



The **Retail** Coach®

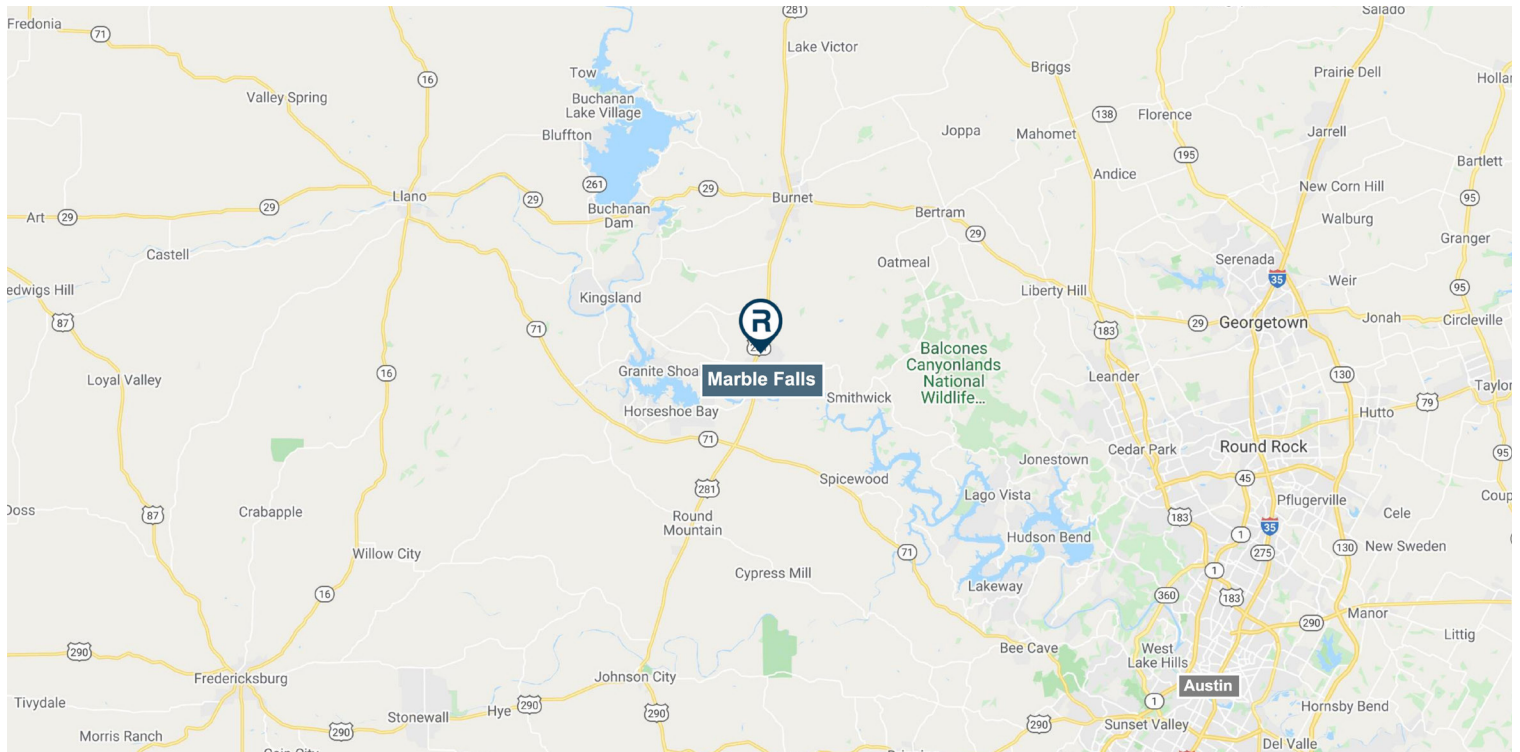
# Community Demographic Profile

MARBLE FALLS, TEXAS

Prepared for Marble Falls Economic Development Corporation  
February 2022

# Community • Demographic Snapshot

## Marble Falls, Texas



### Population

2010	6,077
2022	7,373
2027	7,729

### Educational Attainment (%)

Graduate or Professional Degree	11.19%
Bachelors Degree	16.66%
Associate Degree	6.68%
Some College	25.89%
High School Graduate (GED)	22.44%
Some High School, No Degree	9.70%
Less than 9th Grade	7.44%

### Income

Average HH	\$68,803
Median HH	\$53,019
Per Capita	\$28,501

### Age

0 - 9 Years	12.93%
10 - 17 Years	10.92%
18 - 24 Years	7.79%
25 - 34 Years	11.16%
35 - 44 Years	12.51%
45 - 54 Years	10.88%
55 - 64 Years	12.60%
65 and Older	21.23%
Median Age	40.73
Average Age	41.30

