



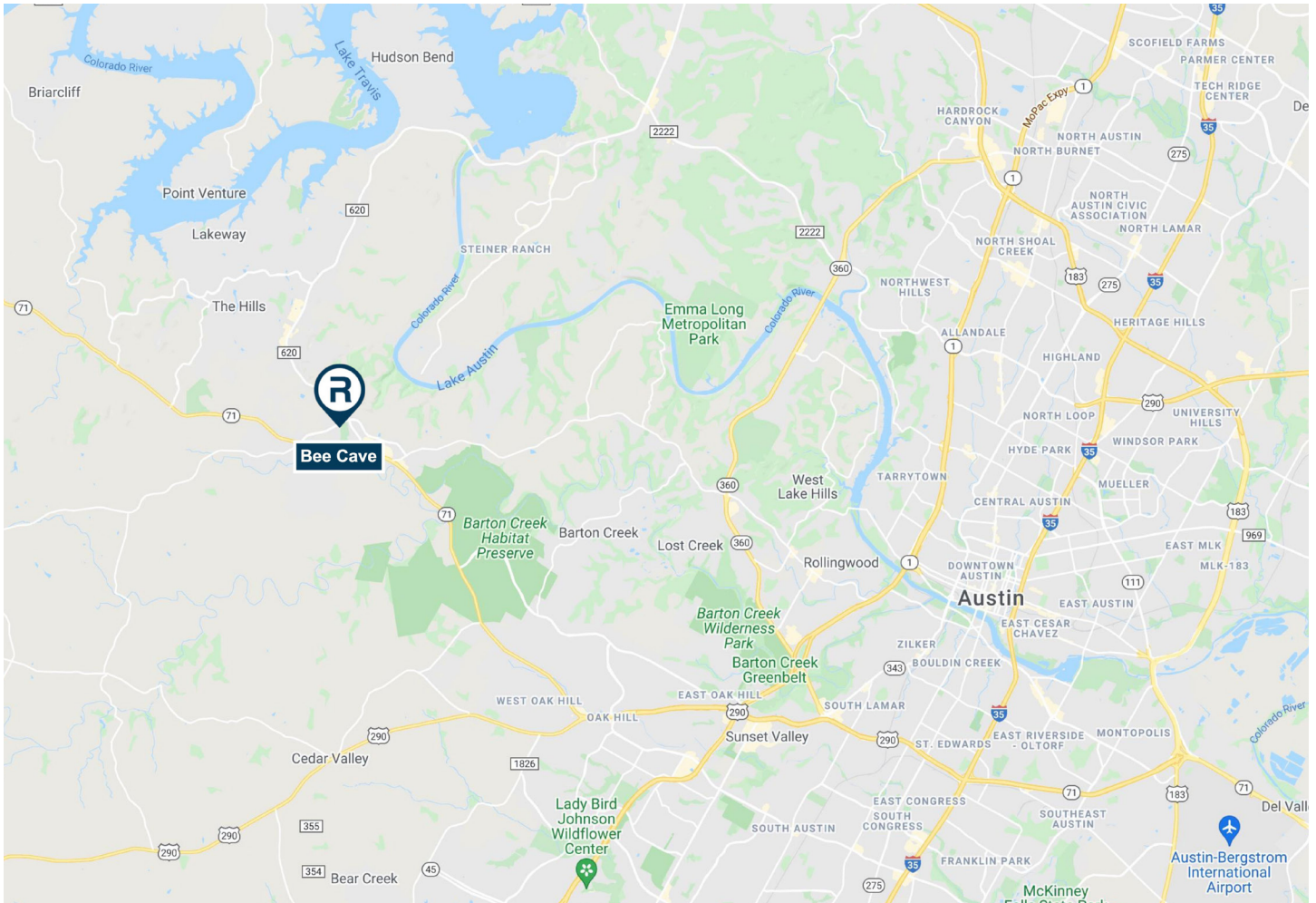
The**Retail**Coach.®

# Community Demographic Profile

BEE CAVE, TEXAS

Prepared for The City of Bee Cave, Texas  
June 2021

# Community



Prepared for:



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# Community • Demographic Profile

