



# PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

## Marble Falls, Texas



Prepared for  
Marble Falls Economic Development Corporation  
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# Primary Retail Trade Area

## Marble Falls, Texas



### Contact Information

**Christian Fletcher, Executive Director**  
Marble Falls Economic Development Corporation  
801 Fourth Street  
Marble Falls, Texas 78654

Phone 830.798.7079  
Cell 830.613.1462  
cfletcher@marblefallseconomy.com  
www.marblefallseconomy.com

## Primary Retail Trade Area | Demographics

### Marble Falls, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	73,789	
2016 Estimate	69,499	
2010 Census	64,536	
2000 Census	52,346	
Growth 2016 - 2021	6.17%	
Growth 2010 - 2016	7.69%	
Growth 2000 - 2010	23.29%	
2016 Est. Population by Single-Classification Race	69,499	
White Alone	61,347	88.27%
Black or African American Alone	1,411	2.03%
Amer. Indian and Alaska Native Alone	566	0.82%
Asian Alone	464	0.67%
Native Hawaiian and Other Pac. Isl. Alone	35	0.05%
Some Other Race Alone	4,226	6.08%
Two or More Races	1,449	2.08%
2016 Est. Population by Hispanic or Latino Origin	69,499	
Not Hispanic or Latino	56,410	81.17%
Hispanic or Latino	13,089	18.83%
Mexican	11,550	88.24%
Puerto Rican	129	0.99%
Cuban	35	0.27%
All Other Hispanic or Latino	1,375	10.50%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	13,089	
White Alone	8,015	61.23%
Black or African American Alone	97	0.74%
American Indian and Alaska Native Alone	192	1.47%
Asian Alone	10	0.08%
Native Hawaiian and Other Pacific Islander Alone	5	0.04%
Some Other Race Alone	4,178	31.92%
Two or More Races	592	4.53%
2016 Est. Pop by Race, Asian Alone, by Category	464	
Chinese, except Taiwanese	6	1.31%
Filipino	162	34.91%
Japanese	4	0.86%
Asian Indian	22	4.66%
Korean	23	5.02%
Vietnamese	222	47.77%
Cambodian	19	4.02%
Hmong	0	0.00%
Laotian	2	0.39%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	5	1.05%
2016 Est. Population by Ancestry	69,499	
Arab	17	0.02%
Czech	392	0.56%
Danish	210	0.30%
Dutch	484	0.70%
English	7,994	11.50%
French (except Basque)	1,885	2.71%
French Canadian	126	0.18%
German	12,018	17.29%
Greek	213	0.31%

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### Marble Falls, Texas

DESCRIPTION	DATA	%
Hungarian	54	0.08%
Irish	5,560	8.00%
Italian	954	1.37%
Lithuanian	69	0.10%
United States or American	4,664	6.71%
Norwegian	328	0.47%
Polish	485	0.70%
Portuguese	69	0.10%
Russian	148	0.21%
Scottish	1,312	1.89%
Scotch-Irish	1,641	2.36%
Slovak	0	0.00%
Subsaharan African	36	0.05%
Swedish	725	1.04%
Swiss	53	0.08%
Ukrainian	15	0.02%
Welsh	267	0.38%
West Indian (except Hisp. groups)	59	0.09%
Other ancestries	19,598	28.20%
Ancestry Unclassified	10,123	14.57%
2016 Est. Pop Age 5+ by Language Spoken At Home	65,977	
Speak Only English at Home	58,193	88.20%
Speak Asian/Pac. Isl. Lang. at Home	153	0.23%
Speak IndoEuropean Language at Home	451	0.68%
Speak Spanish at Home	7,156	10.85%
Speak Other Language at Home	24	0.04%
2016 Est. Population by Sex	69,499	
Male	34,012	48.94%
Female	35,487	51.06%

