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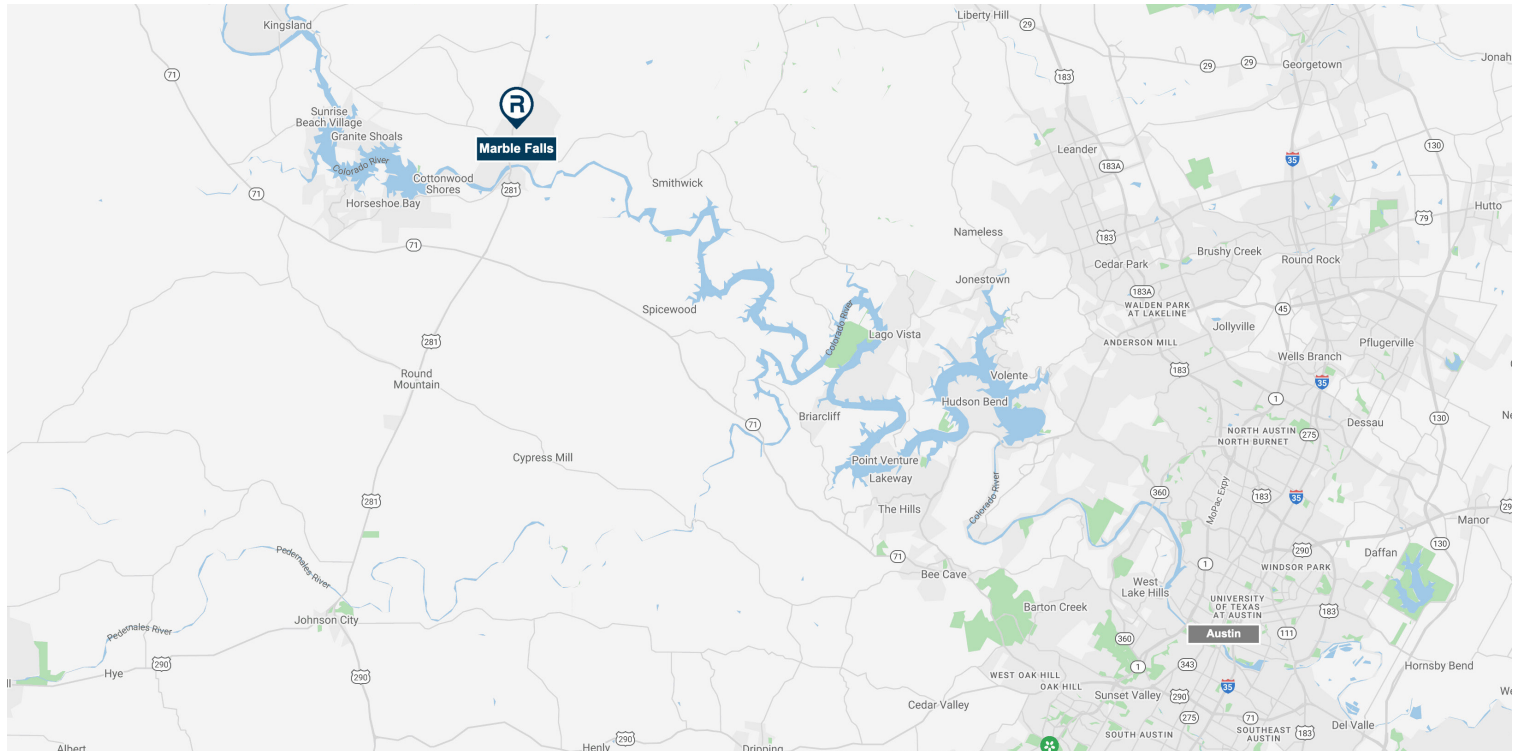
Community Demographic Profile

MARBLE FALLS, TEXAS

Prepared for Marble Falls Economic Development Corporation
May 2023

Community • Demographic Snapshot

Marble Falls, Texas



Population

2020	7,037
2023	8,274
2028	11,605

Educational Attainment (%)

Graduate or Professional Degree	11.98%
Bachelors Degree	16.25%
Associate Degree	6.47%
Some College	28.09%
High School Graduate (GED)	23.46%
Some High School, No Degree	7.31%
Less than 9th Grade	6.43%

Income

Average HH	\$82,136
Median HH	\$58,709
Per Capita	\$33,379

Age

0 - 9 Years	12.13%
10 - 17 Years	10.84%
18 - 24 Years	8.07%
25 - 34 Years	11.19%
35 - 44 Years	12.79%
45 - 54 Years	10.60%
55 - 64 Years	12.40%
65 and Older	21.97%
Median Age	41.01
Average Age	41.70

