



SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

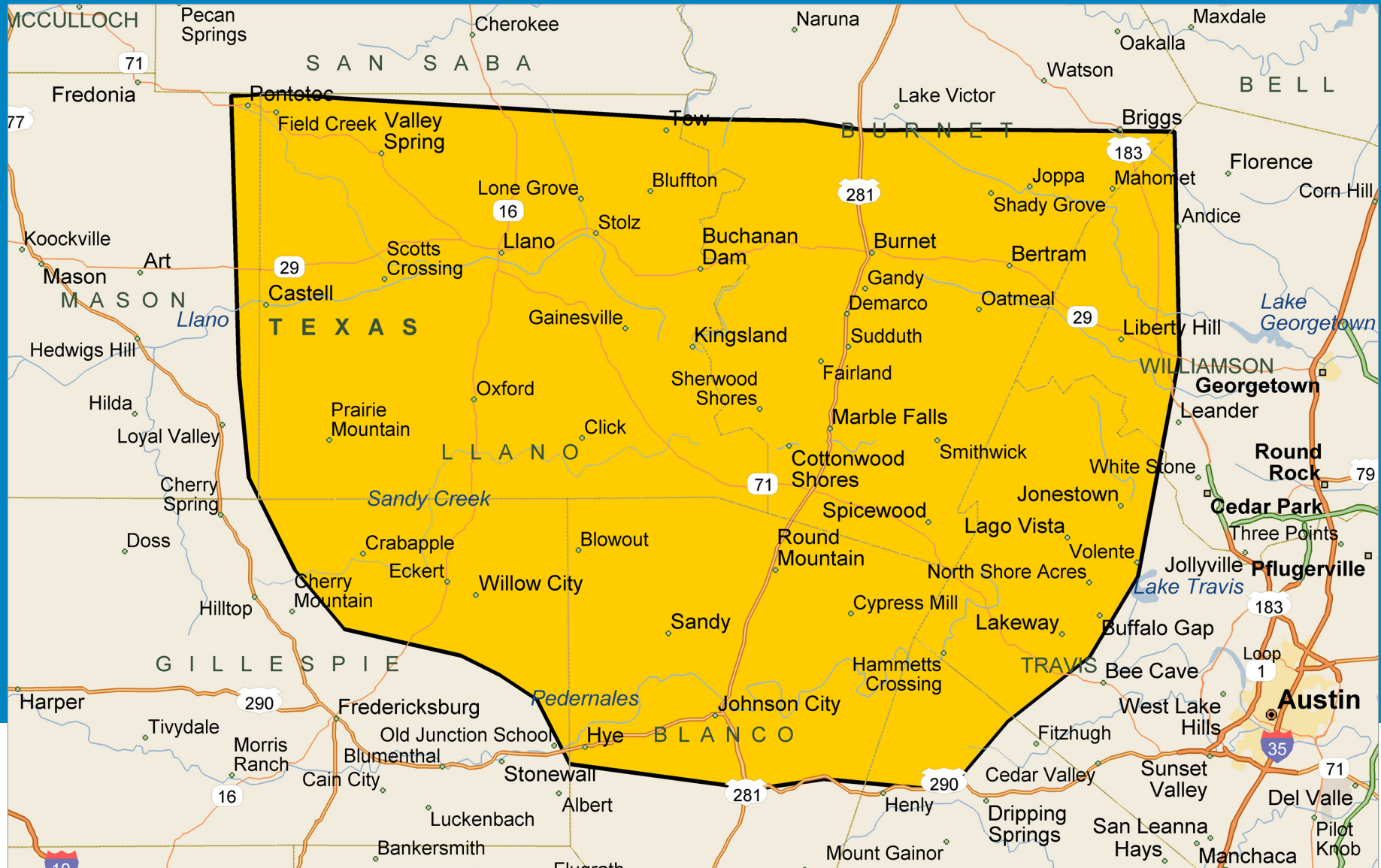
Marble Falls, Texas



Prepared for
Marble Falls Economic Development Corporation
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Secondary Retail Trade Area Marble Falls, Texas



