



The**Retail**Coach.®

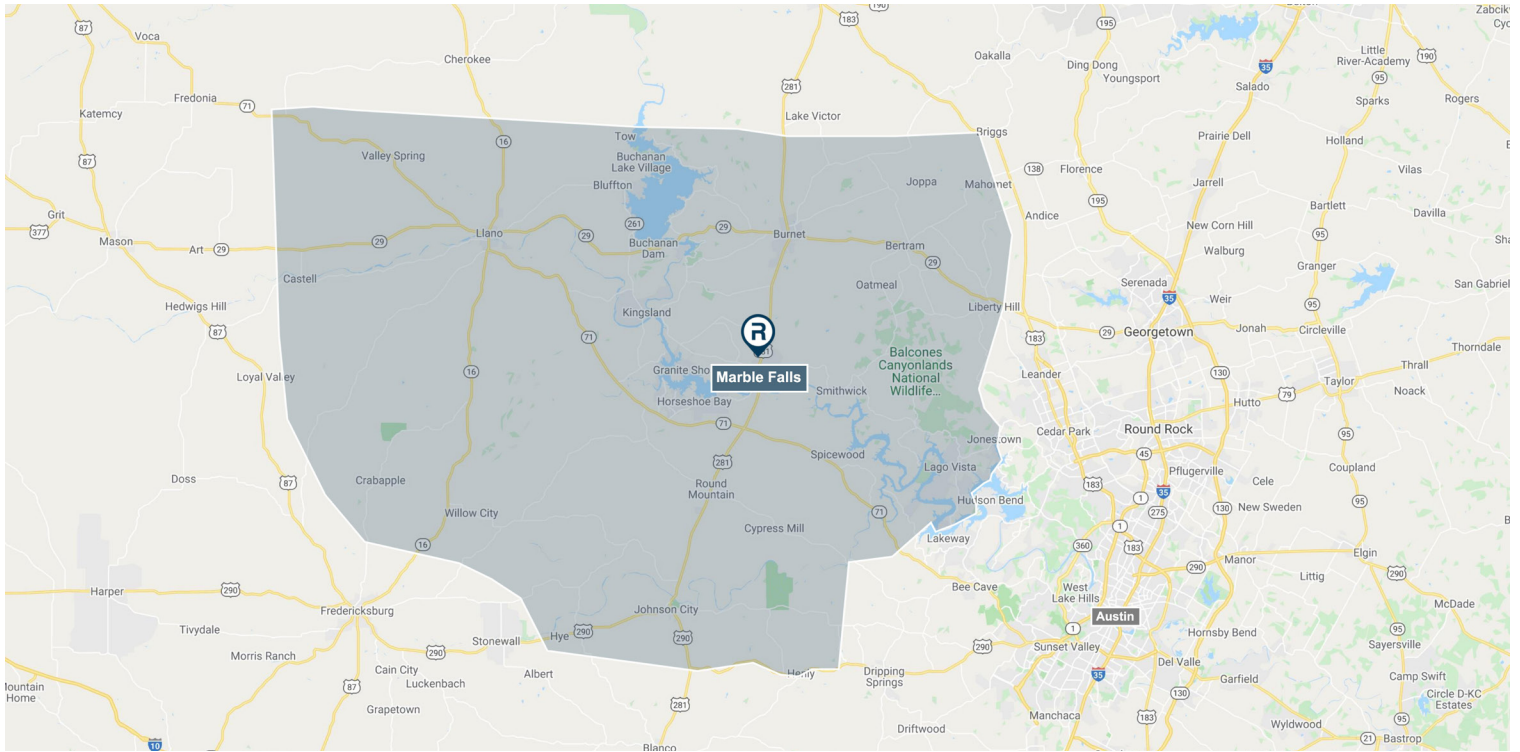
Retail Trade Area Demographic Profile

MARBLE FALLS, TEXAS

Prepared for Marble Falls Economic Development Corporation
February 2022

Retail Trade Area • Demographic Snapshot

Marble Falls, Texas



Population

2010	89,105
2022	112,250
2027	119,458

Educational Attainment (%)