Race Distribution (%)

White	70.96%
Black/African American	1.73%
American Indian/Alaskan	0.87%
Asian	2.45%
Native Hawaiian/Islander	0.05%
Other Race	9.24%
Two or More Races	14.69%
Hispanic	27.00%



ECONOMIC DEVELOPMENT CORPORATION

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DESCRIPTION	DATA	%
Population		
2028 Projection	11,605	
2023 Estimate	8,274	
2020 Census	7,037	
2010 Census	6,513	
Growth 2023 - 2028		40.26%
Growth 2020 - 2023		17.58%
Growth 2010 - 2020		8.05%
2023 Est. Population by Single-Classification Race	8,274	
White Alone	5,872	70.97%
Black or African American Alone	143	1.73%
Amer. Indian and Alaska Native Alone	72	0.87%
Asian Alone	203	2.45%
Native Hawaiian and Other Pacific Island Alone	4	0.05%
Some Other Race Alone	764	9.24%
Two or More Races	1,216	14.69%
2023 Est. Population by Hispanic or Latino Origin	8,274	
Not Hispanic or Latino	6,040	73.00%
Hispanic or Latino	2,234	27.00%
Mexican	2,175	97.37%
Puerto Rican	1	0.05%
Cuban	0	0.00%
All Other Hispanic or Latino	58	2.58%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	2,234	
White Alone	700	31.33%
Black or African American Alone	13	0.60%
American Indian and Alaska Native Alone	44	1.99%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	2	0.10%
Some Other Race Alone	749	33.52%
Two or More Races	725	32.47%
2023 Est. Pop by Race, Asian Alone, by Category	203	
Chinese, except Taiwanese	7	3.28%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	195	96.18%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	1	0.55%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	8,274	
Arab	418	5.05%
Czech	20	0.24%
Danish	11	0.13%
Dutch	10	0.12%
English	601	7.27%
French (except Basque)	241	2.91%
French Canadian	0	0.00%
German	952	11.50%
Greek	1	0.01%
Hungarian	0	0.00%
Irish	410	4.96%
Italian	70	0.84%
Lithuanian	1	0.01%
United States or American	256	3.10%
Norwegian	59	0.71%
Polish	41	0.50%
Portuguese	0	0.00%
Russian	1	0.01%
Scottish	100	1.21%
Scotch-Irish	291	3.51%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	102	1.23%
Swiss	125	1.52%
Ukrainian	34	0.42%
Welsh	102	1.23%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,091	37.36%
Ancestry Unclassified	1,336	16.15%
2023 Est. Pop Age 5+ by Language Spoken At Home	7,758	
Speak Only English at Home	6,292	81.10%
Speak Asian/Pacific Island Language at Home	30	0.39%
Speak IndoEuropean Language at Home	7	0.09%
Speak Spanish at Home	1,430	18.43%
Speak Other Language at Home	0	0.00%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	8,274	
Age 0 - 4	516	6.23%
Age 5 - 9	488	5.90%
Age 10 - 14	560	6.77%
Age 15 - 17	337	4.08%
Age 18 - 20	298	3.61%
Age 21 - 24	369	4.46%
Age 25 - 34	926	11.19%
Age 35 - 44	1,058	12.79%
Age 45 - 54	877	10.60%
Age 55 - 64	1,026	12.40%
Age 65 - 74	987	11.93%
Age 75 - 84	549	6.64%
Age 85 and over	282	3.41%
Age 16 and over	6,600	79.77%
Age 18 and over	6,373	77.02%
Age 21 and over	6,075	73.42%
Age 65 and over	1,818	21.97%
2023 Est. Median Age		41.01
2023 Est. Average Age		41.70
2023 Est. Population by Sex	8,274	
Male	3,961	47.87%
Female	4,313	52.13%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	3,961	
Age 0 - 4	258	6.53%
Age 5 - 9	253	6.39%
Age 10 - 14	285	7.20%
Age 15 - 17	173	4.37%
Age 18 - 20	156	3.95%
Age 21 - 24	193	4.87%
Age 25 - 34	454	11.45%
Age 35 - 44	527	13.30%
Age 45 - 54	418	10.56%
Age 55 - 64	468	11.82%
Age 65 - 74	440	11.12%
Age 75 - 84	235	5.94%
Age 85 and over	100	2.52%
2023 Est. Median Age, Male		38.94
2023 Est. Average Age, Male		40.00
2023 Est. Female Population by Age	4,313	
Age 0 - 4	257	5.97%
Age 5 - 9	235	5.45%
Age 10 - 14	275	6.38%
Age 15 - 17	164	3.81%
Age 18 - 20	142	3.29%
Age 21 - 24	176	4.09%
Age 25 - 34	472	10.95%
Age 35 - 44	531	12.32%
Age 45 - 54	459	10.65%
Age 55 - 64	558	12.93%
Age 65 - 74	547	12.68%
Age 75 - 84	314	7.28%
Age 85 and over	182	4.22%
2023 Est. Median Age, Female		43.13
2023 Est. Average Age, Female		43.30