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Secondary Retail Trade Area | Demographics

Marble Falls, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	167,867	
2016 Estimate	153,601	
2010 Census	133,032	
2000 Census	96,941	
Growth 2016 - 2021	9.29%	
Growth 2010 - 2016	15.46%	
Growth 2000 - 2010	37.23%	
2016 Est. Population by Single-Classification Race	153,601	
White Alone	135,734	88.37%
Black or African American Alone	2,847	1.85%
Amer. Indian and Alaska Native Alone	1,040	0.68%
Asian Alone	1,964	1.28%
Native Hawaiian and Other Pac. Isl. Alone	82	0.05%
Some Other Race Alone	8,291	5.40%
Two or More Races	3,644	2.37%
2016 Est. Population by Hispanic or Latino Origin	153,601	
Not Hispanic or Latino	128,405	83.60%
Hispanic or Latino	25,196	16.40%
Mexican	21,491	85.30%
Puerto Rican	486	1.93%
Cuban	155	0.62%
All Other Hispanic or Latino	3,063	12.16%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	25,196	
White Alone	15,203	60.34%
Black or African American Alone	165	0.66%
American Indian and Alaska Native Alone	319	1.27%
Asian Alone	55	0.22%
Native Hawaiian and Other Pacific Islander Alone	9	0.03%
Some Other Race Alone	8,144	32.32%
Two or More Races	1,301	5.16%
2016 Est. Pop by Race, Asian Alone, by Category	1,964	
Chinese, except Taiwanese	170	8.64%
Filipino	494	25.16%
Japanese	62	3.14%
Asian Indian	440	22.41%
Korean	122	6.24%
Vietnamese	423	21.52%
Cambodian	24	1.25%
Hmong	1	0.05%
Laotian	12	0.63%
Thai	11	0.57%
All Other Asian Races Including 2+ Category	204	10.39%
2016 Est. Population by Ancestry	153,601	
Arab	151	0.10%
Czech	1,086	0.71%
Danish	396	0.26%
Dutch	849	0.55%
English	15,539	10.12%
French (except Basque)	4,120	2.68%
French Canadian	865	0.56%
German	25,199	16.41%
Greek	423	0.28%

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DESCRIPTION	DATA	%
Hungarian	157	0.10%
Irish	10,877	7.08%
Italian	3,377	2.20%
Lithuanian	165	0.11%
United States or American	10,971	7.14%
Norwegian	1,460	0.95%
Polish	1,768	1.15%
Portuguese	145	0.09%
Russian	333	0.22%
Scottish	3,227	2.10%
Scotch-Irish	2,836	1.85%
Slovak	2	0.00%
Subsaharan African	200	0.13%
Swedish	1,640	1.07%
Swiss	309	0.20%
Ukrainian	225	0.15%
Welsh	782	0.51%
West Indian (except Hisp. groups)	233	0.15%
Other ancestries	43,681	28.44%
Ancestry Unclassified	22,586	14.70%
2016 Est. Pop Age 5+ by Language Spoken At Home	145,583	
Speak Only English at Home	128,088	87.98%
Speak Asian/Pac. Isl. Lang. at Home	1,191	0.82%
Speak IndoEuropean Language at Home	1,448	0.99%
Speak Spanish at Home	14,673	10.08%
Speak Other Language at Home	183	0.13%
2016 Est. Population by Sex	153,601	
Male	76,215	49.62%
Female	77,386	50.38%