Bee Cave, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	11,002	
2021 Estimate	9,959	
2010 Census	4,336	
2000 Census	2,324	
Growth 2021 - 2026		10.47%
Growth 2010 - 2021		129.68%
Growth 2000 - 2010		86.58%
<b>2021 Est. Population by Single-Classification Race</b>	<b>9,959</b>	
White Alone	7,719	77.51%
Black or African American Alone	160	1.61%
Amer. Indian and Alaska Native Alone	37	0.37%
Asian Alone	1,229	12.34%
Native Hawaiian and Other Pacific Island Alone	3	0.03%
Some Other Race Alone	354	3.56%
Two or More Races	457	4.59%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>9,959</b>	
Not Hispanic or Latino	8,663	86.99%
Hispanic or Latino	1,297	13.02%
Mexican	902	69.55%
Puerto Rican	30	2.31%
Cuban	39	3.01%
All Other Hispanic or Latino	326	25.14%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,297</b>	
White Alone	884	68.16%
Black or African American Alone	11	0.85%
American Indian and Alaska Native Alone	19	1.47%
Asian Alone	7	0.54%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	327	25.21%
Two or More Races	48	3.70%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,229</b>	
Chinese, except Taiwanese	104	8.46%
Filipino	2	0.16%
Japanese	13	1.06%
Asian Indian	507	41.25%
Korean	69	5.61%
Vietnamese	247	20.10%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.08%
All Other Asian Races Including 2+ Category	286	23.27%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>9,959</b>	
Arab	70	0.70%
Czech	56	0.56%
Danish	17	0.17%
Dutch	117	1.18%
English	1,015	10.19%
French (except Basque)	211	2.12%
French Canadian	25	0.25%
German	1,224	12.29%
Greek	31	0.31%
Hungarian	34	0.34%
Irish	661	6.64%
Italian	446	4.48%
Lithuanian	10	0.10%
United States or American	364	3.66%
Norwegian	112	1.13%
Polish	143	1.44%
Portuguese	6	0.06%
Russian	69	0.69%
Scottish	279	2.80%
Scotch-Irish	105	1.05%
Slovak	6	0.06%
Subsaharan African	5	0.05%
Swedish	119	1.20%
Swiss	8	0.08%
Ukrainian	38	0.38%
Welsh	98	0.98%
West Indian (except Hisp. groups)	22	0.22%
Other ancestries	3,071	30.84%
Ancestry Unclassified	1,597	16.04%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	7,540	81.14%
Speak Asian/Pacific Island Language at Home	644	6.93%
Speak IndoEuropean Language at Home	320	3.44%
Speak Spanish at Home	784	8.44%
Speak Other Language at Home	5	0.05%

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DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>9,959</b>	
Age 0 - 4	667	6.70%
Age 5 - 9	787	7.90%
Age 10 - 14	790	7.93%
Age 15 - 17	496	4.98%
Age 18 - 20	431	4.33%
Age 21 - 24	537	5.39%
Age 25 - 34	1,041	10.45%
Age 35 - 44	1,023	10.27%
Age 45 - 54	1,540	15.46%
Age 55 - 64	1,491	14.97%
Age 65 - 74	810	8.13%
Age 75 - 84	292	2.93%
Age 85 and over	54	0.54%
Age 16 and over	7,552	75.83%
Age 18 and over	7,220	72.50%
Age 21 and over	6,789	68.17%
Age 65 and over	1,157	11.62%
2021 Est. Median Age		37.38
2021 Est. Average Age		37.04
<b>2021 Est. Population by Sex</b>	<b>9,959</b>	
Male	4,889	49.09%
Female	5,070	50.91%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>4,889</b>	
Age 0 - 4	345	7.06%
Age 5 - 9	410	8.39%
Age 10 - 14	419	8.57%
Age 15 - 17	255	5.22%
Age 18 - 20	223	4.56%
Age 21 - 24	273	5.58%
Age 25 - 34	475	9.72%
Age 35 - 44	489	10.00%
Age 45 - 54	724	14.81%
Age 55 - 64	723	14.79%
Age 65 - 74	393	8.04%
Age 75 - 84	139	2.84%
Age 85 and over	22	0.45%
2021 Est. Median Age, Male		35.99
2021 Est. Average Age, Male		36.37
<b>2021 Est. Female Population by Age</b>	<b>5,070</b>	
Age 0 - 4	321	6.33%
Age 5 - 9	378	7.46%
Age 10 - 14	371	7.32%
Age 15 - 17	241	4.75%
Age 18 - 20	208	4.10%
Age 21 - 24	264	5.21%
Age 25 - 34	566	11.16%
Age 35 - 44	534	10.53%
Age 45 - 54	816	16.10%
Age 55 - 64	768	15.15%
Age 65 - 74	418	8.25%
Age 75 - 84	153	3.02%
Age 85 and over	33	0.65%
2021 Est. Median Age, Female		38.68
2021 Est. Average Age, Female		37.78