### Race Distribution (%)

White	79.87%
Black/African American	4.73%
American Indian/Alaskan	0.76%
Asian	1.83%
Native Hawaiian/Islander	0.10%
Other Race	9.64%
Two or More Races	3.06%
Hispanic	29.82%



ECONOMIC DEVELOPMENT CORPORATION

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# Community • Demographic Profile

## Marble Falls, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	7,729	
2022 Estimate	7,373	
2010 Census	6,077	
2000 Census	5,041	
Growth 2022 - 2027		4.83%
Growth 2010 - 2022		21.33%
Growth 2000 - 2010		20.55%
<b>2022 Est. Population by Single-Classification Race</b>	<b>7,373</b>	
White Alone	5,889	79.87%
Black or African American Alone	349	4.73%
Amer. Indian and Alaska Native Alone	56	0.76%
Asian Alone	135	1.83%
Native Hawaiian and Other Pacific Island Alone	7	0.10%
Some Other Race Alone	711	9.64%
Two or More Races	226	3.06%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>7,373</b>	
Not Hispanic or Latino	5,174	70.17%
Hispanic or Latino	2,199	29.82%
Mexican	1,908	86.77%
Puerto Rican	16	0.73%
Cuban	1	0.05%
All Other Hispanic or Latino	274	12.46%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,199</b>	
White Alone	1,357	61.71%
Black or African American Alone	18	0.82%
American Indian and Alaska Native Alone	36	1.64%
Asian Alone	1	0.05%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	704	32.02%
Two or More Races	83	3.77%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>135</b>	
Chinese, except Taiwanese	2	1.48%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	119	88.15%
Korean	4	2.96%
Vietnamese	0	0.00%
Cambodian	7	5.18%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	3	2.22%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>7,373</b>	
Arab	207	2.81%
Czech	17	0.23%
Danish	12	0.16%
Dutch	54	0.73%
English	530	7.19%
French (except Basque)	289	3.92%
French Canadian	1	0.01%
German	898	12.18%
Greek	0	0.00%
Hungarian	2	0.03%
Irish	423	5.74%
Italian	52	0.71%
Lithuanian	3	0.04%
United States or American	265	3.59%
Norwegian	85	1.15%
Polish	26	0.35%
Portuguese	2	0.03%
Russian	0	0.00%
Scottish	94	1.27%
Scotch-Irish	282	3.83%
Slovak	1	0.01%
Subsaharan African	33	0.45%
Swedish	75	1.02%
Swiss	139	1.88%
Ukrainian	33	0.45%
Welsh	48	0.65%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,373	32.19%
Ancestry Unclassified	1,429	19.38%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	5,475	79.37%
Speak Asian/Pacific Island Language at Home	28	0.41%
Speak IndoEuropean Language at Home	11	0.16%
Speak Spanish at Home	1,343	19.47%
Speak Other Language at Home	41	0.59%

# Community • Demographic Profile

## Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>7,373</b>	
Age 0 - 4	475	6.44%
Age 5 - 9	478	6.48%
Age 10 - 14	515	6.99%
Age 15 - 17	290	3.93%
Age 18 - 20	255	3.46%
Age 21 - 24	319	4.33%
Age 25 - 34	823	11.16%
Age 35 - 44	922	12.51%
Age 45 - 54	802	10.88%
Age 55 - 64	929	12.60%
Age 65 - 74	867	11.76%
Age 75 - 84	458	6.21%
Age 85 and over	240	3.25%
Age 16 and over	5,811	78.81%
Age 18 and over	5,615	76.16%
Age 21 and over	5,360	72.70%
Age 65 and over	1,565	21.23%
2022 Est. Median Age		40.73
2022 Est. Average Age		41.30
<b>2022 Est. Population by Sex</b>	<b>7,373</b>	
Male	3,530	47.88%
Female	3,843	52.12%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>3,530</b>	
Age 0 - 4	237	6.71%
Age 5 - 9	246	6.97%
Age 10 - 14	255	7.22%
Age 15 - 17	150	4.25%
Age 18 - 20	134	3.80%
Age 21 - 24	167	4.73%
Age 25 - 34	404	11.45%
Age 35 - 44	462	13.09%
Age 45 - 54	381	10.79%
Age 55 - 64	427	12.10%
Age 65 - 74	385	10.91%
Age 75 - 84	195	5.52%
Age 85 and over	87	2.46%
2022 Est. Median Age, Male		38.73
2022 Est. Average Age, Male		39.70
<b>2022 Est. Female Population by Age</b>	<b>3,843</b>	
Age 0 - 4	238	6.19%
Age 5 - 9	232	6.04%
Age 10 - 14	260	6.77%
Age 15 - 17	140	3.64%
Age 18 - 20	121	3.15%
Age 21 - 24	152	3.96%
Age 25 - 34	419	10.90%
Age 35 - 44	460	11.97%
Age 45 - 54	421	10.96%
Age 55 - 64	502	13.06%
Age 65 - 74	482	12.54%
Age 75 - 84	263	6.84%
Age 85 and over	153	3.98%
2022 Est. Median Age, Female		42.79
2022 Est. Average Age, Female		42.80

