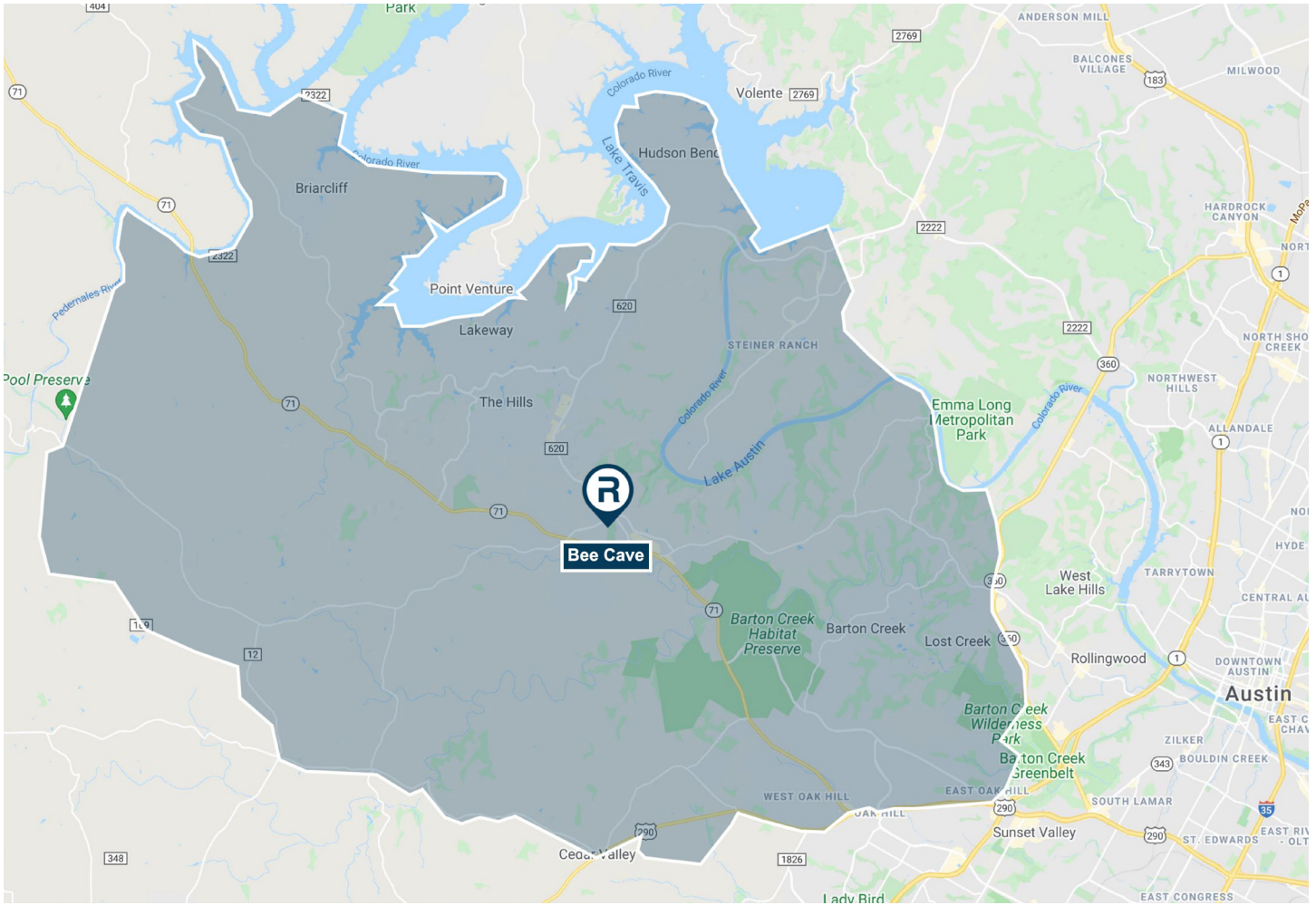# Primary Retail Trade Area Demographic Profile

BEE CAVE, TEXAS

Prepared for The City of Bee Cave, Texas
June 2021

Primary Retail Trade Area

Prepared for:

CITY OF

BEE CAVE

City of Bee Cave, Texas
Clint Garza
City Manager

4000 Galleria Parkway
Bee Cave, Texas 78738

Phone   512.767.6611
cgarza@beecavetexas.gov
www.beecavetexas.gov

The**Retail**Coach.

