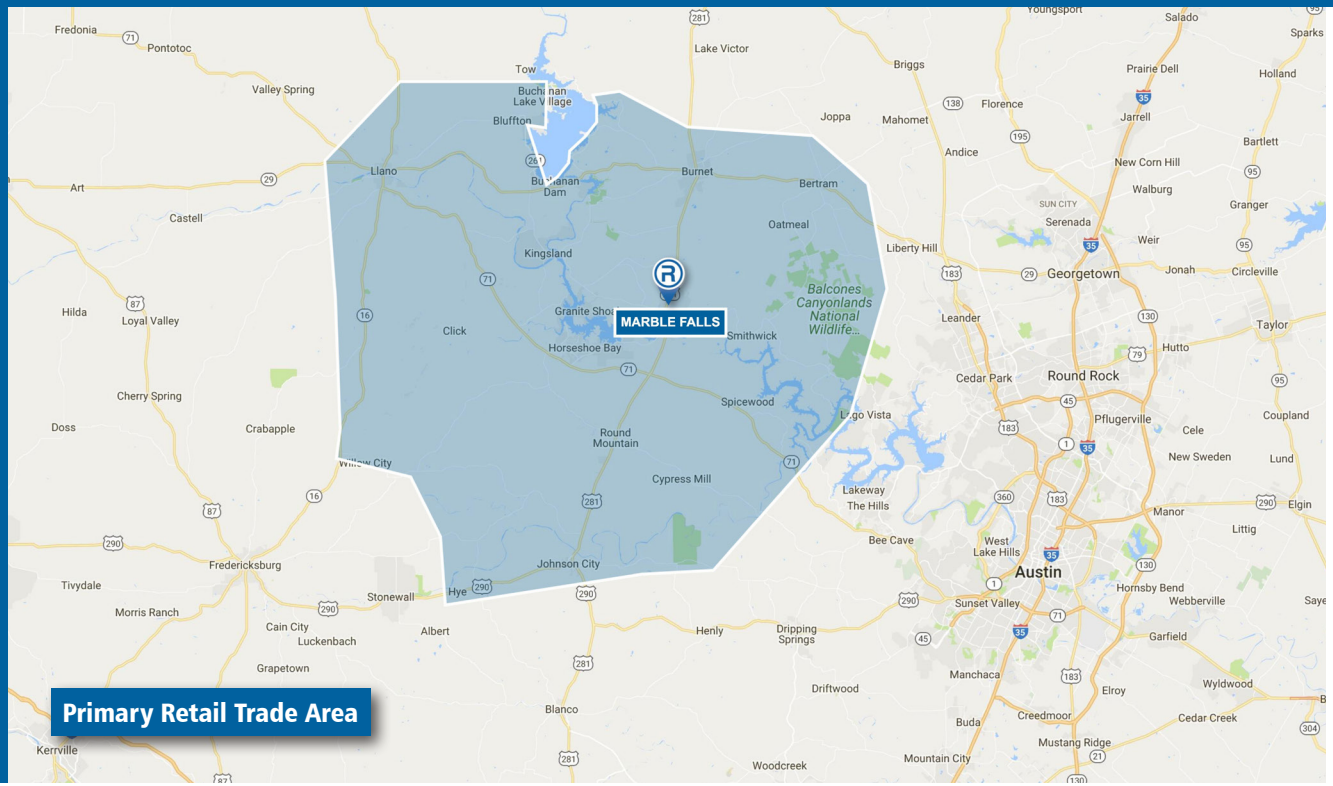
Retail Market Profile 2019



Marble Falls
ECONOMIC DEVELOPMENT CORPORATION

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January 2019. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2019 ESTIMATE	2024 PROJECTION
Primary Retail Trade Area	51,985	64,037	72,950	77,981

Income

	2019 ESTIMATE
Average Household	$85,005
Median Household	$58,198
Per Capita	$35,610

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Educational Attainment

	2019 ESTIMATE
Graduate or Professional	8.5%
Bachelor's Degree	17.5%
Associate Degree	7.4%
Some College, No Degree	24.8%
High School Graduate	29.1%
Some High School, No Degree	7.5%
Less than 9th Grade	5.1%

