


# Comparative Demographics | Briarcliff vs. Austin

## ANNUAL POPULATION GROWTH

Briarcliff  
21% HIGHER  
than  
Austin


21%



## % HOME VALUES \$500,000+

Briarcliff  
154% HIGHER  
than  
Austin


154%



## % HOUSEHOLD INCOMES \$100,000+

Briarcliff  
52% HIGHER  
than  
Austin


52%



## % HOUSEHOLD NET WORTH \$500,000+

Briarcliff  
148% HIGHER  
than  
Austin


148%



## CRIME INDEX

Briarcliff  
50% LOWER  
than  
Austin


50%



## % ADULTS AT LEAST BACHELOR'S DEGREE

Briarcliff  
9% LOWER  
than  
Austin


9%



## % HOMES WITH CHILDREN

Briarcliff  
10% HIGHER  
than  
Austin


10%

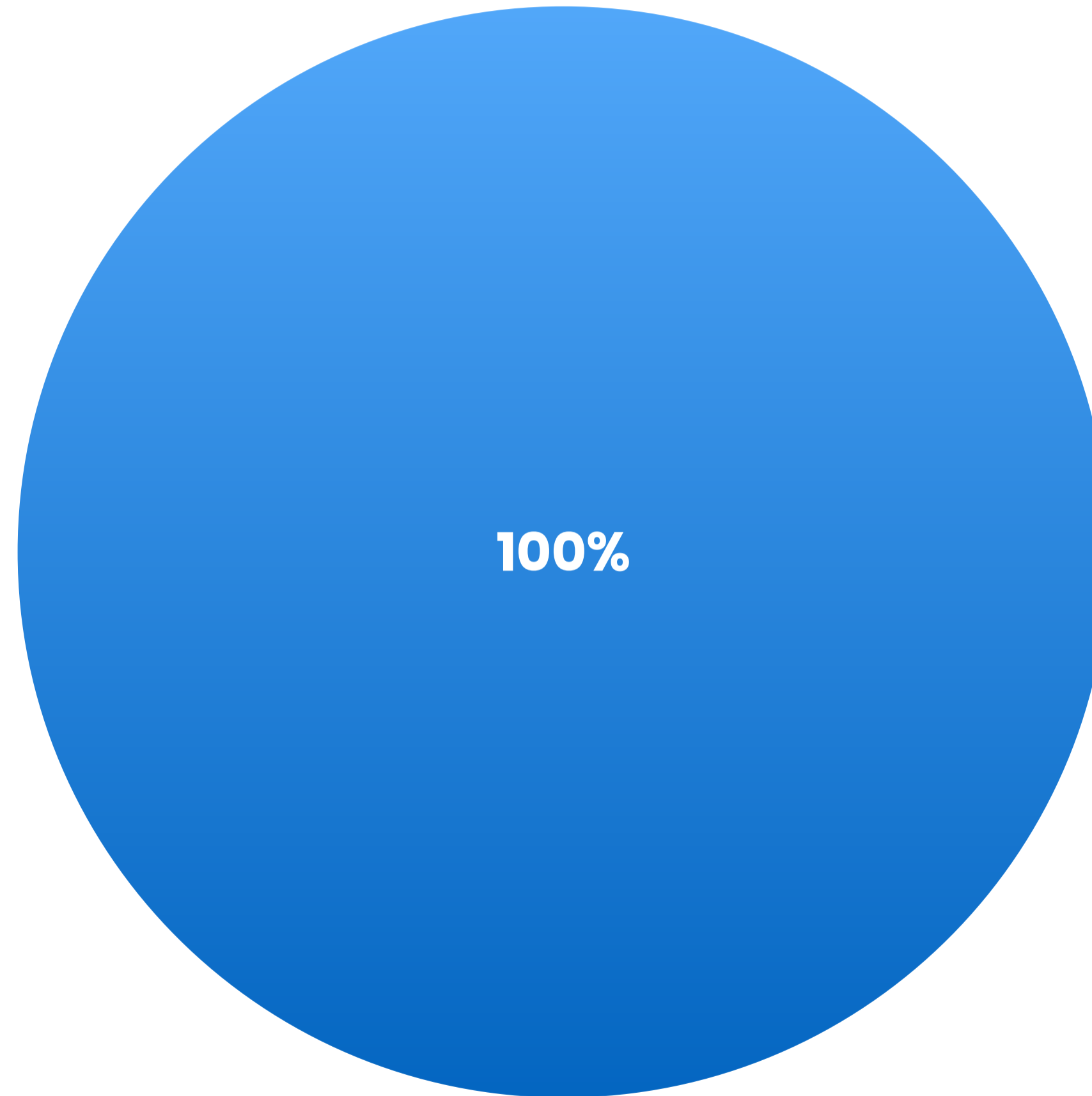


## % HOMES OWNER OCCUPIED

Briarcliff  
91% HIGHER  
than  
Austin

91%





## 100% Green Acres

2.7 avg. household size

43 median age

Primarily married couples no children

60% college educated

Focus on quality & durability

Self-employment & investment income

Comfortable with tech

# Infographics | Briarcliff

## KEY FACTS

1,553

Population



2.4

Average Household Size

49.1

Median Age

\$86,339

Median Household Income

## EDUCATION

3%

No High School Diploma



15%

High School Graduate



37%

Some College



45%

Bachelor's/Grad/Prof Degree

## BUSINESS



28

Total Businesses



99

Total Employees

## EMPLOYMENT



75%

White Collar



10%

Blue Collar



15%

Services

2.0%

Unemployment Rate

## INCOME



\$86,339

Median Household Income



\$51,295

Per Capita Income



\$329,499

Median Net Worth

## Households By Income

The largest group: \$50,000 - \$74,999 (15.9%)

The smallest group: \$15,000 - \$24,999 (2.7%)

Indicator	Value	Difference	
<\$15,000	6.9%	-3.1%	
\$15,000 - \$24,999	2.7%	-5.2%	
\$25,000 - \$34,999	5.8%	-3.0%	
\$35,000 - \$49,999	12.5%	+0.1%	
\$50,000 - \$74,999	15.9%	-1.3%	
\$75,000 - \$99,999	12.0%	+0.3%	
\$100,000 - \$149,999	14.8%	-0.3%	
\$150,000 - \$199,999	15.2%	+8.1%	
\$200,000+	14.2%	+4.4%	

Bars show deviation from Travis County

# Area Map | Briarcliff