DESCRIPTION	DATA	%
2016 Est. Population by Age	153,601	
Age 0 - 4	8,018	5.22%
Age 5 - 9	8,383	5.46%
Age 10 - 14	9,668	6.29%
Age 15 - 17	6,095	3.97%
Age 18 - 20	5,354	3.49%
Age 21 - 24	6,743	4.39%
Age 25 - 34	14,279	9.30%
Age 35 - 44	16,970	11.05%
Age 45 - 54	21,877	14.24%
Age 55 - 64	25,090	16.33%
Age 65 - 74	19,170	12.48%
Age 75 - 84	8,903	5.80%
Age 85 and over	3,052	1.99%
Age 16 and over	125,530	81.72%
Age 18 and over	121,437	79.06%
Age 21 and over	116,083	75.57%
Age 65 and over	31,125	20.26%
2016 Est. Median Age	45.6	
2016 Est. Average Age	42.9	

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	76,215	
Age 0 - 4	4,115	5.40%
Age 5 - 9	4,322	5.67%
Age 10 - 14	4,924	6.46%
Age 15 - 17	3,153	4.14%
Age 18 - 20	2,808	3.68%
Age 21 - 24	3,498	4.59%
Age 25 - 34	7,221	9.48%
Age 35 - 44	8,278	10.86%
Age 45 - 54	10,766	14.13%
Age 55 - 64	12,197	16.00%
Age 65 - 74	9,465	12.42%
Age 75 - 84	4,283	5.62%
Age 85 and over	1,182	1.55%
2016 Est. Median Age, Male	44.7	
2016 Est. Average Age, Male	42.2	
2016 Est. Female Population by Age	77,386	
Age 0 - 4	3,903	5.04%
Age 5 - 9	4,061	5.25%
Age 10 - 14	4,743	6.13%
Age 15 - 17	2,941	3.80%
Age 18 - 20	2,546	3.29%
Age 21 - 24	3,244	4.19%
Age 25 - 34	7,058	9.12%
Age 35 - 44	8,692	11.23%
Age 45 - 54	11,111	14.36%
Age 55 - 64	12,892	16.66%
Age 65 - 74	9,705	12.54%
Age 75 - 84	4,619	5.97%
Age 85 and over	1,870	2.42%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	46.4	
2016 Est. Average Age, Female	43.6	
2016 Est. Pop Age 15+ by Marital Status	127,532	
Total, Never Married	25,339	19.87%
Males, Never Married	14,630	11.47%
Females, Never Married	10,709	8.40%
Married, Spouse present	74,806	58.66%
Married, Spouse absent	5,558	4.36%
Widowed	8,248	6.47%
Males Widowed	1,801	1.41%
Females Widowed	6,448	5.06%
Divorced	13,580	10.65%
Males Divorced	6,147	4.82%
Females Divorced	7,433	5.83%
2016 Est. Pop Age 25+ by Edu. Attainment	109,340	
Less than 9th grade	4,891	4.47%
Some High School, no diploma	6,242	5.71%
High School Graduate (or GED)	26,802	24.51%
Some College, no degree	27,131	24.81%
Associate Degree	7,520	6.88%
Bachelor's Degree	25,644	23.45%
Master's Degree	8,488	7.76%
Professional School Degree	1,727	1.58%
Doctorate Degree	896	0.82%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	13,153	
No High School Diploma	5,106	38.82%
High School Graduate	3,521	26.77%
Some College or Associate's Degree	2,852	21.69%
Bachelor's Degree or Higher	1,673	12.72%