Primary Retail Trade Area • Demographic Profile

Bee Cave, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	140,675	
2021 Estimate	128,011	
2010 Census	87,425	
2000 Census	53,782	
Growth 2021 - 2026		9.89%
Growth 2010 - 2021		46.42%
Growth 2000 - 2010		62.55%
2021 Est. Population by Single-Classification Race	**128,011**	
White Alone	105,544	82.45%
Black or African American Alone	1,774	1.39%
Amer. Indian and Alaska Native Alone	513	0.40%
Asian Alone	10,597	8.28%
Native Hawaiian and Other Pacific Island Alone	98	0.08%
Some Other Race Alone	5,627	4.40%
Two or More Races	3,857	3.01%
2021 Est. Population by Hispanic or Latino Origin	**128,011**	
Not Hispanic or Latino	111,186	86.86%
Hispanic or Latino	16,825	13.14%
Mexican	12,877	76.54%
Puerto Rican	460	2.73%
Cuban	317	1.88%
All Other Hispanic or Latino	3,170	18.84%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	**16,825**	
White Alone	10,150	60.33%
Black or African American Alone	124	0.74%
American Indian and Alaska Native Alone	200	1.19%
Asian Alone	109	0.65%
Native Hawaiian and Other Pacific Islander Alone	4	0.02%
Some Other Race Alone	5,377	31.96%
Two or More Races	861	5.12%
2021 Est. Pop by Race, Asian Alone, by Category	**10,597**	
Chinese, except Taiwanese	1,407	13.28%
Filipino	314	2.96%
Japanese	217	2.05%
Asian Indian	5,727	54.04%
Korean	898	8.47%
Vietnamese	852	8.04%
Cambodian	0	0.00%
Hmong	1	0.01%
Laotian	0	0.00%
Thai	44	0.42%
All Other Asian Races Including 2+ Category	1,135	10.71%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	**128,011**	
Arab	925	0.72%
Czech	1,156	0.90%
Danish	373	0.29%
Dutch	1,250	0.98%
English	12,726	9.94%
French (except Basque)	3,662	2.86%
French Canadian	411	0.32%
German	15,594	12.18%
Greek	426	0.33%
Hungarian	342	0.27%
Irish	9,202	7.19%
Italian	4,739	3.70%
Lithuanian	159	0.12%
United States or American	4,804	3.75%
Norwegian	1,430	1.12%
Polish	2,380	1.86%
Portuguese	259	0.20%
Russian	699	0.55%
Scottish	3,219	2.52%
Scotch-Irish	2,034	1.59%
Slovak	203	0.16%
Subsaharan African	534	0.42%
Swedish	1,381	1.08%
Swiss	284	0.22%
Ukrainian	353	0.28%
Welsh	762	0.60%
West Indian (except Hisp. groups)	181	0.14%
Other ancestries	40,414	31.57%
Ancestry Unclassified	18,109	14.15%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	100,210	83.22%
Speak Asian/Pacific Island Language at Home	4,173	3.47%
Speak IndoEuropean Language at Home	3,917	3.25%
Speak Spanish at Home	11,970	9.94%
Speak Other Language at Home	145	0.12%

