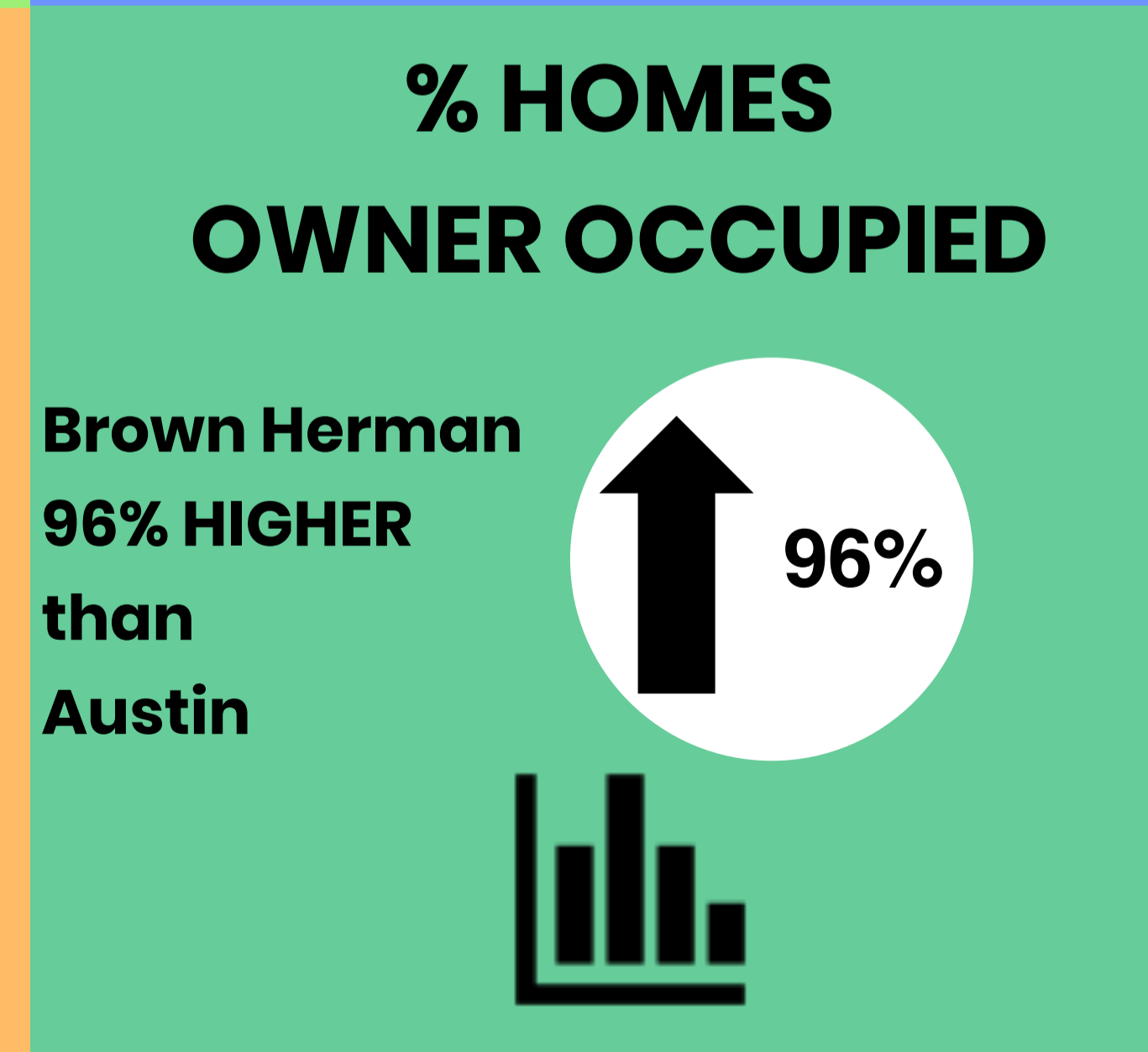