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,492	19.34%
Males, Never Married	777	10.07%
Females, Never Married	715	9.27%
Married, Spouse present	5,013	64.97%
Married, Spouse absent	253	3.28%
Widowed	214	2.77%
Males Widowed	22	0.29%
Females Widowed	192	2.49%
Divorced	744	9.64%
Males Divorced	270	3.50%
Females Divorced	474	6.14%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	18	0.3%
Some High School, no diploma	52	0.8%
High School Graduate (or GED)	624	10.0%
Some College, no degree	1,029	16.5%
Associate Degree	253	4.0%
Bachelor's Degree	2,749	44.0%
Master's Degree	1,055	16.9%
Professional School Degree	343	5.5%
Doctorate Degree	128	2.0%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	28	4.12%
High School Graduate	83	12.21%
Some College or Associate's Degree	155	22.79%
Bachelor's Degree or Higher	415	61.03%
<b>Households</b>		
2026 Projection	3,982	
2021 Estimate	3,599	
2010 Census	1,505	
2000 Census	804	
Growth 2021 - 2026		10.64%
Growth 2010 - 2021		139.14%
Growth 2000 - 2010		87.19%
<b>2021 Est. Households by Household Type</b>	<b>3,599</b>	
Family Households	2,715	75.44%
Nonfamily Households	884	24.56%
2021 Est. Group Quarters Population	3	
2021 Households by Ethnicity, Hispanic/Latino	381	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>3,599</b>	
Income < \$15,000	123	3.42%
Income \$15,000 - \$24,999	106	2.95%
Income \$25,000 - \$34,999	170	4.72%
Income \$35,000 - \$49,999	271	7.53%
Income \$50,000 - \$74,999	294	8.17%
Income \$75,000 - \$99,999	324	9.00%
Income \$100,000 - \$124,999	280	7.78%
Income \$125,000 - \$149,999	327	9.09%
Income \$150,000 - \$199,999	541	15.03%
Income \$200,000 - \$249,999	363	10.09%
Income \$250,000 - \$499,999	495	13.75%
Income \$500,000+	304	8.45%
2021 Est. Average Household Income		\$183,664
2021 Est. Median Household Income		\$142,598
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$144,147
Black or African American Alone		\$200,000
American Indian and Alaska Native Alone		\$59,370
Asian Alone		\$189,212
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$92,378
Two or More Races		\$83,325
Hispanic or Latino		\$111,725
Not Hispanic or Latino		\$148,670
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>2,715</b>	
Married-Couple Family, own children	1,341	49.39%
Married-Couple Family, no own children	979	36.06%
Male Householder, own children	84	3.09%
Male Householder, no own children	36	1.33%
Female Householder, own children	218	8.03%
Female Householder, no own children	56	2.06%
<b>2021 Est. Households by Household Size</b>	<b>3,599</b>	
1-person	719	19.98%
2-person	1,135	31.54%
3-person	613	17.03%
4-person	707	19.64%
5-person	304	8.45%
6-person	83	2.31%
7-or-more-person	38	1.06%
2021 Est. Average Household Size		2.77

