner/Technician	2,395	4.85%
Healthcare Support	1,581	3.20%
Maintenance Repair	2,056	4.17%
Legal	626	1.27%
Life/Physical/Social Science	183	0.37%
Management	5,956	12.07%
Office/Admin. Support	5,865	11.88%
Production	2,147	4.35%
Protective Services	1,034	2.10%
Sales/Related	5,858	11.87%
Personal Care/Service	1,133	2.30%
Transportation/Moving	2,713	5.50%
2021 Est. Pop 16+ by Occupation Classification	49,364	
White Collar	28,901	58.55%
Blue Collar	11,571	23.44%
Service and Farm	8,893	18.02%
2021 Est. Workers Age 16+ by Transp. to Work	48,649	
Drove Alone	36,474	74.97%
Car Pooled	5,487	11.28%
Public Transportation	90	0.19%
Walked	967	1.99%
Bicycle	133	0.27%
Other Means	652	1.34%
Worked at Home	4,846	9.96%

Secondary Retail Trade Area • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,762	
15 - 29 Minutes	12,721	
30 - 44 Minutes	7,578	
45 - 59 Minutes	5,063	
60 or more Minutes	5,829	
2021 Est. Avg Travel Time to Work in Minutes		32
2021 Est. Occupied Housing Units by Tenure	45,102	
Owner Occupied	35,649	79.04%
Renter Occupied	9,453	20.96%
2021 Owner Occ. HUs: Avg. Length of Residence		13.11
2021 Renter Occ. HUs: Avg. Length of Residence		6.2
2021 Est. Owner-Occupied Housing Units by Value	45,102	
Value Less than \$20,000	620	1.74%
Value \$20,000 - \$39,999	647	1.82%
Value \$40,000 - \$59,999	830	2.33%
Value \$60,000 - \$79,999	1,343	3.77%
Value \$80,000 - \$99,999	1,518	4.26%
Value \$100,000 - \$149,999	3,902	10.95%
Value \$150,000 - \$199,999	3,027	8.49%
Value \$200,000 - \$299,999	5,920	16.61%
Value \$300,000 - \$399,999	4,868	13.66%
Value \$400,000 - \$499,999	3,507	9.84%
Value \$500,000 - \$749,999	4,316	12.11%
Value \$750,000 - \$999,999	2,338	6.56%
Value \$1,000,000 or \$1,499,999	1,615	4.53%
Value \$1,500,000 or \$1,999,999	556	1.56%
Value \$2,000,000+	639	1.79%
2021 Est. Median All Owner-Occupied Housing Value		\$300,294
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	42,619	73.85%
1 Unit Attached	1,626	2.82%
2 Units	1,133	1.96%
3 or 4 Units	1,261	2.19%
5 to 19 Units	1,656	2.87%
20 to 49 Units	560	0.97%
50 or More Units	414	0.72%
Mobile Home or Trailer	8,149	14.12%
Boat, RV, Van, etc.	297	0.52%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	9,137	15.83%
Housing Units Built 2010 to 2014	2,571	4.46%
Housing Units Built 2000 to 2009	13,386	23.19%
Housing Units Built 1990 to 1999	9,900	17.15%
Housing Units Built 1980 to 1989	7,923	13.73%
Housing Units Built 1970 to 1979	7,549	13.08%
Housing Units Built 1960 to 1969	3,179	5.51%
Housing Units Built 1950 to 1959	1,799	3.12%
Housing Units Built 1940 to 1949	600	1.04%
Housing Unit Built 1939 or Earlier	1,671	2.90%
2021 Est. Median Year Structure Built		1997

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.