

MARBLE FALLS

TEXAS

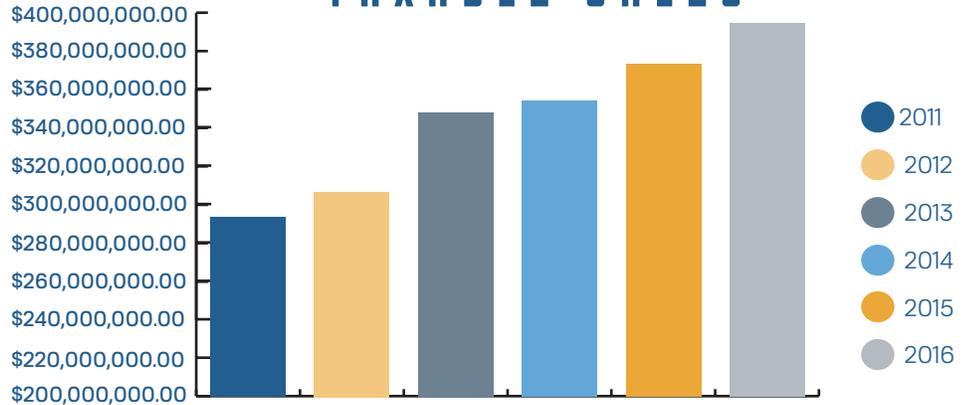
POPULATION

70,721

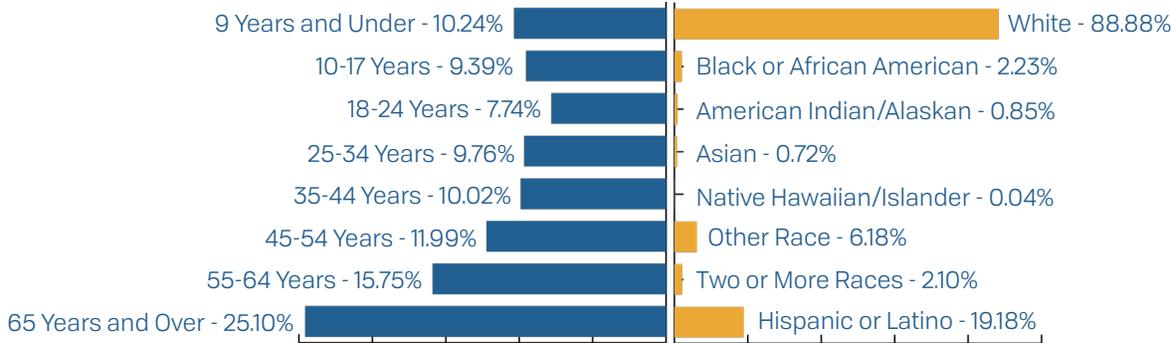
2017 Estimated Primary Retail Trade Area Population



TAXABLE SALES



AGE DISTRIBUTION AND RACE



Median Age 47.4
Average Age 44.7

HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

\$ 7 5 , 5 9 3

MEDIAN HOUSEHOLD INCOME

\$ 5 4 , 0 4 4

PER CAPITA INCOME

\$ 3 1 , 6 5 1

OPPORTUNITY IN MARBLE FALLS*

Clothing & Accessory Stores

Sales Leakage = \$37,869,886

Sporting Goods Stores

Sales Leakage = \$8,418,909

Food Service & Drinking Places

Sales Leakage = \$87,026,191

Potential Retail Sales \$1,138,791,019

Actual Sales \$472,161,703

Sales Leakage \$666,629,316

*Opportunity numbers based upon 2016 data

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Marble Falls
ECONOMIC DEVELOPMENT CORPORATION

TheRetailCoach®

EXISTING RETAIL



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