Primary Retail Trade Area • Demographic Profile

Bee Cave, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	**128,011**	
Age 0 - 4	7,598	5.94%
Age 5 - 9	8,839	6.91%
Age 10 - 14	8,832	6.90%
Age 15 - 17	5,380	4.20%
Age 18 - 20	4,782	3.74%
Age 21 - 24	6,192	4.84%
Age 25 - 34	13,248	10.35%
Age 35 - 44	13,505	10.55%
Age 45 - 54	18,503	14.45%
Age 55 - 64	20,132	15.73%
Age 65 - 74	13,862	10.83%
Age 75 - 84	5,439	4.25%
Age 85 and over	1,700	1.33%
Age 16 and over	100,978	78.88%
Age 18 and over	97,363	76.06%
Age 21 and over	92,581	72.32%
Age 65 and over	21,001	16.41%
2021 Est. Median Age		42.01
2021 Est. Average Age		40.12
2021 Est. Population by Sex	**128,011**	
Male	63,391	49.52%
Female	64,620	50.48%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	**63,391**	
Age 0 - 4	3,949	6.23%
Age 5 - 9	4,504	7.11%
Age 10 - 14	4,525	7.14%
Age 15 - 17	2,767	4.37%
Age 18 - 20	2,490	3.93%
Age 21 - 24	3,212	5.07%
Age 25 - 34	6,805	10.74%
Age 35 - 44	6,536	10.31%
Age 45 - 54	8,846	13.96%
Age 55 - 64	9,867	15.57%
Age 65 - 74	6,733	10.62%
Age 75 - 84	2,517	3.97%
Age 85 and over	639	1.01%
2021 Est. Median Age, Male		40.47
2021 Est. Average Age, Male		39.35
2021 Est. Female Population by Age	**64,620**	
Age 0 - 4	3,649	5.65%
Age 5 - 9	4,335	6.71%
Age 10 - 14	4,307	6.67%
Age 15 - 17	2,612	4.04%
Age 18 - 20	2,291	3.55%
Age 21 - 24	2,980	4.61%
Age 25 - 34	6,443	9.97%
Age 35 - 44	6,969	10.79%
Age 45 - 54	9,657	14.94%
Age 55 - 64	10,265	15.89%
Age 65 - 74	7,129	11.03%
Age 75 - 84	2,922	4.52%
Age 85 and over	1,061	1.64%
2021 Est. Median Age, Female		43.36
2021 Est. Average Age, Female		40.88

Primary Retail Trade Area • Demographic Profile

Bee Cave, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	21,307	20.74%
Males, Never Married	11,111	10.82%
Females, Never Married	10,195	9.92%
Married, Spouse present	65,687	63.93%
Married, Spouse absent	2,464	2.40%
Widowed	4,016	3.91%
Males Widowed	741	0.72%
Females Widowed	3,275	3.19%
Divorced	9,268	9.02%
Males Divorced	3,641	3.54%
Females Divorced	5,627	5.48%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,003	1.2%
Some High School, no diploma	1,314	1.5%
High School Graduate (or GED)	8,108	9.4%
Some College, no degree	14,067	16.3%
Associate Degree	3,849	4.5%
Bachelor's Degree	35,763	41.4%
Master's Degree	15,150	17.5%
Professional School Degree	4,229	4.9%
Doctorate Degree	2,906	3.4%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,251	13.65%
High School Graduate	1,236	13.49%
Some College or Associate's Degree	2,138	23.34%
Bachelor's Degree or Higher	4,537	49.52%
Households		
2026 Projection	54,031	
2021 Estimate	49,078	
2010 Census	33,217	
2000 Census	20,087	
Growth 2021 - 2026		10.09%
Growth 2010 - 2021		47.75%
Growth 2000 - 2010		65.37%
2021 Est. Households by Household Type	49,078	
Family Households	35,541	72.42%
Nonfamily Households	13,537	27.58%
2021 Est. Group Quarters Population	544	
2021 Households by Ethnicity, Hispanic/Latino	4,809	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	49,078	
Income < $15,000	1,667	3.40%
Income $15,000 - $24,999	1,467	2.99%
Income $25,000 - $34,999	1,434	2.92%
Income $35,000 - $49,999	2,529	5.15%
Income $50,000 - $74,999	4,903	9.99%
Income $75,000 - $99,999	4,682	9.54%
Income $100,000 - $124,999	4,232	8.62%
Income $125,000 - $149,999	4,338	8.84%
Income $150,000 - $199,999	6,753	13.76%
Income $200,000 - $249,999	4,332	8.83%
Income $250,000 - $499,999	6,952	14.17%
Income $500,000+	5,789	11.80%
2021 Est. Average Household Income		$199,460
2021 Est. Median Household Income		$145,717
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$146,608
Black or African American Alone		$77,544
American Indian and Alaska Native Alone		$77,823
Asian Alone		$198,822
Native Hawaiian and Other Pacific Islander Alone		$100,000
Some Other Race Alone		$48,463
Two or More Races		$199,923
Hispanic or Latino		$93,152
Not Hispanic or Latino		$180,275
2021 Est. Family HH Type by Presence of Own Child.	35,541	
Married-Couple Family, own children	15,176	42.70%
Married-Couple Family, no own children	15,417	43.38%
Male Householder, own children	859	2.42%
Male Householder, no own children	641	1.80%
Female Householder, own children	2,277	6.41%
Female Householder, no own children	1,170	3.29%
2021 Est. Households by Household Size	49,078	
1-person	10,999	22.41%
2-person	17,303	35.26%
3-person	8,107	16.52%
4-person	7,909	16.12%
5-person	3,361	6.85%
6-person	992	2.02%
7-or-more-person	408	0.83%
2021 Est. Average Household Size		2.6