DESCRIPTION	DATA	%
2016 Est. Population by Age	69,499	
Age 0 - 4	3,522	5.07%
Age 5 - 9	3,674	5.29%
Age 10 - 14	4,039	5.81%
Age 15 - 17	2,592	3.73%
Age 18 - 20	2,333	3.36%
Age 21 - 24	3,100	4.46%
Age 25 - 34	6,721	9.67%
Age 35 - 44	6,878	9.90%
Age 45 - 54	8,503	12.23%
Age 55 - 64	11,052	15.90%
Age 65 - 74	9,974	14.35%
Age 75 - 84	5,177	7.45%
Age 85 and over	1,933	2.78%
Age 16 and over	57,413	82.61%
Age 18 and over	55,671	80.10%
Age 21 and over	53,338	76.75%
Age 65 and over	17,084	24.58%
2016 Est. Median Age	47.2	
2016 Est. Average Age	44.5	

## Primary Retail Trade Area | Demographics

### Marble Falls, Texas

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	34,012	
Age 0 - 4	1,808	5.32%
Age 5 - 9	1,876	5.51%
Age 10 - 14	2,081	6.12%
Age 15 - 17	1,332	3.92%
Age 18 - 20	1,212	3.56%
Age 21 - 24	1,601	4.71%
Age 25 - 34	3,394	9.98%
Age 35 - 44	3,330	9.79%
Age 45 - 54	4,104	12.07%
Age 55 - 64	5,243	15.42%
Age 65 - 74	4,843	14.24%
Age 75 - 84	2,490	7.32%
Age 85 and over	698	2.05%
2016 Est. Median Age, Male	45.9	
2016 Est. Average Age, Male	43.5	
2016 Est. Female Population by Age	35,487	
Age 0 - 4	1,714	4.83%
Age 5 - 9	1,799	5.07%
Age 10 - 14	1,958	5.52%
Age 15 - 17	1,260	3.55%
Age 18 - 20	1,122	3.16%
Age 21 - 24	1,498	4.22%
Age 25 - 34	3,327	9.38%
Age 35 - 44	3,548	10.00%
Age 45 - 54	4,398	12.39%
Age 55 - 64	5,809	16.37%
Age 65 - 74	5,131	14.46%
Age 75 - 84	2,687	7.57%
Age 85 and over	1,235	3.48%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	48.4	
2016 Est. Average Age, Female	45.4	
2016 Est. Pop Age 15+ by Marital Status	58,263	
Total, Never Married	11,820	20.29%
Males, Never Married	6,842	11.74%
Females, Never Married	4,977	8.54%
Married, Spouse present	31,619	54.27%
Married, Spouse absent	2,811	4.82%
Widowed	5,183	8.90%
Males Widowed	1,234	2.12%
Females Widowed	3,949	6.78%
Divorced	6,830	11.72%
Males Divorced	2,926	5.02%
Females Divorced	3,904	6.70%
2016 Est. Pop Age 25+ by Edu. Attainment	50,238	
Less than 9th grade	3,098	6.17%
Some High School, no diploma	4,136	8.23%
High School Graduate (or GED)	15,007	29.87%
Some College, no degree	12,895	25.67%
Associate Degree	2,957	5.89%
Bachelor's Degree	8,369	16.66%
Master's Degree	2,936	5.84%
Professional School Degree	538	1.07%
Doctorate Degree	302	0.60%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	6,674	
No High School Diploma	3,267	48.95%
High School Graduate	1,946	29.15%
Some College or Associate's Degree	1,100	16.49%
Bachelor's Degree or Higher	361	5.41%