# Community • Demographic Profile

## Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,727	29.25%
Males, Never Married	1,077	18.24%
Females, Never Married	650	11.01%
Married, Spouse present	2,209	37.41%
Married, Spouse absent	227	3.84%
Widowed	723	12.24%
Males Widowed	49	0.83%
Females Widowed	674	11.41%
Divorced	1,019	17.26%
Males Divorced	379	6.42%
Females Divorced	640	10.84%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	375	7.44%
Some High School, no diploma	489	9.70%
High School Graduate (or GED)	1,131	22.44%
Some College, no degree	1,305	25.89%
Associate Degree	337	6.68%
Bachelor's Degree	840	16.66%
Master's Degree	408	8.09%
Professional School Degree	75	1.49%
Doctorate Degree	81	1.61%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	374	32.69%
High School Graduate	324	28.32%
Some College or Associate's Degree	242	21.15%
Bachelor's Degree or Higher	204	17.83%
<b>Households</b>		
2027 Projection	3,178	
2022 Estimate	3,024	
2010 Census	2,477	
2000 Census	1,975	
Growth 2022 - 2027		5.09%
Growth 2010 - 2022		22.08%
Growth 2000 - 2010		25.42%
<b>2022 Est. Households by Household Type</b>	<b>3,024</b>	
Family Households	1,915	63.33%
Nonfamily Households	1,109	36.67%
2022 Est. Group Quarters Population	73	
2022 Households by Ethnicity, Hispanic/Latino	613	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>3,024</b>	
Income < \$15,000	196	6.48%
Income \$15,000 - \$24,999	368	12.17%
Income \$25,000 - \$34,999	469	15.51%
Income \$35,000 - \$49,999	399	13.19%
Income \$50,000 - \$74,999	609	20.14%
Income \$75,000 - \$99,999	372	12.30%
Income \$100,000 - \$124,999	290	9.59%
Income \$125,000 - \$149,999	161	5.32%
Income \$150,000 - \$199,999	71	2.35%
Income \$200,000 - \$249,999	38	1.26%
Income \$250,000 - \$499,999	35	1.16%
Income \$500,000+	16	0.53%
2022 Est. Average Household Income		\$68,803
2022 Est. Median Household Income		\$53,019
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$45,320
Black or African American Alone		\$70,281
American Indian and Alaska Native Alone		\$48,092
Asian Alone		\$200,000
Native Hawaiian and Other Pacific Islander Alone		\$42,289
Some Other Race Alone		\$74,887
Two or More Races		\$65,113
Hispanic or Latino		\$45,108
Not Hispanic or Latino		\$55,425
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>1,915</b>	
Married-Couple Family, own children	548	28.62%
Married-Couple Family, no own children	807	42.14%
Male Householder, own children	76	3.97%
Male Householder, no own children	82	4.28%
Female Householder, own children	257	13.42%
Female Householder, no own children	145	7.57%
<b>2022 Est. Households by Household Size</b>	<b>3,024</b>	
1-person	984	32.54%
2-person	932	30.82%
3-person	455	15.05%
4-person	363	12.00%
5-person	175	5.79%
6-person	72	2.38%
7-or-more-person	43	1.42%
2022 Est. Average Household Size		2.41