Primary Retail Trade Area • Demographic Profile

Bee Cave, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	**49,078**	
Households with 1 or More People under Age 18:	18,932	38.58%
Married-Couple Family	15,494	81.84%
Other Family, Male Householder	926	4.89%
Other Family, Female Householder	2,435	12.86%
Nonfamily, Male Householder	65	0.34%
Nonfamily, Female Householder	12	0.06%
Households with No People under Age 18:	**30,146**	**61.43%**
Married-Couple Family	15,101	50.09%
Other Family, Male Householder	575	1.91%
Other Family, Female Householder	1,008	3.34%
Nonfamily, Male Householder	6,595	21.88%
Nonfamily, Female Householder	6,867	22.78%
2021 Est. Households by Number of Vehicles	**49,078**	
No Vehicles	809	1.65%
1 Vehicle	11,375	23.18%
2 Vehicles	23,491	47.87%
3 Vehicles	10,242	20.87%
4 Vehicles	2,480	5.05%
5 or more Vehicles	681	1.39%
2021 Est. Average Number of Vehicles		2.1
Family Households		
2026 Projection	39,108	
2021 Estimate	35,541	
2010 Census	24,227	
2000 Census	15,162	
Growth 2021 - 2026		10.04%
Growth 2010 - 2021		46.70%
Growth 2000 - 2010		59.79%
2021 Est. Families by Poverty Status	**35,541**	
2021 Families at or Above Poverty	34,366	96.69%
2021 Families at or Above Poverty with Children	17,571	49.44%
2021 Families Below Poverty	1,175	3.31%
2021 Families Below Poverty with Children	790	2.22%
2021 Est. Pop 16+ by Employment Status	**100,978**	
Civilian Labor Force, Employed	65,894	65.26%
Civilian Labor Force, Unemployed	2,181	2.16%
Armed Forces	70	0.07%
Not in Labor Force	32,833	32.52%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	**65,115**	
For-Profit Private Workers	41,751	64.12%
Non-Profit Private Workers	3,844	5.90%
Local Government Workers	471	0.72%
State Government Workers	2,907	4.46%
Federal Government Workers	3,244	4.98%
Self-Employed Workers	12,793	19.65%
Unpaid Family Workers	105	0.16%
2021 Est. Civ. Employed Pop 16+ by Occupation	**65,115**	
Architect/Engineer	2,876	4.42%
Arts/Entertainment/Sports	2,728	4.19%
Building Grounds Maintenance	1,097	1.69%
Business/Financial Operations	7,073	10.86%
Community/Social Services	818	1.26%
Computer/Mathematical	3,794	5.83%
Construction/Extraction	1,674	2.57%
Education/Training/Library	3,771	5.79%
Farming/Fishing/Forestry	7	0.01%
Food Prep/Serving	1,476	2.27%
Health Practitioner/Technician	3,890	5.97%
Healthcare Support	785	1.21%
Maintenance Repair	948	1.46%
Legal	1,779	2.73%
Life/Physical/Social Science	790	1.21%
Management	14,010	21.52%
Office/Admin. Support	5,322	8.17%
Production	613	0.94%
Protective Services	633	0.97%
Sales/Related	8,024	12.32%
Personal Care/Service	1,744	2.68%
Transportation/Moving	1,263	1.94%
2021 Est. Pop 16+ by Occupation Classification	**65,115**	
White Collar	54,875	84.27%
Blue Collar	4,498	6.91%
Service and Farm	5,742	8.82%
2021 Est. Workers Age 16+ by Transp. to Work	**63,785**	
Drove Alone	46,234	72.48%
Car Pooled	3,412	5.35%
Public Transportation	183	0.29%
Walked	725	1.14%
Bicycle	69	0.11%
Other Means	785	1.23%
Worked at Home	12,377	19.40%