Graduate or Professional Degree	9.05%
Bachelors Degree	21.09%
Associate Degree	7.22%
Some College	24.99%
High School Graduate (GED)	27.20%
Some High School, No Degree	6.23%
Less than 9th Grade	4.21%

Income

Average HH	\$109,311
Median HH	\$76,973
Per Capita	\$45,435

Age

0 - 9 Years	9.78%
10 - 17 Years	8.95%
18 - 24 Years	7.53%
25 - 34 Years	10.13%
35 - 44 Years	9.64%
45 - 54 Years	11.53%
55 - 64 Years	16.13%
65 and Older	26.33%
Median Age	48.75
Average Age	45.37

Race Distribution (%)

White	88.16%
Black/African American	1.55%
American Indian/Alaskan	0.82%
Asian	1.00%
Native Hawaiian/Islander	0.06%
Other Race	6.09%
Two or More Races	2.33%
Hispanic	18.28%



ECONOMIC DEVELOPMENT CORPORATION

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Retail Trade Area • Demographic Profile

Marble Falls, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	119,458	
2022 Estimate	112,250	
2010 Census	89,105	
2000 Census	71,082	
Growth 2022 - 2027		6.42%
Growth 2010 - 2022		25.98%
Growth 2000 - 2010		25.35%
2022 Est. Population by Single-Classification Race	112,250	
White Alone	98,957	88.16%
Black or African American Alone	1,746	1.55%
Amer. Indian and Alaska Native Alone	915	0.82%
Asian Alone	1,121	1.00%
Native Hawaiian and Other Pacific Island Alone	67	0.06%
Some Other Race Alone	6,835	6.09%
Two or More Races	2,610	2.33%
2022 Est. Population by Hispanic or Latino Origin	112,250	
Not Hispanic or Latino	91,732	81.72%
Hispanic or Latino	20,519	18.28%
Mexican	17,840	86.94%
Puerto Rican	289	1.41%
Cuban	86	0.42%
All Other Hispanic or Latino	2,304	11.23%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	20,519	
White Alone	12,366	60.27%
Black or African American Alone	136	0.66%
American Indian and Alaska Native Alone	269	1.31%
Asian Alone	28	0.14%
Native Hawaiian and Other Pacific Islander Alone	6	0.03%
Some Other Race Alone	6,748	32.89%
Two or More Races	965	4.70%
2022 Est. Pop by Race, Asian Alone, by Category	1,121	
Chinese, except Taiwanese	127	11.33%
Filipino	127	11.33%
Japanese	76	6.78%
Asian Indian	342	30.51%
Korean	92	8.21%
Vietnamese	151	13.47%
Cambodian	139	12.40%
Hmong	0	0.00%
Laotian	4	0.36%
Thai	24	2.14%
All Other Asian Races Including 2+ Category	38	3.39%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	112,250	
Arab	1,169	1.04%
Czech	1,005	0.90%
Danish	209	0.19%
Dutch	849	0.76%
English	10,477	9.33%
French (except Basque)	3,085	2.75%
French Canadian	308	0.27%
German	15,808	14.08%
Greek	107	0.10%
Hungarian	49	0.04%
Irish	10,043	8.95%
Italian	1,799	1.60%
Lithuanian	35	0.03%
United States or American	6,305	5.62%
Norwegian	1,114	0.99%
Polish	1,111	0.99%
Portuguese	251	0.22%
Russian	221	0.20%
Scottish	2,404	2.14%
Scotch-Irish	1,976	1.76%
Slovak	48	0.04%
Subsaharan African	147	0.13%
Swedish	872	0.78%
Swiss	297	0.27%
Ukrainian	77	0.07%
Welsh	675	0.60%
West Indian (except Hisp. groups)	76	0.07%
Other ancestries	31,161	27.76%
Ancestry Unclassified	20,574	18.33%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	93,542	87.48%
Speak Asian/Pacific Island Language at Home	655	0.61%
Speak IndoEuropean Language at Home	1,057	0.99%
Speak Spanish at Home	11,600	10.85%
Speak Other Language at Home	70	0.07%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	112,250	
Age 0 - 4	5,326	4.75%
Age 5 - 9	5,647	5.03%
Age 10 - 14	6,113	5.45%
Age 15 - 17	3,931	3.50%
Age 18 - 20	3,594	3.20%
Age 21 - 24	4,856	4.33%
Age 25 - 34	11,373	10.13%
Age 35 - 44	10,817	9.64%
Age 45 - 54	12,937	11.53%
Age 55 - 64	18,101	16.13%
Age 65 - 74	17,875	15.92%
Age 75 - 84	8,799	7.84%
Age 85 and over	2,882	2.57%
Age 16 and over	93,878	83.63%
Age 18 and over	91,234	81.28%
Age 21 and over	87,640	78.08%
Age 65 and over	29,555	26.33%
2022 Est. Median Age		48.75
2022 Est. Average Age		45.37
2022 Est. Population by Sex	112,250	
Male	55,485	49.43%
Female	56,765	50.57%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	55,485	
Age 0 - 4	2,732	4.92%
Age 5 - 9	2,907	5.24%
Age 10 - 14	3,136	5.65%
Age 15 - 17	2,030	3.66%
Age 18 - 20	1,887	3.40%
Age 21 - 24	2,521	4.54%
Age 25 - 34	5,792	10.44%
Age 35 - 44	5,334	9.61%
Age 45 - 54	6,337	11.42%
Age 55 - 64	8,720	15.72%
Age 65 - 74	8,620	15.54%
Age 75 - 84	4,231	7.63%
Age 85 and over	1,238	2.23%
2022 Est. Median Age, Male		47.42
2022 Est. Average Age, Male		44.55
2022 Est. Female Population by Age	56,765	
Age 0 - 4	2,594	4.57%
Age 5 - 9	2,740	4.83%
Age 10 - 14	2,977	5.24%
Age 15 - 17	1,901	3.35%
Age 18 - 20	1,707	3.01%
Age 21 - 24	2,335	4.11%
Age 25 - 34	5,582	9.83%
Age 35 - 44	5,483	9.66%
Age 45 - 54	6,600	11.63%
Age 55 - 64	9,381	16.53%
Age 65 - 74	9,255	16.30%
Age 75 - 84	4,568	8.05%
Age 85 and over	1,643	2.89%
2022 Est. Median Age, Female		50.00
2022 Est. Average Age, Female		46.16