## Primary Retail Trade Area | Demographics

### Marble Falls, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	30,171	
2016 Estimate	28,313	
2010 Census	26,418	
2000 Census	21,284	
Growth 2016 - 2021	6.56%	
Growth 2010 - 2016	7.17%	
Growth 2000 - 2010	24.12%	
2016 Est. Households by Household Type	28,313	
Family Households	19,610	69.26%
Nonfamily Households	8,703	30.74%
2016 Est. Group Quarters Population	1,958	
2016 HHs by Ethnicity, Hispanic/Latino	3,361	
2016 Est. Households by HH Income	28,313	
Income < \$15,000	3,048	10.76%
Income \$15,000 - \$24,999	3,720	13.14%
Income \$25,000 - \$34,999	3,394	11.99%
Income \$35,000 - \$49,999	3,797	13.41%
Income \$50,000 - \$74,999	5,322	18.80%
Income \$75,000 - \$99,999	3,141	11.09%
Income \$100,000 - \$124,999	2,186	7.72%
Income \$125,000 - \$149,999	1,219	4.30%
Income \$150,000 - \$199,999	1,081	3.82%
Income \$200,000 - \$249,999	491	1.74%
Income \$250,000 - \$499,999	608	2.15%
Income \$500,000+	305	1.08%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$72,090	
2016 Est. Median Household Income	\$50,928	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$52,475	
Black or African American Alone	\$45,412	
American Indian and Alaska Native Alone	\$39,739	
Asian Alone	\$43,837	
Native Hawaiian and Other Pacific Islander Alone	\$58,038	
Some Other Race Alone	\$25,480	
Two or More Races	\$58,376	
Hispanic or Latino	\$33,348	
Not Hispanic or Latino	\$53,701	
2016 Est. Family HH Type by Presence of Own Child.	19,610	
Married-Couple Family, own children	4,796	24.46%
Married-Couple Family, no own children	11,183	57.03%
Male Householder, own children	596	3.04%
Male Householder, no own children	539	2.75%
Female Householder, own children	1,381	7.04%
Female Householder, no own children	1,115	5.68%
2016 Est. Households by Household Size	28,313	
1-person	7,633	26.96%
2-person	11,602	40.98%
3-person	3,780	13.35%
4-person	2,869	10.13%
5-person	1,422	5.02%
6-person	621	2.19%
7-or-more-person	386	1.36%

## Primary Retail Trade Area | Demographics

### Marble Falls, Texas

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.39	
2016 Est. Households by Presence of People Under 18	28,313	
Households with 1 or More People under Age 18:	7,685	27.14%
Married-Couple Family	5,250	68.32%
Other Family, Male Householder	709	9.23%
Other Family, Female Householder	1,647	21.43%
Nonfamily, Male Householder	62	0.80%
Nonfamily, Female Householder	18	0.23%
Households with No People under Age 18:	20,628	72.86%
Married-Couple Family	10,727	52.00%
Other Family, Male Householder	426	2.06%
Other Family, Female Householder	849	4.12%
Nonfamily, Male Householder	3,919	19.00%
Nonfamily, Female Householder	4,708	22.82%
2016 Est. Households by Number of Vehicles	28,313	
No Vehicles	1,133	4.00%
1 Vehicle	9,276	32.76%
2 Vehicles	12,474	44.06%
3 Vehicles	4,038	14.26%
4 Vehicles	978	3.46%
5 or more Vehicles	414	1.46%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	20,927	
2016 Estimate	19,610	
2010 Census	18,251	
2000 Census	15,221	
Growth 2016 - 2021	6.72%	
Growth 2010 - 2016	7.44%	
Growth 2000 - 2010	19.91%	
2016 Est. Families by Poverty Status	19,610	
2016 Families at or Above Poverty	17,535	89.42%
2016 Families at or Above Poverty with Children	5,834	29.75%
2016 Families Below Poverty	2,075	10.58%
2016 Families Below Poverty with Children	1,635	8.34%
2016 Est. Pop Age 16+ by Employment Status	57,413	
In Armed Forces	47	0.08%
Civilian - Employed	29,335	51.09%
Civilian - Unemployed	1,937	3.37%
Not in Labor Force	26,094	45.45%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	29,816	
For-Profit Private Workers	18,477	61.97%
Non-Profit Private Workers	1,822	6.11%
Local Government Workers	2,738	9.18%
State Government Workers	1,170	3.92%
Federal Government Workers	373	1.25%
Self-Employed Workers	5,204	17.45%
Unpaid Family Workers	32	0.11%