TheRetailCoach

Bee Cave, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,897	
15 - 29 Minutes	16,413	
30 - 44 Minutes	14,656	
45 - 59 Minutes	7,916	
60 or more Minutes	3,303	
2021 Est. Avg Travel Time to Work in Minutes		32
2021 Est. Occupied Housing Units by Tenure	49,078	
Owner Occupied	36,967	75.32%
Renter Occupied	12,111	24.68%
2021 Owner Occ. HUs: Avg. Length of Residence		10.44
2021 Renter Occ. HUs: Avg. Length of Residence		4.74
2021 Est. Owner-Occupied Housing Units by Value	**49,078**	
Value Less than $20,000	72	0.20%
Value $20,000 - $39,999	98	0.27%
Value $40,000 - $59,999	46	0.12%
Value $60,000 - $79,999	26	0.07%
Value $80,000 - $99,999	62	0.17%
Value $100,000 - $149,999	174	0.47%
Value $150,000 - $199,999	260	0.70%
Value $200,000 - $299,999	1,518	4.11%
Value $300,000 - $399,999	4,171	11.28%
Value $400,000 - $499,999	6,001	16.23%
Value $500,000 - $749,999	11,300	30.57%
Value $750,000 - $999,999	6,480	17.53%
Value $1,000,000 or $1,499,999	3,629	9.82%
Value $1,500,000 or $1,999,999	1,340	3.63%
Value $2,000,000+	1,791	4.85%
2021 Est. Median All Owner-Occupied Housing Value		$620,073
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	39,620	75.41%
1 Unit Attached	1766	3.36%
2 Units	425	0.81%
3 or 4 Units	490	0.93%
5 to 19 Units	2,663	5.07%
20 to 49 Units	1,574	3.00%
50 or More Units	4,291	8.17%
Mobile Home or Trailer	1,647	3.14%
Boat, RV, Van, etc.	59	0.11%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	13,232	25.19%
Housing Units Built 2010 to 2014	4,157	7.91%
Housing Units Built 2000 to 2009	14,449	27.50%
Housing Units Built 1990 to 1999	9,304	17.71%
Housing Units Built 1980 to 1989	6,173	11.75%
Housing Units Built 1970 to 1979	3,413	6.50%
Housing Units Built 1960 to 1969	940	1.79%
Housing Units Built 1950 to 1959	428	0.82%
Housing Units Built 1940 to 1949	216	0.41%
Housing Unit Built 1939 or Earlier	226	0.43%
2021 Est. Median Year Structure Built		2004

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.

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.