



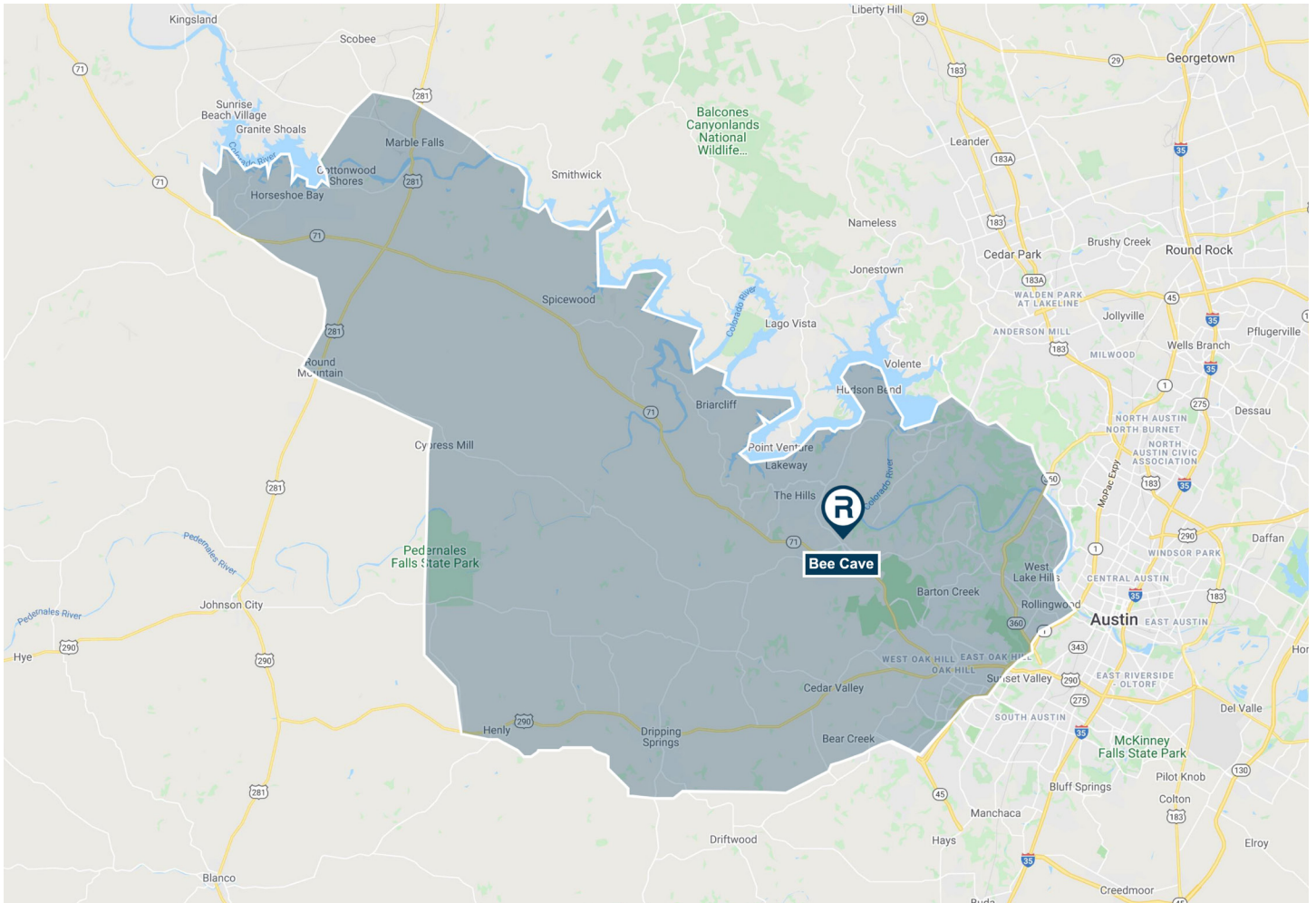
The**Retail**Coach.®

Secondary Retail Trade Area Demographic Profile

BEE CAVE, TEXAS

Prepared for The City of Bee Cave, Texas
June 2021

Secondary Retail Trade Area



Prepared for:



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Secondary Retail Trade Area • Demographic Profile

Bee Cave, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	280,403	
2021 Estimate	256,566	
2010 Census	187,260	
2000 Census	123,511	
Growth 2021 - 2026		9.29%
Growth 2010 - 2021		37.01%
Growth 2000 - 2010		51.61%
2021 Est. Population by Single-Classification Race	256,566	
White Alone	213,389	83.17%
Black or African American Alone	3,873	1.51%
Amer. Indian and Alaska Native Alone	1,170	0.46%
Asian Alone	19,727	7.69%
Native Hawaiian and Other Pacific Island Alone	220	0.09%
Some Other Race Alone	10,355	4.04%
Two or More Races	7,832	3.05%
2021 Est. Population by Hispanic or Latino Origin	256,566	
Not Hispanic or Latino	221,270	86.24%
Hispanic or Latino	35,296	13.76%
Mexican	27,614	78.24%
Puerto Rican	975	2.76%
Cuban	636	1.80%
All Other Hispanic or Latino	6,071	17.20%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	35,296	
White Alone	22,668	64.22%
Black or African American Alone	210	0.60%
American Indian and Alaska Native Alone	483	1.37%
Asian Alone	175	0.50%
Native Hawaiian and Other Pacific Islander Alone	16	0.05%
Some Other Race Alone	9,904	28.06%
Two or More Races	1,841	5.22%
2021 Est. Pop by Race, Asian Alone, by Category	19,727	
Chinese, except Taiwanese	3,635	18.43%
Filipino	699	3.54%
Japanese	813	4.12%
Asian Indian	9,999	50.69%
Korean	1,379	6.99%
Vietnamese	1,431	7.25%
Cambodian	35	0.18%
Hmong	1	0.01%
Laotian	0	0.00%
Thai	90	0.46%
All Other Asian Races Including 2+ Category	1,646	8.34%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	256,566	
Arab	1,809	0.71%
Czech	2,518	0.98%
Danish	797	0.31%
Dutch	2,417	0.94%
English	25,578	9.97%
French (except Basque)	7,370	2.87%
French Canadian	735	0.29%
German	32,407	12.63%
Greek	782	0.31%
Hungarian	656	0.26%
Irish	18,854	7.35%
Italian	8,212	3.20%
Lithuanian	223	0.09%
United States or American	10,842	4.23%
Norwegian	2,611	1.02%
Polish	4,115	1.60%
Portuguese	578	0.23%
Russian	1,510	0.59%
Scottish	6,986	2.72%
Scotch-Irish	4,580	1.79%
Slovak	363	0.14%
Subsaharan African	824	0.32%
Swedish	2,791	1.09%
Swiss	621	0.24%
Ukrainian	606	0.24%
Welsh	1,863	0.73%
West Indian (except Hisp. groups)	283	0.11%
Other ancestries	79,544	31.00%
Ancestry Unclassified	36,090	14.07%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	200,468	82.99%
Speak Asian/Pacific Island Language at Home	9,815	4.06%
Speak IndoEuropean Language at Home	7,323	3.03%
Speak Spanish at Home	23,547	9.75%
Speak Other Language at Home	420	0.17%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	256,566	
Age 0 - 4	14,993	5.84%
Age 5 - 9	16,994	6.62%
Age 10 - 14	17,118	6.67%
Age 15 - 17	10,616	4.14%
Age 18 - 20	9,530	3.71%
Age 21 - 24	12,516	4.88%
Age 25 - 34	27,581	10.75%
Age 35 - 44	26,885	10.48%
Age 45 - 54	36,037	14.05%
Age 55 - 64	39,844	15.53%
Age 65 - 74	29,191	11.38%
Age 75 - 84	11,681	4.55%
Age 85 and over	3,580	1.40%
Age 16 and over	203,981	79.50%
Age 18 and over	196,844	76.72%
Age 21 and over	187,314	73.01%
Age 65 and over	44,451	17.33%
2021 Est. Median Age		42.25
2021 Est. Average Age		40.52
2021 Est. Population by Sex	256,566	
Male	126,622	49.35%
Female	129,944	50.65%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	126,622	
Age 0 - 4	7,763	6.13%
Age 5 - 9	8,674	6.85%
Age 10 - 14	8,784	6.94%
Age 15 - 17	5,453	4.31%
Age 18 - 20	4,952	3.91%
Age 21 - 24	6,436	5.08%
Age 25 - 34	14,114	11.15%
Age 35 - 44	12,977	10.25%
Age 45 - 54	17,238	13.61%
Age 55 - 64	19,338	15.27%
Age 65 - 74	14,013	11.07%
Age 75 - 84	5,519	4.36%
Age 85 and over	1,362	1.08%
2021 Est. Median Age, Male		40.67
2021 Est. Average Age, Male		39.71
2021 Est. Female Population by Age	129,944	
Age 0 - 4	7,230	5.56%
Age 5 - 9	8,320	6.40%
Age 10 - 14	8,333	6.41%
Age 15 - 17	5,163	3.97%
Age 18 - 20	4,579	3.52%
Age 21 - 24	6,079	4.68%
Age 25 - 34	13,466	10.36%
Age 35 - 44	13,909	10.70%
Age 45 - 54	18,799	14.47%
Age 55 - 64	20,507	15.78%
Age 65 - 74	15,178	11.68%
Age 75 - 84	6,162	4.74%
Age 85 and over	2,218	1.71%
2021 Est. Median Age, Female		43.63
2021 Est. Average Age, Female		41.29