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,858	27.69%
Males, Never Married	1,049	15.64%
Females, Never Married	809	12.05%
Married, Spouse present	2,979	44.40%
Married, Spouse absent	247	3.69%
Widowed	668	9.95%
Males Widowed	70	1.04%
Females Widowed	598	8.91%
Divorced	958	14.28%
Males Divorced	394	5.87%
Females Divorced	565	8.41%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	367	6.4%
Some High School, no diploma	417	7.3%
High School Graduate (or GED)	1,339	23.5%
Some College, no degree	1,603	28.1%
Associate Degree	369	6.5%
Bachelor's Degree	927	16.3%
Master's Degree	448	7.9%
Professional School Degree	109	1.9%
Doctorate Degree	126	2.2%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	652	42.34%
High School Graduate	326	21.17%
Some College or Associate's Degree	289	18.73%
Bachelor's Degree or Higher	273	17.76%
Households		
2028 Projection	4,370	
2023 Estimate	3,310	
2020 Census	2,903	
2010 Census	2,642	
Growth 2023 - 2028		32.02%
Growth 2020 - 2023		14.02%
Growth 2010 - 2020		9.88%
2023 Est. Households by Household Type	3,310	
Family Households	2,121	64.08%
Nonfamily Households	1,189	35.93%
2023 Est. Group Quarters Population	129	
2023 Households by Ethnicity, Hispanic/Latino	556	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	3,310	
Income < \$15,000	152	4.60%
Income \$15,000 - \$24,999	223	6.74%
Income \$25,000 - \$34,999	364	10.98%
Income \$35,000 - \$49,999	609	18.40%
Income \$50,000 - \$74,999	769	23.23%
Income \$75,000 - \$99,999	372	11.24%
Income \$100,000 - \$124,999	317	9.59%
Income \$125,000 - \$149,999	180	5.44%
Income \$150,000 - \$199,999	127	3.82%
Income \$200,000 - \$249,999	88	2.66%
Income \$250,000 - \$499,999	76	2.30%
Income \$500,000+	33	1.00%
2023 Est. Average Household Income		\$82,136
2023 Est. Median Household Income		\$58,709
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$50,035
Black or African American Alone		\$119,054
American Indian and Alaska Native Alone		\$59,612
Asian Alone		\$200,000
Native Hawaiian and Other Pacific Islander Alone		\$125,000
Some Other Race Alone		\$88,670
Two or More Races		\$71,432
Hispanic or Latino		\$57,909
Not Hispanic or Latino		\$58,901
2023 Est. Family HH Type by Presence of Own Child.	2,121	
Married-Couple Family, own children	614	28.97%
Married-Couple Family, no own children	879	41.46%
Male Householder, own children	87	4.10%
Male Householder, no own children	94	4.45%
Female Householder, own children	284	13.40%
Female Householder, no own children	162	7.63%
2023 Est. Households by Household Size	3,310	
1-person	1,098	33.17%
2-person	993	30.00%
3-person	567	17.14%
4-person	203	6.12%
5-person	190	5.73%
6-person	228	6.90%
7-or-more-person	31	0.94%
2023 Est. Average Household Size		2.37