Secondary Retail Trade Area | Demographics

Marble Falls, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	67,109	
2016 Estimate	61,177	
2010 Census	52,955	
2000 Census	38,356	
Growth 2016 - 2021	9.70%	
Growth 2010 - 2016	15.53%	
Growth 2000 - 2010	38.06%	
2016 Est. Households by Household Type	61,177	
Family Households	44,265	72.36%
Nonfamily Households	16,912	27.64%
2016 Est. Group Quarters Population	2,171	
2016 HHs by Ethnicity, Hispanic/Latino	6,506	
2016 Est. Households by HH Income	61,177	
Income < \$15,000	4,987	8.15%
Income \$15,000 - \$24,999	5,824	9.52%
Income \$25,000 - \$34,999	5,486	8.97%
Income \$35,000 - \$49,999	7,231	11.82%
Income \$50,000 - \$74,999	10,619	17.36%
Income \$75,000 - \$99,999	7,833	12.80%
Income \$100,000 - \$124,999	5,764	9.42%
Income \$125,000 - \$149,999	3,741	6.12%
Income \$150,000 - \$199,999	4,130	6.75%
Income \$200,000 - \$249,999	1,978	3.23%
Income \$250,000 - \$499,999	2,499	4.09%
Income \$500,000+	1,084	1.77%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$93,046	
2016 Est. Median Household Income	\$66,621	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$67,959	
Black or African American Alone	\$64,128	
American Indian and Alaska Native Alone	\$46,249	
Asian Alone	\$88,892	
Native Hawaiian and Other Pacific Islander Alone	\$67,235	
Some Other Race Alone	\$35,671	
Two or More Races	\$60,193	
Hispanic or Latino	\$48,624	
Not Hispanic or Latino	\$68,973	
2016 Est. Family HH Type by Presence of Own Child.	44,265	
Married-Couple Family, own children	13,197	29.81%
Married-Couple Family, no own children	23,835	53.85%
Male Householder, own children	1,242	2.81%
Male Householder, no own children	1,126	2.54%
Female Householder, own children	2,758	6.23%
Female Householder, no own children	2,107	4.76%
2016 Est. Households by Household Size	61,177	
1-person	14,664	23.97%
2-person	24,593	40.20%
3-person	9,163	14.98%
4-person	7,272	11.89%
5-person	3,363	5.50%
6-person	1,362	2.23%
7-or-more-person	760	1.24%

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.48	
2016 Est. Households by Presence of People Under 18	61,177	
Households with 1 or More People under Age 18:	18,888	30.87%
Married-Couple Family	14,081	74.55%
Other Family, Male Householder	1,440	7.62%
Other Family, Female Householder	3,217	17.03%
Nonfamily, Male Householder	117	0.62%
Nonfamily, Female Householder	33	0.18%
Households with No People under Age 18:	42,290	69.13%
Married-Couple Family	22,946	54.26%
Other Family, Male Householder	927	2.19%
Other Family, Female Householder	1,655	3.91%
Nonfamily, Male Householder	8,173	19.33%
Nonfamily, Female Householder	8,589	20.31%
2016 Est. Households by Number of Vehicles	61,177	
No Vehicles	1,820	2.97%
1 Vehicle	16,546	27.05%
2 Vehicles	29,088	47.55%
3 Vehicles	10,100	16.51%
4 Vehicles	2,496	4.08%
5 or more Vehicles	1,127	1.84%
2016 Est. Average Number of Vehicles	2.0	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	48,663	
2016 Estimate	44,265	
2010 Census	38,107	
2000 Census	28,115	
Growth 2016 - 2021	9.94%	
Growth 2010 - 2016	16.16%	
Growth 2000 - 2010	35.54%	
2016 Est. Families by Poverty Status	44,265	
2016 Families at or Above Poverty	40,918	92.44%
2016 Families at or Above Poverty with Children	15,724	35.52%
2016 Families Below Poverty	3,347	7.56%
2016 Families Below Poverty with Children	2,408	5.44%
2016 Est. Pop Age 16+ by Employment Status	125,530	
In Armed Forces	147	0.12%
Civilian - Employed	71,092	56.63%
Civilian - Unemployed	4,812	3.83%
Not in Labor Force	49,480	39.42%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	71,512	
For-Profit Private Workers	44,425	62.12%
Non-Profit Private Workers	4,244	5.93%
Local Government Workers	5,889	8.24%
State Government Workers	3,243	4.54%
Federal Government Workers	900	1.26%
Self-Employed Workers	12,696	17.75%
Unpaid Family Workers	115	0.16%

