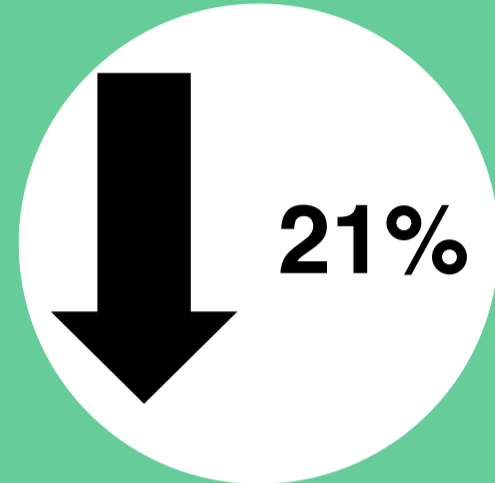


Comparative Demographics | Blanco vs. Austin

ANNUAL POPULATION GROWTH

Blanco
21% LOWER
than
Austin



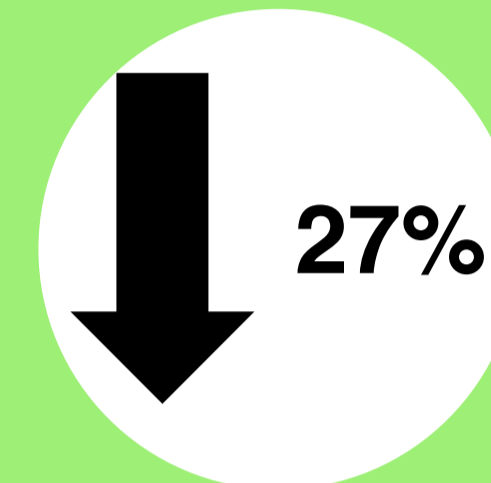
% HOME VALUES \$500,000+

Blanco
50% LOWER
than
Austin



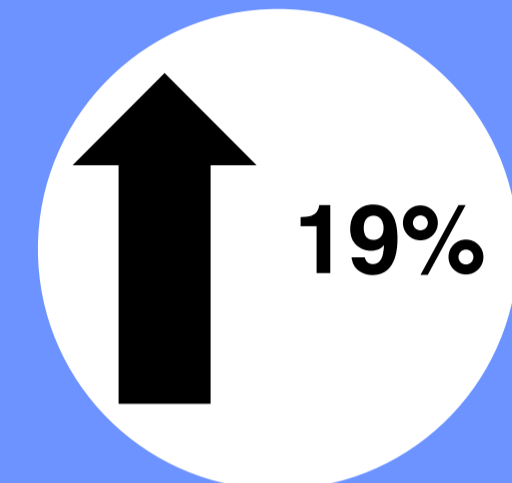
% HOUSEHOLD INCOMES \$100,000+

Blanco
27% LOWER
than
Austin



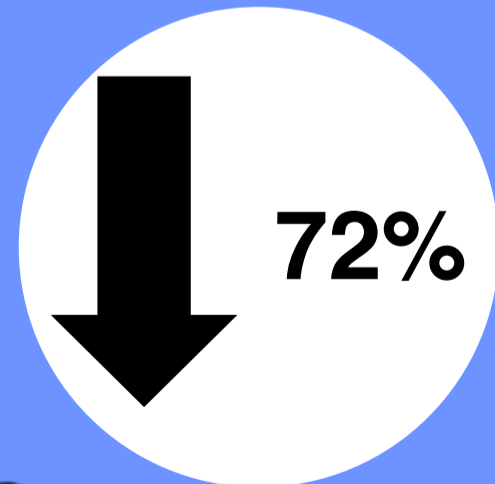
% HOUSEHOLD NET WORTH \$500,000+

Blanco
19% HIGHER
than
Austin



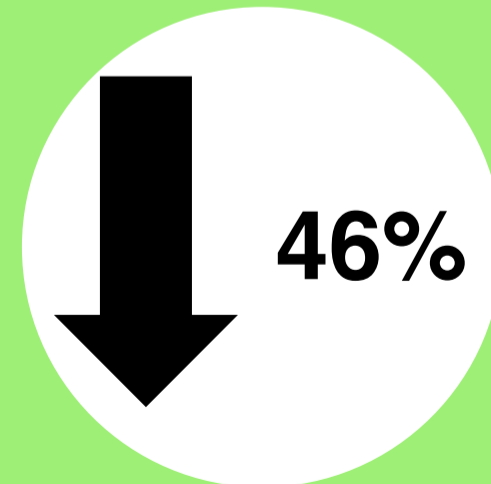
CRIME INDEX

Blanco
72% LOWER
than
Austin



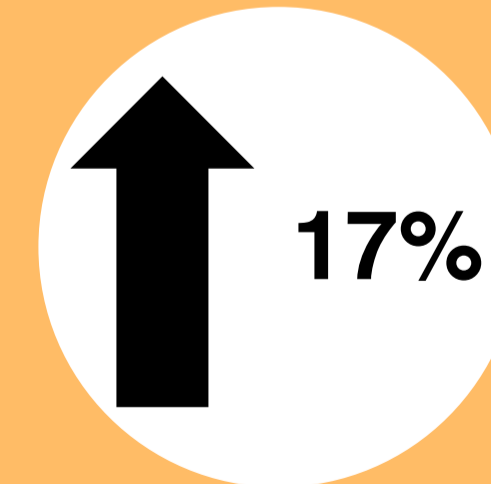
% ADULTS AT LEAST BACHELOR'S DEGREE

Blanco
46% LOWER
than
Austin



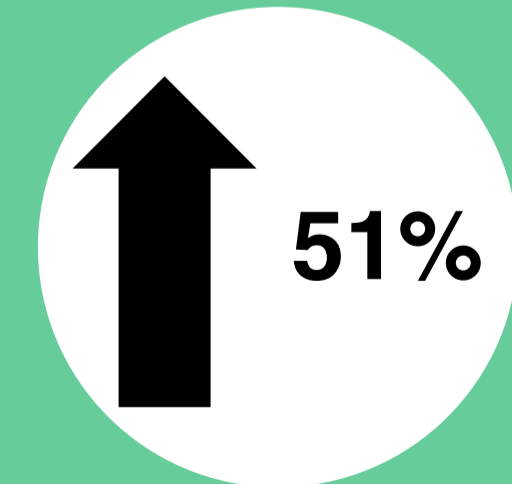
% HOMES WITH CHILDREN

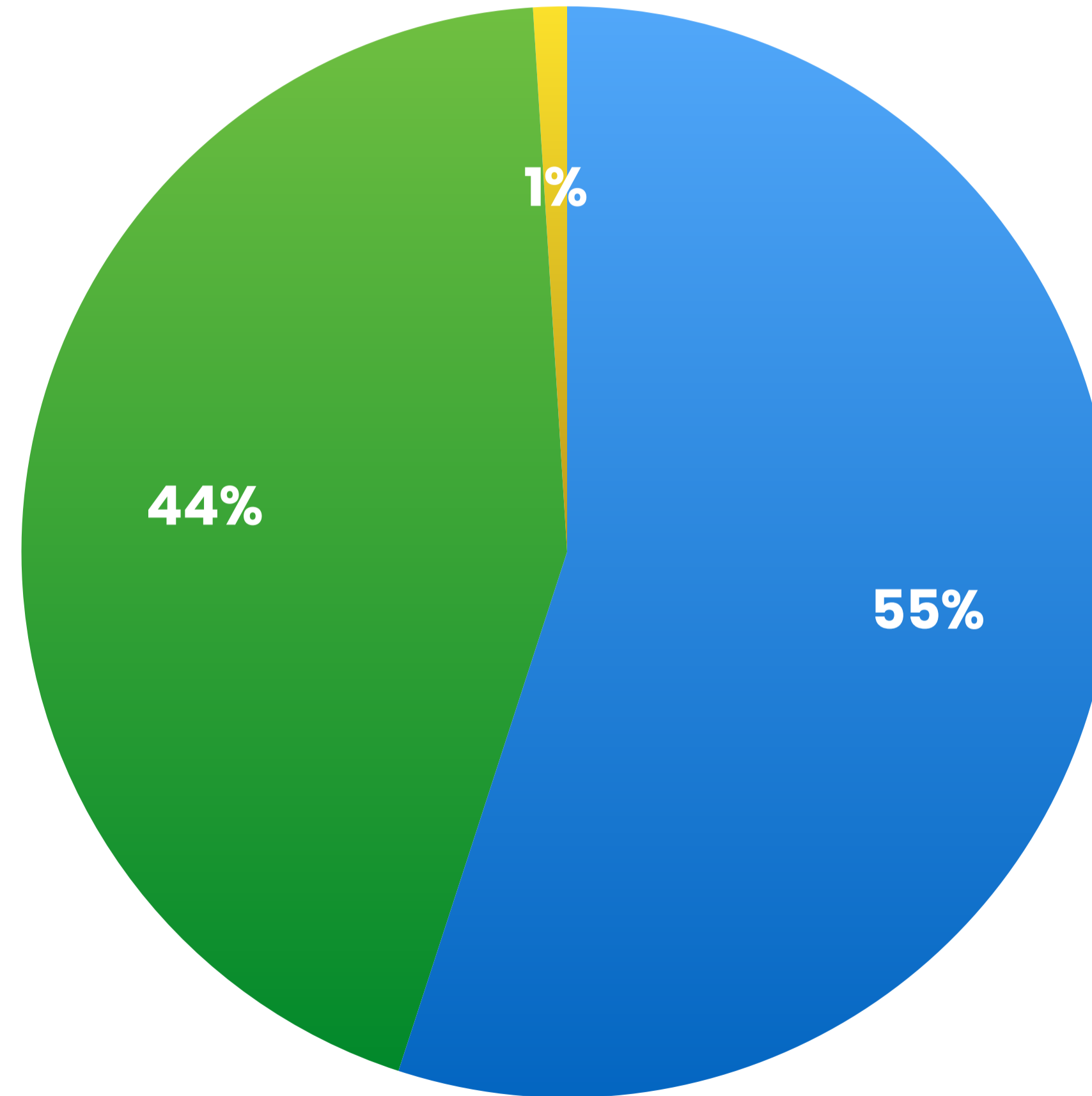
Blanco
17% HIGHER
than
Austin



% HOMES OWNER OCCUPIED

Blanco