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	45,875	22.11%
Males, Never Married	24,215	11.67%
Females, Never Married	21,660	10.44%
Married, Spouse present	128,741	62.06%
Married, Spouse absent	5,120	2.47%
Widowed	8,502	4.10%
Males Widowed	1,522	0.73%
Females Widowed	6,980	3.37%
Divorced	19,223	9.27%
Males Divorced	7,817	3.77%
Females Divorced	11,406	5.50%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,262	1.3%
Some High School, no diploma	3,257	1.9%
High School Graduate (or GED)	18,448	10.6%
Some College, no degree	28,315	16.2%
Associate Degree	8,119	4.6%
Bachelor's Degree	68,986	39.5%
Master's Degree	30,515	17.5%
Professional School Degree	9,167	5.2%
Doctorate Degree	5,729	3.3%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,866	14.78%
High School Graduate	3,035	15.66%
Some College or Associate's Degree	4,219	21.76%
Bachelor's Degree or Higher	9,265	47.79%
Households		
2026 Projection	107,773	
2021 Estimate	98,566	
2010 Census	72,163	
2000 Census	46,452	
Growth 2021 - 2026		9.34%
Growth 2010 - 2021		36.59%
Growth 2000 - 2010		55.35%
2021 Est. Households by Household Type	98,566	
Family Households	71,415	72.45%
Nonfamily Households	27,151	27.55%
2021 Est. Group Quarters Population	952	
2021 Households by Ethnicity, Hispanic/Latino	10,094	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	98,566	
Income < \$15,000	3,520	3.57%
Income \$15,000 - \$24,999	3,217	3.26%
Income \$25,000 - \$34,999	3,442	3.49%
Income \$35,000 - \$49,999	5,457	5.54%
Income \$50,000 - \$74,999	10,781	10.94%
Income \$75,000 - \$99,999	10,235	10.38%
Income \$100,000 - \$124,999	9,283	9.42%
Income \$125,000 - \$149,999	8,607	8.73%
Income \$150,000 - \$199,999	12,770	12.96%
Income \$200,000 - \$249,999	8,098	8.22%
Income \$250,000 - \$499,999	12,578	12.76%
Income \$500,000+	10,578	10.73%
2021 Est. Average Household Income		\$188,352
2021 Est. Median Household Income		\$134,381
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$135,276
Black or African American Alone		\$77,187
American Indian and Alaska Native Alone		\$65,435
Asian Alone		\$196,049
Native Hawaiian and Other Pacific Islander Alone		\$62,598
Some Other Race Alone		\$62,855
Two or More Races		\$123,656
Hispanic or Latino		\$89,955
Not Hispanic or Latino		\$140,454
2021 Est. Family HH Type by Presence of Own Child.	71,415	
Married-Couple Family, own children	29,659	41.53%
Married-Couple Family, no own children	32,052	44.88%
Male Householder, own children	1,655	2.32%
Male Householder, no own children	1,286	1.80%
Female Householder, own children	4,298	6.02%
Female Householder, no own children	2,466	3.45%
2021 Est. Households by Household Size	98,566	
1-person	22,232	22.56%
2-person	34,820	35.33%
3-person	16,302	16.54%
4-person	15,544	15.77%
5-person	6,738	6.84%
6-person	2,088	2.12%
7-or-more-person	842	0.85%
2021 Est. Average Household Size		2.59

