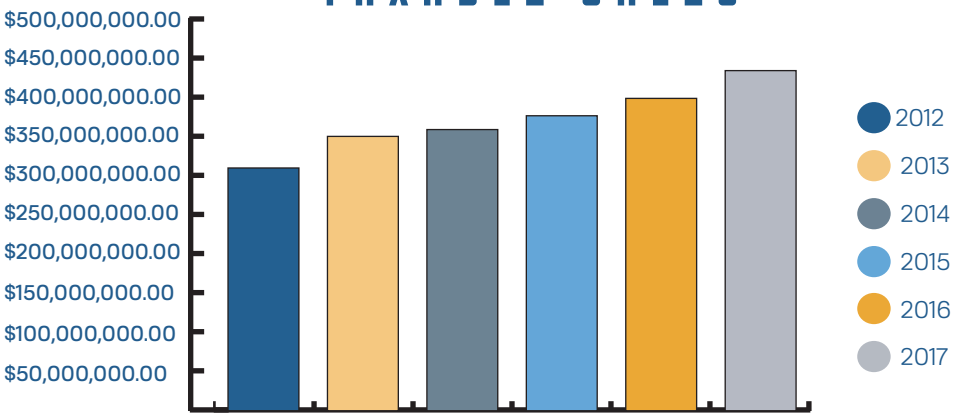
MARBLE FALLS
TEXAS

POPULATION

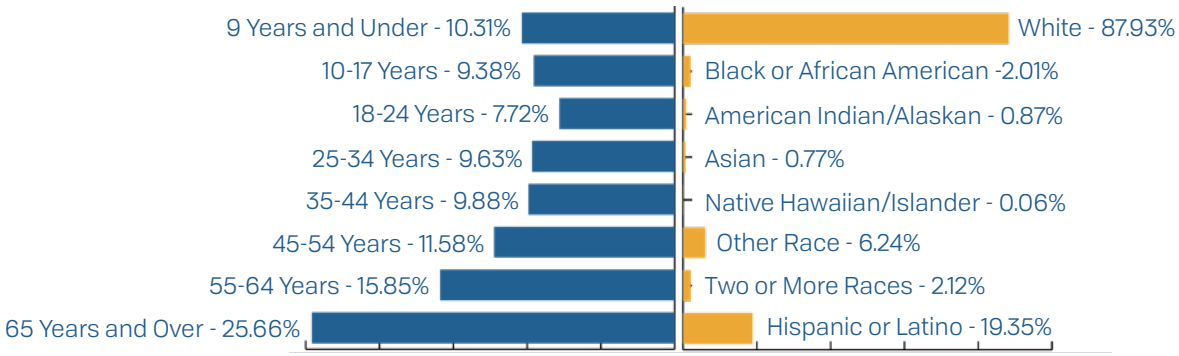
70,670

2018 Estimated Primary Retail Trade Area Population

TAXABLE SALES



AGE DISTRIBUTION AND RACE



Median Age	47.89
Average Age	44.86

HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

$ 8 2 , 7 7 8

MEDIAN HOUSEHOLD INCOME

$ 5 6 , 5 6 8

PER CAPITA INCOME

$ 3 4 , 6 5 1

OPPORTUNITY IN MARBLE FALLS

- **Clothing & Accessory Stores**
  Sales Leakage = $49,063,964
- **Sporting Goods Stores**
  Sales Leakage = $16,030,225
- **Food Service & Drinking Places**
  Sales Leakage = $120,229,815

Potential Retail Sales	$1,416,941,265
Actual Sales	$504,160,350
Sales Leakage	$897,473,506

Christian Fletcher,
Executive Director
Marble Falls EDC
801 Fourth Street
Marble Falls, TX 78654

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

Marble Falls ECONOMIC DEVELOPMENT CORPORATION

TheRetailCoach®

EXISTING RETAIL

Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document.
Data souces used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.

TheRetailCoach