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	20,166	21.19%
Males, Never Married	11,279	11.85%
Females, Never Married	8,887	9.34%
Married, Spouse present	52,653	55.33%
Married, Spouse absent	3,859	4.05%
Widowed	6,917	7.27%
Males Widowed	1,594	1.67%
Females Widowed	5,323	5.59%
Divorced	11,570	12.16%
Males Divorced	5,259	5.53%
Females Divorced	6,311	6.63%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,486	4.21%
Some High School, no diploma	5,154	6.23%
High School Graduate (or GED)	22,516	27.20%
Some College, no degree	20,690	24.99%
Associate Degree	5,981	7.22%
Bachelor's Degree	17,461	21.09%
Master's Degree	5,218	6.30%
Professional School Degree	1,420	1.72%
Doctorate Degree	856	1.03%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,608	32.47%
High School Graduate	3,510	31.59%
Some College or Associate's Degree	2,073	18.66%
Bachelor's Degree or Higher	1,921	17.29%
Households		
2027 Projection	49,214	
2022 Estimate	46,102	
2010 Census	36,312	
2000 Census	28,718	
Growth 2022 - 2027		6.75%
Growth 2010 - 2022		26.96%
Growth 2000 - 2010		26.44%
2022 Est. Households by Household Type	46,102	
Family Households	32,655	70.83%
Nonfamily Households	13,447	29.17%
2022 Est. Group Quarters Population	1,334	
2022 Households by Ethnicity, Hispanic/Latino	5,398	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	46,102	
Income < \$15,000	2,685	5.82%
Income \$15,000 - \$24,999	3,156	6.85%
Income \$25,000 - \$34,999	3,815	8.28%
Income \$35,000 - \$49,999	5,353	11.61%
Income \$50,000 - \$74,999	7,538	16.35%
Income \$75,000 - \$99,999	5,659	12.28%
Income \$100,000 - \$124,999	4,748	10.30%
Income \$125,000 - \$149,999	3,822	8.29%
Income \$150,000 - \$199,999	3,841	8.33%
Income \$200,000 - \$249,999	2,016	4.37%
Income \$250,000 - \$499,999	2,258	4.90%
Income \$500,000+	1,211	2.63%
2022 Est. Average Household Income		\$109,311
2022 Est. Median Household Income		\$76,973
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$77,771
Black or African American Alone		\$62,316
American Indian and Alaska Native Alone		\$61,159
Asian Alone		\$92,374
Native Hawaiian and Other Pacific Islander Alone		\$52,740
Some Other Race Alone		\$69,625
Two or More Races		\$82,625
Hispanic or Latino		\$59,002
Not Hispanic or Latino		\$79,847
2022 Est. Family HH Type by Presence of Own Child.	32,655	
Married-Couple Family, own children	8,521	26.09%
Married-Couple Family, no own children	18,589	56.92%
Male Householder, own children	935	2.86%
Male Householder, no own children	857	2.62%
Female Householder, own children	2,050	6.28%
Female Householder, no own children	1,703	5.21%
2022 Est. Households by Household Size	46,102	
1-person	11,716	25.41%
2-person	19,176	41.60%
3-person	6,432	13.95%
4-person	4,896	10.62%
5-person	2,299	4.99%
6-person	984	2.13%
7-or-more-person	597	1.29%
2022 Est. Average Household Size		2.41