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DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>3,599</b>	
Households with 1 or More People under Age 18:	1,682	46.74%
Married-Couple Family	1,364	81.09%
Other Family, Male Householder	85	5.05%
Other Family, Female Householder	230	13.67%
Nonfamily, Male Householder	3	0.18%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	<b>1,917</b>	<b>53.27%</b>
Married-Couple Family	955	49.82%
Other Family, Male Householder	36	1.88%
Other Family, Female Householder	43	2.24%
Nonfamily, Male Householder	433	22.59%
Nonfamily, Female Householder	449	23.42%
<b>2021 Est. Households by Number of Vehicles</b>	<b>3,599</b>	
No Vehicles	45	1.25%
1 Vehicle	864	24.01%
2 Vehicles	1,924	53.46%
3 Vehicles	602	16.73%
4 Vehicles	114	3.17%
5 or more Vehicles	49	1.36%
2021 Est. Average Number of Vehicles		2.03
<b>Family Households</b>		
2026 Projection	3,001	
2021 Estimate	2,715	
2010 Census	1,150	
2000 Census	676	
Growth 2021 - 2026		10.53%
Growth 2010 - 2021		136.09%
Growth 2000 - 2010		70.12%
<b>2021 Est. Families by Poverty Status</b>	<b>2,715</b>	
2021 Families at or Above Poverty	2,604	95.91%
2021 Families at or Above Poverty with Children	1,428	52.60%
2021 Families Below Poverty	111	4.09%
2021 Families Below Poverty with Children	79	2.91%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>7,552</b>	
Civilian Labor Force, Employed	4,916	65.10%
Civilian Labor Force, Unemployed	178	2.36%
Armed Forces	11	0.15%
Not in Labor Force	2,447	32.40%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>5,202</b>	
For-Profit Private Workers	3,458	66.47%
Non-Profit Private Workers	320	6.15%
Local Government Workers	28	0.54%
State Government Workers	153	2.94%
Federal Government Workers	255	4.90%
Self-Employed Workers	983	18.90%
Unpaid Family Workers	6	0.12%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>5,202</b>	
Architect/Engineer	203	3.90%
Arts/Entertainment/Sports	189	3.63%
Building Grounds Maintenance	35	0.67%
Business/Financial Operations	541	10.40%
Community/Social Services	103	1.98%
Computer/Mathematical	321	6.17%
Construction/Extraction	150	2.88%
Education/Training/Library	345	6.63%
Farming/Fishing/Forestry	1	0.02%
Food Prep/Serving	110	2.12%
Health Practitioner/Technician	333	6.40%
Healthcare Support	110	2.12%
Maintenance Repair	13	0.25%
Legal	102	1.96%
Life/Physical/Social Science	26	0.50%
Management	1,187	22.82%
Office/Admin. Support	382	7.34%
Production	1	0.02%
Protective Services	75	1.44%
Sales/Related	838	16.11%
Personal Care/Service	71	1.37%
Transportation/Moving	66	1.27%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>5,202</b>	
White Collar	4,571	87.87%
Blue Collar	230	4.42%
Service and Farm	402	7.73%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>5,110</b>	
Drove Alone	3,668	71.78%
Car Pooled	230	4.50%
Public Transportation	7	0.14%
Walked	128	2.51%
Bicycle	1	0.02%
Other Means	76	1.49%
Worked at Home	1,001	19.59%

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DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,033	
15 - 29 Minutes	1,097	
30 - 44 Minutes	1,260	
45 - 59 Minutes	612	
60 or more Minutes	164	
2021 Est. Avg Travel Time to Work in Minutes		30
2021 Est. Occupied Housing Units by Tenure	3,599	
Owner Occupied	2,409	66.94%
Renter Occupied	1,191	33.09%
2021 Owner Occ. HUs: Avg. Length of Residence		7.15
2021 Renter Occ. HUs: Avg. Length of Residence		4.01
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>3,599</b>	
Value Less than \$20,000	2	0.08%
Value \$20,000 - \$39,999	1	0.04%
Value \$40,000 - \$59,999	0	0.00%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	2	0.08%
Value \$100,000 - \$149,999	2	0.08%
Value \$150,000 - \$199,999	3	0.13%
Value \$200,000 - \$299,999	34	1.41%
Value \$300,000 - \$399,999	195	8.10%
Value \$400,000 - \$499,999	381	15.82%
Value \$500,000 - \$749,999	994	41.26%
Value \$750,000 - \$999,999	508	21.09%
Value \$1,000,000 or \$1,499,999	169	7.02%
Value \$1,500,000 or \$1,999,999	56	2.33%
Value \$2,000,000+	62	2.57%
2021 Est. Median All Owner-Occupied Housing Value		\$638,981
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	2,436	65.64%
1 Unit Attached	36	0.97%
2 Units	0	0.00%
3 or 4 Units	33	0.89%
5 to 19 Units	384	10.35%
20 to 49 Units	254	6.85%
50 or More Units	564	15.20%
Mobile Home or Trailer	4	0.11%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,490	40.15%
Housing Units Built 2010 to 2014	658	17.73%
Housing Units Built 2000 to 2009	1,028	27.70%
Housing Units Built 1990 to 1999	411	11.08%
Housing Units Built 1980 to 1989	79	2.13%
Housing Units Built 1970 to 1979	26	0.70%
Housing Units Built 1960 to 1969	2	0.05%
Housing Units Built 1950 to 1959	0	0.00%
Housing Units Built 1940 to 1949	8	0.22%
Housing Unit Built 1939 or Earlier	8	0.22%
2021 Est. Median Year Structure Built		2012

# 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

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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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