# Community • Demographic Profile

## Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>3,024</b>	
Households with 1 or More People under Age 18:	983	32.51%
Married-Couple Family	584	59.41%
Other Family, Male Householder	93	9.46%
Other Family, Female Householder	294	29.91%
Nonfamily, Male Householder	10	1.02%
Nonfamily, Female Householder	2	0.20%
<b>Households with No People under Age 18:</b>	<b>2,041</b>	
Married-Couple Family	769	37.68%
Other Family, Male Householder	66	3.23%
Other Family, Female Householder	108	5.29%
Nonfamily, Male Householder	434	21.26%
Nonfamily, Female Householder	664	32.53%
<b>2022 Est. Households by Number of Vehicles</b>	<b>3,024</b>	
No Vehicles	363	12.00%
1 Vehicle	1,414	46.76%
2 Vehicles	793	26.22%
3 Vehicles	367	12.14%
4 Vehicles	71	2.35%
5 or more Vehicles	16	0.53%
2022 Est. Average Number of Vehicles		1.5
<b>Family Households</b>		
2027 Projection	2,011	
2022 Estimate	1,915	
2010 Census	1,562	
2000 Census	1,327	
Growth 2022 - 2027		5.01%
Growth 2010 - 2022		22.60%
Growth 2000 - 2010		17.71%
<b>2022 Est. Families by Poverty Status</b>	<b>1,915</b>	
2022 Families at or Above Poverty	1,755	91.64%
2022 Families at or Above Poverty with Children	846	44.18%
2022 Families Below Poverty	160	8.36%
2022 Families Below Poverty with Children	141	7.36%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	3,368	57.96%
Civilian Labor Force, Unemployed	199	3.42%
Armed Forces	0	0.00%
Not in Labor Force	2,244	38.62%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>3,250</b>	
For-Profit Private Workers	1,974	60.74%
Non-Profit Private Workers	298	9.17%
Local Government Workers	5	0.15%
State Government Workers	41	1.26%
Federal Government Workers	396	12.19%
Self-Employed Workers	536	16.49%
Unpaid Family Workers	0	0.00%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>3,250</b>	
Architect/Engineer	5	0.15%
Arts/Entertainment/Sports	46	1.41%
Building Grounds Maintenance	188	5.79%
Business/Financial Operations	190	5.85%
Community/Social Services	39	1.20%
Computer/Mathematical	13	0.40%
Construction/Extraction	304	9.35%
Education/Training/Library	149	4.58%
Farming/Fishing/Forestry	5	0.15%
Food Prep/Serving	414	12.74%
Health Practitioner/Technician	167	5.14%
Healthcare Support	168	5.17%
Maintenance Repair	151	4.65%
Legal	22	0.68%
Life/Physical/Social Science	11	0.34%
Management	397	12.22%
Office/Admin. Support	263	8.09%
Production	80	2.46%
Protective Services	10	0.31%
Sales/Related	470	14.46%
Personal Care/Service	27	0.83%
Transportation/Moving	131	4.03%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>3,250</b>	
White Collar	1,772	54.52%
Blue Collar	666	20.49%
Service and Farm	812	24.98%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>3,143</b>	
Drove Alone	2,382	75.79%
Car Pooled	398	12.66%
Public Transportation	0	0.00%
Walked	63	2.00%
Bicycle	1	0.03%
Other Means	16	0.51%
Worked at Home	283	9.00%

# Community • Demographic Profile

## Marble Falls, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,697	
15 - 29 Minutes	723	
30 - 44 Minutes	271	
45 - 59 Minutes	73	
60 or more Minutes	118	
2022 Est. Avg Travel Time to Work in Minutes		18
2022 Est. Occupied Housing Units by Tenure	3,024	
Owner Occupied	1,595	52.75%
Renter Occupied	1,429	47.26%
2022 Owner Occ. HUs: Avg. Length of Residence		14.10 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		5.20 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>3,024</b>	
Value Less than \$20,000	14	0.88%
Value \$20,000 - \$39,999	14	0.88%
Value \$40,000 - \$59,999	16	1.00%
Value \$60,000 - \$79,999	28	1.76%
Value \$80,000 - \$99,999	37	2.32%
Value \$100,000 - \$149,999	207	12.98%
Value \$150,000 - \$199,999	119	7.46%
Value \$200,000 - \$299,999	602	37.74%
Value \$300,000 - \$399,999	238	14.92%
Value \$400,000 - \$499,999	126	7.90%
Value \$500,000 - \$749,999	116	7.27%
Value \$750,000 - \$999,999	40	2.51%
Value \$1,000,000 or \$1,499,999	29	1.82%
Value \$1,500,000 or \$1,999,999	5	0.31%
Value \$2,000,000+	4	0.25%
2022 Est. Median All Owner-Occupied Housing Value		\$259,975
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	1,618	47.97%
1 Unit Attached	158	4.68%
2 Units	218	6.46%
3 or 4 Units	575	17.05%
5 to 19 Units	307	9.10%
20 to 49 Units	215	6.37%
50 or More Units	23	0.68%
Mobile Home or Trailer	259	7.68%
Boat, RV, Van, etc.	0	0.00%

† Years

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	508	15.06%
Housing Units Built 2010 to 2014	119	3.53%
Housing Units Built 2000 to 2009	855	25.35%
Housing Units Built 1990 to 1999	548	16.25%
Housing Units Built 1980 to 1989	373	11.06%
Housing Units Built 1970 to 1979	652	19.33%
Housing Units Built 1960 to 1969	208	6.17%
Housing Units Built 1950 to 1959	66	1.96%
Housing Units Built 1940 to 1949	18	0.53%
Housing Unit Built 1939 or Earlier	26	0.77%
2022 Est. Median Year Structure Built		1997

# 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**RetailCoach**.®

## 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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