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	98,566	
Households with 1 or More People under Age 18:	37,023	37.56%
Married-Couple Family	30,381	82.06%
Other Family, Male Householder	1,805	4.88%
Other Family, Female Householder	4,672	12.62%
Nonfamily, Male Householder	138	0.37%
Nonfamily, Female Householder	27	0.07%
Households with No People under Age 18:	61,543	62.44%
Married-Couple Family	31,337	50.92%
Other Family, Male Householder	1,132	1.84%
Other Family, Female Householder	2,092	3.40%
Nonfamily, Male Householder	12,965	21.07%
Nonfamily, Female Householder	14,017	22.78%
2021 Est. Households by Number of Vehicles	98,566	
No Vehicles	1,991	2.02%
1 Vehicle	23,706	24.05%
2 Vehicles	47,499	48.19%
3 Vehicles	18,381	18.65%
4 Vehicles	5,287	5.36%
5 or more Vehicles	1,702	1.73%
2021 Est. Average Number of Vehicles		2.08
Family Households		
2026 Projection	78,085	
2021 Estimate	71,415	
2010 Census	52,113	
2000 Census	34,786	
Growth 2021 - 2026		9.34%
Growth 2010 - 2021		37.04%
Growth 2000 - 2010		49.81%
2021 Est. Families by Poverty Status	71,415	
2021 Families at or Above Poverty	68,928	96.52%
2021 Families at or Above Poverty with Children	33,954	47.55%
2021 Families Below Poverty	2,487	3.48%
2021 Families Below Poverty with Children	1,673	2.34%
2021 Est. Pop 16+ by Employment Status	203,981	
Civilian Labor Force, Employed	131,454	64.44%
Civilian Labor Force, Unemployed	4,856	2.38%
Armed Forces	143	0.07%
Not in Labor Force	67,528	33.11%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	129,993	
For-Profit Private Workers	82,315	63.32%
Non-Profit Private Workers	7,944	6.11%
Local Government Workers	1,299	1.00%
State Government Workers	7,247	5.58%
Federal Government Workers	7,123	5.48%
Self-Employed Workers	23,791	18.30%
Unpaid Family Workers	275	0.21%
2021 Est. Civ. Employed Pop 16+ by Occupation	129,993	
Architect/Engineer	5,617	4.32%
Arts/Entertainment/Sports	5,438	4.18%
Building Grounds Maintenance	2,531	1.95%
Business/Financial Operations	13,026	10.02%
Community/Social Services	1,648	1.27%
Computer/Mathematical	8,147	6.27%
Construction/Extraction	3,465	2.67%
Education/Training/Library	8,000	6.15%
Farming/Fishing/Forestry	40	0.03%
Food Prep/Serving	3,847	2.96%
Health Practitioner/Technician	7,618	5.86%
Healthcare Support	1,458	1.12%
Maintenance Repair	1,948	1.50%
Legal	4,333	3.33%
Life/Physical/Social Science	1,443	1.11%
Management	25,782	19.83%
Office/Admin. Support	10,766	8.28%
Production	1,777	1.37%
Protective Services	1,228	0.95%
Sales/Related	15,328	11.79%
Personal Care/Service	3,247	2.50%