51% HIGHER
than
Austin





55% Southern Satellites

- 2.6 avg. household size
- 40 median age
- 79% own their homes
- Married couples with no kids
- 41% have college education
- Cost vs. brand sensitive
- TV dependent, late tech adopters

1% The Great Outdoors

- 2.4 avg. household size
- 46 median age
- Empty nesters
- 60% some college
- Invest in real estate vs. stocks
- Above avg. commute time
- Prefer domestic to international travel

44% Salt of the Earth

- 2.6 avg. household size
- 43 median age
- 67% married couples
- 40% High school diploma only
- Entrenched in rural lifestyle
- Family time most important
- Two vehicles the norm

Infographics | Blanco

KEY FACTS

2,008

Population



2.5

Average Household Size

44.6

Median Age

\$54,646

Median Household Income

EDUCATION

13%

No High School Diploma



30%

High School Graduate



30%

Some College



26%

Bachelor's/Grad/Prof Degree

BUSINESS



174

Total Businesses



963

Total Employees

EMPLOYMENT



63%

White Collar



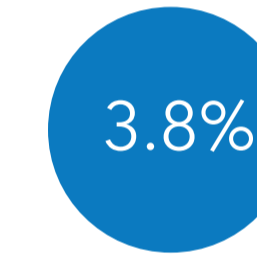
20%

Blue Collar



17%

Services



3.8%

Unemployment Rate

INCOME



\$54,646

Median Household Income



\$29,434

Per Capita Income



\$127,027

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (18.3%)

The smallest group: \$200,000+ (3.4%)

Indicator	Value	Difference	
<\$15,000	7.1%	-2.5%	
\$15,000 - \$24,999	8.4%	-1.5%	
\$25,000 - \$34,999	12.5%	+0.5%	
\$35,000 - \$49,999	17.4%	+1.7%	
\$50,000 - \$74,999	18.3%	+3.4%	
\$75,000 - \$99,999	15.3%	+3.3%	
\$100,000 - \$149,999	13.4%	-2.0%	
\$150,000 - \$199,999	4.4%	-2.4%	
\$200,000+	3.4%	-0.4%	

Bars show deviation from Blanco County

Area Map | Blanco