## Primary Retail Trade Area | Demographics

### Marble Falls, Texas

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	29,816	
Architect/Engineer	491	1.65%
Arts/Entertainment/Sports	344	1.15%
Building Grounds Maintenance	1,918	6.43%
Business/Financial Operations	864	2.90%
Community/Social Services	291	0.98%
Computer/Mathematical	299	1.00%
Construction/Extraction	2,524	8.46%
Education/Training/Library	1,592	5.34%
Farming/Fishing/Forestry	215	0.72%
Food Prep/Serving	1,951	6.54%
Health Practitioner/Technician	1,176	3.95%
Healthcare Support	688	2.31%
Maintenance Repair	1,386	4.65%
Legal	220	0.74%
Life/Physical/Social Science	157	0.53%
Management	3,429	11.50%
Office/Admin. Support	3,889	13.04%
Production	1,493	5.01%
Protective Services	804	2.70%
Sales/Related	3,835	12.86%
Personal Care/Service	850	2.85%
Transportation/Moving	1,401	4.70%
2016 Est. Pop 16+ by Occupation Classification	29,816	
Blue Collar	6,803	22.82%
White Collar	16,587	55.63%
Service and Farm	6,426	21.55%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	29,408	
Drove Alone	22,647	77.01%
Car Pooled	3,173	10.79%
Public Transportation	48	0.16%
Walked	296	1.01%
Bicycle	34	0.12%
Other Means	282	0.96%
Worked at Home	2,929	9.96%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,860	
15 - 29 Minutes	8,253	
30 - 44 Minutes	4,092	
45 - 59 Minutes	1,904	
60 or more Minutes	3,261	
2016 Est. Avg Travel Time to Work in Minutes	29.00	
2016 Est. Occupied Housing Units by Tenure	28,313	
Owner Occupied	21,563	76.16%
Renter Occupied	6,750	23.84%
2016 Owner Occ. HUs: Avg. Length of Residence	14.2	
2016 Renter Occ. HUs: Avg. Length of Residence	7.4	



## Primary Retail Trade Area | Demographics

### Marble Falls, Texas

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	21,563	
Value Less than \$20,000	685	3.18%
Value \$20,000 - \$39,999	967	4.48%
Value \$40,000 - \$59,999	1,238	5.74%
Value \$60,000 - \$79,999	1,528	7.09%
Value \$80,000 - \$99,999	1,746	8.10%
Value \$100,000 - \$149,999	2,840	13.17%
Value \$150,000 - \$199,999	2,821	13.08%
Value \$200,000 - \$299,999	3,168	14.69%
Value \$300,000 - \$399,999	2,161	10.02%
Value \$400,000 - \$499,999	1,343	6.23%
Value \$500,000 - \$749,999	1,424	6.60%
Value \$750,000 - \$999,999	786	3.65%
Value \$1,000,000 or more	857	3.97%
2016 Est. Median All Owner-Occupied Housing Value	\$181,524	
2016 Est. Housing Units by Units in Structure	37,611	
1 Unit Attached	484	1.29%
1 Unit Detached	26,689	70.96%
2 Units	1,230	3.27%
3 or 4 Units	1,109	2.95%
5 to 19 Units	1,079	2.87%
20 to 49 Units	394	1.05%
50 or More Units	187	0.50%
Mobile Home or Trailer	6,364	16.92%
Boat, RV, Van, etc.	77	0.20%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	37,611	
Housing Units Built 2010 or later	2,439	6.49%
Housing Units Built 2000 to 2009	9,099	24.19%
Housing Units Built 1990 to 1999	6,154	16.36%
Housing Units Built 1980 to 1989	6,553	17.42%
Housing Units Built 1970 to 1979	6,328	16.82%
Housing Units Built 1960 to 1969	3,113	8.28%
Housing Units Built 1950 to 1959	1,869	4.97%
Housing Units Built 1940 to 1949	808	2.15%
Housing Unit Built 1939 or Earlier	1,249	3.32%
2016 Est. Median Year Structure Built	1988	