Secondary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	71,512	
Architect/Engineer	1,666	2.33%
Arts/Entertainment/Sports	1,347	1.88%
Building Grounds Maintenance	3,337	4.67%
Business/Financial Operations	4,069	5.69%
Community/Social Services	711	0.99%
Computer/Mathematical	1,840	2.57%
Construction/Extraction	4,713	6.59%
Education/Training/Library	4,114	5.75%
Farming/Fishing/Forestry	454	0.64%
Food Prep/Serving	3,333	4.66%
Health Practitioner/Technician	3,512	4.91%
Healthcare Support	1,238	1.73%
Maintenance Repair	2,994	4.19%
Legal	653	0.91%
Life/Physical/Social Science	417	0.58%
Management	9,752	13.64%
Office/Admin. Support	8,608	12.04%
Production	2,568	3.59%
Protective Services	1,499	2.10%
Sales/Related	9,773	13.67%
Personal Care/Service	2,171	3.04%
Transportation/Moving	2,744	3.84%
2016 Est. Pop 16+ by Occupation Classification	71,512	
Blue Collar	13,019	18.20%
White Collar	46,462	64.97%
Service and Farm	12,032	16.82%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	70,529	
Drove Alone	54,172	76.81%
Car Pooled	7,157	10.15%
Public Transportation	142	0.20%
Walked	676	0.96%
Bicycle	58	0.08%
Other Means	761	1.08%
Worked at Home	7,564	10.72%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,236	
15 - 29 Minutes	17,032	
30 - 44 Minutes	14,612	
45 - 59 Minutes	8,327	
60 or more Minutes	7,675	
2016 Est. Avg Travel Time to Work in Minutes	33.00	
2016 Est. Occupied Housing Units by Tenure	61,177	
Owner Occupied	49,210	80.44%
Renter Occupied	11,968	19.56%
2016 Owner Occ. HUs: Avg. Length of Residence	12.7	
2016 Renter Occ. HUs: Avg. Length of Residence	7.0	

Secondary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	49,210	
Value Less than \$20,000	1,166	2.37%
Value \$20,000 - \$39,999	1,386	2.82%
Value \$40,000 - \$59,999	1,671	3.39%
Value \$60,000 - \$79,999	2,036	4.14%
Value \$80,000 - \$99,999	2,230	4.53%
Value \$100,000 - \$149,999	4,621	9.39%
Value \$150,000 - \$199,999	5,547	11.27%
Value \$200,000 - \$299,999	8,331	16.93%
Value \$300,000 - \$399,999	6,570	13.35%
Value \$400,000 - \$499,999	4,917	9.99%
Value \$500,000 - \$749,999	5,390	10.95%
Value \$750,000 - \$999,999	2,554	5.19%
Value \$1,000,000 or more	2,791	5.67%
2016 Est. Median All Owner-Occupied Housing Value	\$271,403	
2016 Est. Housing Units by Units in Structure	75,854	
1 Unit Attached	1,462	1.93%
1 Unit Detached	57,622	75.96%
2 Units	1,958	2.58%
3 or 4 Units	1,639	2.16%
5 to 19 Units	1,725	2.27%
20 to 49 Units	760	1.00%
50 or More Units	519	0.68%
Mobile Home or Trailer	9,926	13.09%
Boat, RV, Van, etc.	244	0.32%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	75,854	
Housing Units Built 2010 or later	9,683	12.76%
Housing Units Built 2000 to 2009	20,451	26.96%
Housing Units Built 1990 to 1999	13,051	17.21%
Housing Units Built 1980 to 1989	12,291	16.20%
Housing Units Built 1970 to 1979	10,302	13.58%
Housing Units Built 1960 to 1969	4,264	5.62%
Housing Units Built 1950 to 1959	2,664	3.51%
Housing Units Built 1940 to 1949	1,255	1.65%
Housing Unit Built 1939 or Earlier	1,893	2.50%
2016 Est. Median Year Structure Built	1994	



C. Kelly Cofer
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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.

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Acknowledgements

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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.