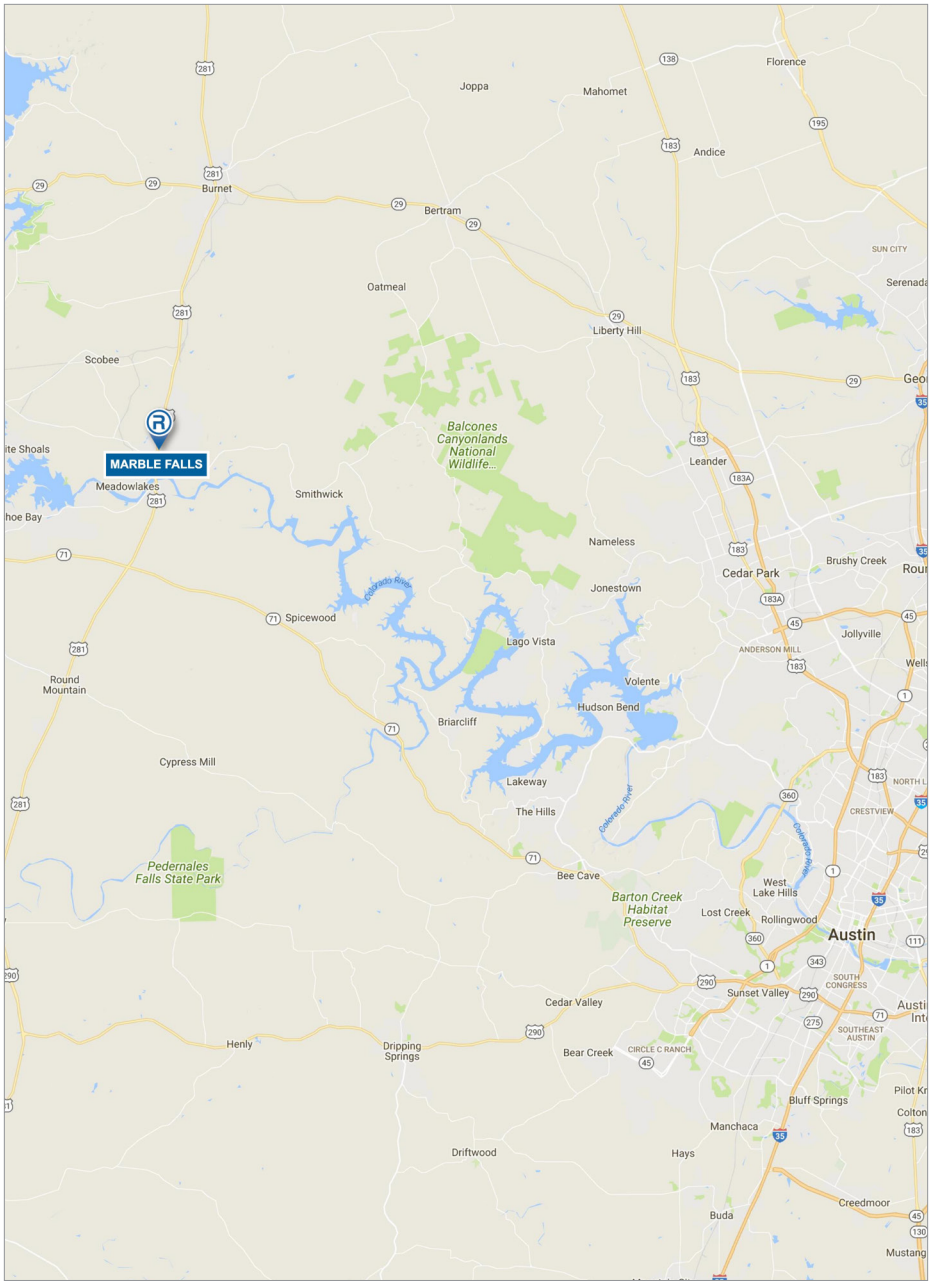
Race Distribution

	2019 ESTIMATE
White	88.06%
Black or African American	1.77%
American Indian/ Alaskan	0.88%
Asian	0.79%
Native Hawaiian/ Islander	0.06%
Other Race	6.24%
Two or More Races	2.20%
Hispanic or Latino (of any race)	19.40%

Age

GROUPS	2019 ESTIMATE
9 Years and Under	10.47%
10-17 Years	9.26%
18-24 Years	7.64%
25-34 Years	9.72%
35-44 Years	9.78%
45-54 Years	11.36%
55-64 Years	15.72%
65 Years and Over	26.04%
DISTRIBUTION	**2019 ESTIMATE**
Median Age	47.98
Average Age	44.90

LOCATION MAP



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.

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