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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

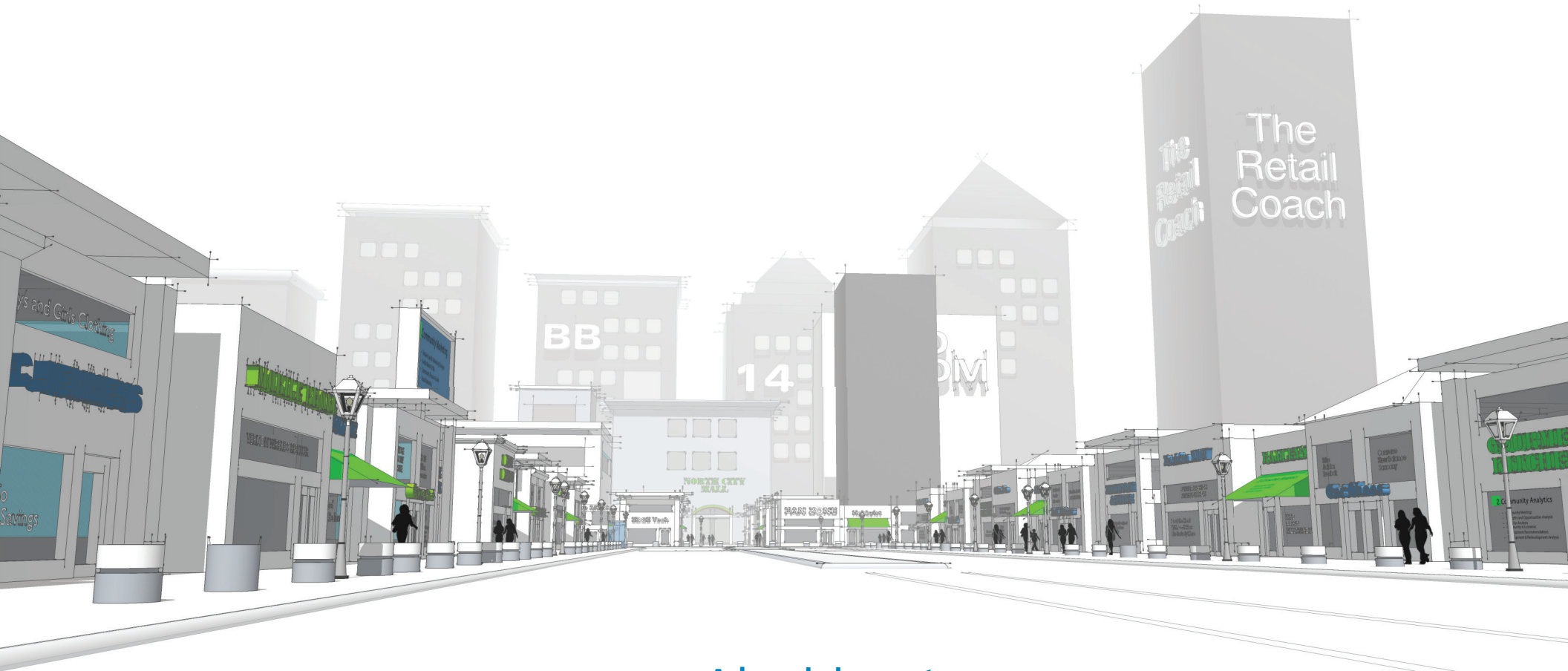
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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 - It’s not about data. It’s about your success.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
tel 800.851.0962 | fax 662.844.2738 | e-mail [info@theretailcoach.net](mailto:info@theretailcoach.net) | web [www.theretailcoach.net](http://www.theretailcoach.net)



## Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2015, U.S. Census Bureau, Economy.com, 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 MapInfo, 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.