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	46,102	
Households with 1 or More People under Age 18:	12,934	28.05%
Married-Couple Family	9,264	71.62%
Other Family, Male Householder	1,103	8.53%
Other Family, Female Householder	2,449	18.93%
Nonfamily, Male Householder	91	0.70%
Nonfamily, Female Householder	27	0.21%
Households with No People under Age 18:	33,168	
Married-Couple Family	17,842	53.79%
Other Family, Male Householder	691	2.08%
Other Family, Female Householder	1,308	3.94%
Nonfamily, Male Householder	6,369	19.20%
Nonfamily, Female Householder	6,958	20.98%
2022 Est. Households by Number of Vehicles	46,102	
No Vehicles	1,456	3.16%
1 Vehicle	12,177	26.41%
2 Vehicles	20,078	43.55%
3 Vehicles	8,578	18.61%
4 Vehicles	2,520	5.47%
5 or more Vehicles	1,293	2.81%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	34,887	
2022 Estimate	32,655	
2010 Census	25,545	
2000 Census	20,717	
Growth 2022 - 2027		6.83%
Growth 2010 - 2022		27.83%
Growth 2000 - 2010		23.30%
2022 Est. Families by Poverty Status	32,655	
2022 Families at or Above Poverty	30,697	94.00%
2022 Families at or Above Poverty with Children	10,670	32.67%
2022 Families Below Poverty	1,958	6.00%
2022 Families Below Poverty with Children	1,275	3.90%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	51,989	55.38%
Civilian Labor Force, Unemployed	2,702	2.88%
Armed Forces	43	0.05%
Not in Labor Force	39,144	41.70%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	51,651	
For-Profit Private Workers	33,053	63.99%
Non-Profit Private Workers	2,606	5.04%
Local Government Workers	406	0.79%
State Government Workers	1,810	3.50%
Federal Government Workers	4,087	7.91%
Self-Employed Workers	9,577	18.54%
Unpaid Family Workers	112	0.22%
2022 Est. Civ. Employed Pop 16+ by Occupation	51,651	
Architect/Engineer	734	1.42%
Arts/Entertainment/Sports	1,083	2.10%
Building Grounds Maintenance	2,189	4.24%
Business/Financial Operations	2,169	4.20%
Community/Social Services	944	1.83%
Computer/Mathematical	1,446	2.80%
Construction/Extraction	4,621	8.95%
Education/Training/Library	2,490	4.82%
Farming/Fishing/Forestry	257	0.50%
Food Prep/Serving	2,867	5.55%
Health Practitioner/Technician	2,390	4.63%
Healthcare Support	1,670	3.23%
Maintenance Repair	2,019	3.91%
Legal	627	1.21%
Life/Physical/Social Science	187	0.36%
Management	6,339	12.27%
Office/Admin. Support	5,820	11.27%
Production	1,856	3.59%
Protective Services	1,139	2.20%
Sales/Related	6,188	11.98%
Personal Care/Service	1,363	2.64%
Transportation/Moving	3,253	6.30%
2022 Est. Pop 16+ by Occupation Classification	51,651	
White Collar	30,417	58.89%
Blue Collar	11,749	22.75%
Service and Farm	9,485	18.36%
2022 Est. Workers Age 16+ by Transp. to Work	50,779	
Drove Alone	37,714	74.27%
Car Pooled	5,610	11.05%
Public Transportation	254	0.50%
Walked	809	1.59%
Bicycle	136	0.27%
Other Means	623	1.23%
Worked at Home	5,633	11.09%

Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,325	
15 - 29 Minutes	12,716	
30 - 44 Minutes	8,300	
45 - 59 Minutes	5,617	
60 or more Minutes	6,373	
2022 Est. Avg Travel Time to Work in Minutes		33
2022 Est. Occupied Housing Units by Tenure	46,102	
Owner Occupied	36,449	79.06%
Renter Occupied	9,653	20.94%
2022 Owner Occ. HUs: Avg. Length of Residence		13.08 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.75 [†]
2022 Est. Owner-Occupied Housing Units by Value	46,102	
Value Less than \$20,000	459	1.26%
Value \$20,000 - \$39,999	543	1.49%
Value \$40,000 - \$59,999	757	2.08%
Value \$60,000 - \$79,999	954	2.62%
Value \$80,000 - \$99,999	1,111	3.05%
Value \$100,000 - \$149,999	3,392	9.31%
Value \$150,000 - \$199,999	2,391	6.56%
Value \$200,000 - \$299,999	6,518	17.88%
Value \$300,000 - \$399,999	5,082	13.94%
Value \$400,000 - \$499,999	3,730	10.23%
Value \$500,000 - \$749,999	5,107	14.01%
Value \$750,000 - \$999,999	2,751	7.55%
Value \$1,000,000 or \$1,499,999	2,062	5.66%
Value \$1,500,000 or \$1,999,999	708	1.94%
Value \$2,000,000+	884	2.42%
2022 Est. Median All Owner-Occupied Housing Value		\$338,067
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	43,022	73.27%
1 Unit Attached	1,880	3.20%
2 Units	1,128	1.92%
3 or 4 Units	1,423	2.42%
5 to 19 Units	1,570	2.67%
20 to 49 Units	597	1.02%
50 or More Units	562	0.96%
Mobile Home or Trailer	8,199	13.96%
Boat, RV, Van, etc.	334	0.57%

† Years

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	10,511	17.90%
Housing Units Built 2010 to 2014	2,972	5.06%
Housing Units Built 2000 to 2009	12,891	21.95%
Housing Units Built 1990 to 1999	10,046	17.11%
Housing Units Built 1980 to 1989	7,927	13.50%
Housing Units Built 1970 to 1979	7,382	12.57%
Housing Units Built 1960 to 1969	3,071	5.23%
Housing Units Built 1950 to 1959	1,722	2.93%
Housing Units Built 1940 to 1949	613	1.04%
Housing Unit Built 1939 or Earlier	1,581	2.69%
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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