Transportation/Moving	3,305	2.54%
2021 Est. Pop 16+ by Occupation Classification	129,993	
White Collar	107,146	82.42%
Blue Collar	10,496	8.07%
Service and Farm	12,351	9.50%
2021 Est. Workers Age 16+ by Transp. to Work	127,806	
Drove Alone	95,319	74.58%
Car Pooled	7,664	6.00%
Public Transportation	410	0.32%
Walked	1,373	1.07%
Bicycle	216	0.17%
Other Means	1,422	1.11%
Worked at Home	21,401	16.75%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	21,680	
15 - 29 Minutes	37,286	
30 - 44 Minutes	27,415	
45 - 59 Minutes	13,912	
60 or more Minutes	7,007	
2021 Est. Avg Travel Time to Work in Minutes		31
2021 Est. Occupied Housing Units by Tenure	98,566	
Owner Occupied	74,962	76.05%
Renter Occupied	23,605	23.95%
2021 Owner Occ. HUs: Avg. Length of Residence		11.37
2021 Renter Occ. HUs: Avg. Length of Residence		4.99
2021 Est. Owner-Occupied Housing Units by Value	98,566	
Value Less than \$20,000	232	0.31%
Value \$20,000 - \$39,999	160	0.21%
Value \$40,000 - \$59,999	162	0.22%
Value \$60,000 - \$79,999	248	0.33%
Value \$80,000 - \$99,999	307	0.41%
Value \$100,000 - \$149,999	874	1.17%
Value \$150,000 - \$199,999	1,079	1.44%
Value \$200,000 - \$299,999	4,572	6.10%
Value \$300,000 - \$399,999	9,632	12.85%
Value \$400,000 - \$499,999	12,859	17.15%
Value \$500,000 - \$749,999	20,975	27.98%
Value \$750,000 - \$999,999	11,094	14.80%
Value \$1,000,000 or \$1,499,999	6,980	9.31%
Value \$1,500,000 or \$1,999,999	2,714	3.62%
Value \$2,000,000+	3,075	4.10%
2021 Est. Median All Owner-Occupied Housing Value		\$571,444
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	80,718	75.70%
1 Unit Attached	3,487	3.27%
2 Units	1,362	1.28%
3 or 4 Units	1,470	1.38%
5 to 19 Units	6,198	5.81%
20 to 49 Units	2,867	2.69%
50 or More Units	6,957	6.53%
Mobile Home or Trailer	3,488	3.27%
Boat, RV, Van, etc.	77	0.07%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	23,018	21.59%
Housing Units Built 2010 to 2014	6,191	5.81%
Housing Units Built 2000 to 2009	28,172	26.42%
Housing Units Built 1990 to 1999	22,213	20.83%
Housing Units Built 1980 to 1989	14,367	13.48%
Housing Units Built 1970 to 1979	7,907	7.42%
Housing Units Built 1960 to 1969	2,400	2.25%
Housing Units Built 1950 to 1959	1,203	1.13%
Housing Units Built 1940 to 1949	455	0.43%
Housing Unit Built 1939 or Earlier	697	0.65%
2021 Est. Median Year Structure Built		2001

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.



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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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