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	3,310	
Households with 1 or More People under Age 18:	1,105	33.40%
Married-Couple Family	1,971	59.55%
Other Family, Male Householder	321	9.70%
Other Family, Female Householder	976	29.49%
Nonfamily, Male Householder	32	0.97%
Nonfamily, Female Householder	10	0.29%
Households with No People under Age 18:	2,205	66.60%
Married-Couple Family	1,254	37.89%
Other Family, Male Householder	111	3.36%
Other Family, Female Householder	177	5.35%
Nonfamily, Male Householder	713	21.55%
Nonfamily, Female Householder	1,054	31.86%
2023 Est. Households by Number of Vehicles	3,310	
No Vehicles	218	6.58%
1 Vehicle	1,395	42.15%
2 Vehicles	1,153	34.82%
3 Vehicles	374	11.31%
4 Vehicles	120	3.63%
5 or more Vehicles	50	1.52%
2023 Est. Average Number of Vehicles		1.7
Family Households		
2028 Projection	2,420	
2023 Estimate	2,121	
2010 Census	1,681	
Growth 2023 - 2028		14.10%
Growth 2010 - 2023		17.67%
2023 Est. Families by Poverty Status	2,121	
2023 Families at or Above Poverty	2,000	94.29%
2023 Families at or Above Poverty with Children	907	42.77%
2023 Families Below Poverty	121	5.71%
2023 Families Below Poverty with Children	103	4.85%
2023 Est. Pop 16+ by Employment Status	6,600	
Civilian Labor Force, Employed	4,043	61.25%
Civilian Labor Force, Unemployed	246	3.73%
Armed Forces	0	0.00%
Not in Labor Force	2,311	35.02%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	4,043	
For-Profit Private Workers	2,166	53.57%
Non-Profit Private Workers	919	22.73%
Local Government Workers	7	0.17%
State Government Workers	37	0.92%
Federal Government Workers	368	9.09%
Self-Employed Workers	541	13.39%
Unpaid Family Workers	6	0.14%
2023 Est. Civ. Employed Pop 16+ by Occupation	4,043	
Architect/Engineer	5	0.11%
Arts/Entertainment/Sports	44	1.09%
Building Grounds Maintenance	205	5.08%
Business/Financial Operations	255	6.30%
Community/Social Services	60	1.48%
Computer/Mathematical	43	1.06%
Construction/Extraction	629	15.56%
Education/Training/Library	223	5.52%
Farming/Fishing/Forestry	1	0.03%
Food Prep/Serving	555	13.72%
Health Practitioner/Technician	191	4.71%
Healthcare Support	210	5.19%
Maintenance Repair	56	1.39%
Legal	25	0.61%
Life/Physical/Social Science	16	0.39%
Management	476	11.77%
Office/Admin. Support	259	6.41%
Production	85	2.09%
Protective Services	24	0.59%
Sales/Related	565	13.97%
Personal Care/Service	30	0.75%
Transportation/Moving	88	2.18%
2023 Est. Pop 16+ by Occupation Classification	4,043	
White Collar	2,160	53.43%
Blue Collar	858	21.22%
Service and Farm	1,025	25.35%
2023 Est. Workers Age 16+ by Transp. to Work	4,043	
Drove Alone	2,556	63.21%
Car Pooled	958	23.70%
Public Transportation	35	0.86%
Walked	73	1.81%
Bicycle	0	0.00%
Other Means	36	0.89%
Worked at Home	385	9.53%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,212	60.47%
15 - 29 Minutes	730	19.96%
30 - 44 Minutes	395	10.81%
45 - 59 Minutes	127	3.49%
60 or more Minutes	193	5.28%
2023 Est. Avg Travel Time to Work in Minutes		19
2023 Est. Occupied Housing Units by Tenure	3,310	
Owner Occupied	1,824	55.10%
Renter Occupied	1,486	44.90%
2023 Owner Occ. HUs: Avg. Length of Residence		13.6 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.1 [†]
2023 Est. Owner-Occupied Housing Units by Value	3,310	
Value Less than \$20,000	10	0.29%
Value \$20,000 - \$39,999	35	1.06%
Value \$40,000 - \$59,999	33	1.00%
Value \$60,000 - \$79,999	43	1.29%
Value \$80,000 - \$99,999	86	2.59%
Value \$100,000 - \$149,999	321	9.70%
Value \$150,000 - \$199,999	214	6.47%
Value \$200,000 - \$299,999	998	30.16%
Value \$300,000 - \$399,999	508	15.34%
Value \$400,000 - \$499,999	422	12.76%
Value \$500,000 - \$749,999	348	10.52%
Value \$750,000 - \$999,999	125	3.76%
Value \$1,000,000 or \$1,499,999	97	2.94%
Value \$1,500,000 or \$1,999,999	19	0.59%
Value \$2,000,000+	51	1.53%
2023 Est. Median All Owner-Occupied Housing Value		\$290,796
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	1,719	51.94%
1 Unit Attached	112	3.39%
2 Units	213	6.42%
3 or 4 Units	420	12.70%
5 to 19 Units	401	12.12%
20 to 49 Units	135	4.09%
50 or More Units	16	0.50%
Mobile Home or Trailer	293	8.85%
Boat, RV, Van, etc.	0	0.00%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	734	21.01%
Housing Units Built 2010 to 2014	76	2.17%
Housing Units Built 2000 to 2009	942	26.96%
Housing Units Built 1990 to 1999	528	15.12%
Housing Units Built 1980 to 1989	288	8.23%
Housing Units Built 1970 to 1979	584	16.72%
Housing Units Built 1960 to 1969	224	6.40%
Housing Units Built 1950 to 1959	82	2.35%
Housing Units Built 1940 to 1949	22	0.62%
Housing Unit Built 1939 or Earlier	15	0.44%
2023 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 **Retail**Coach®

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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