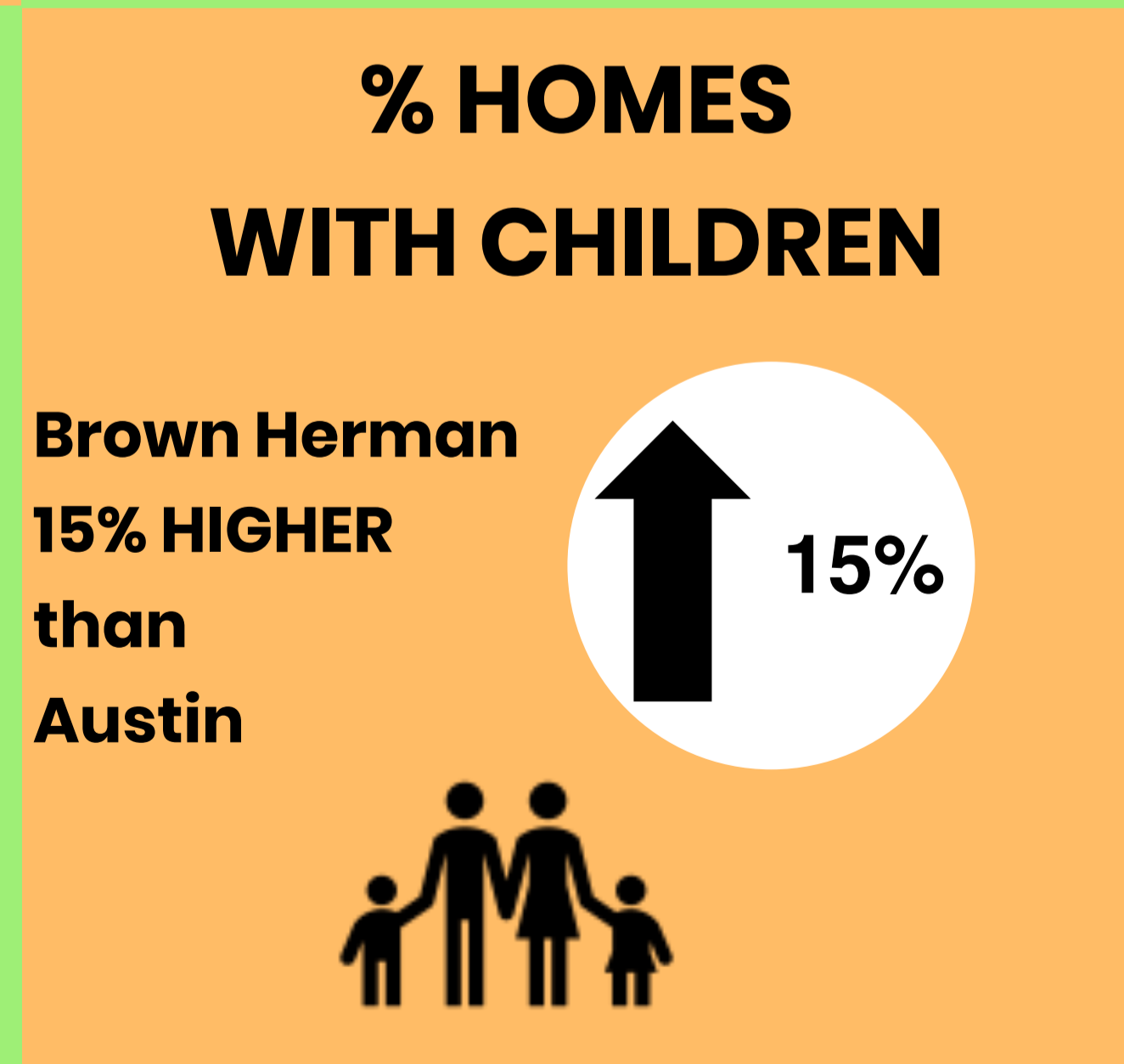
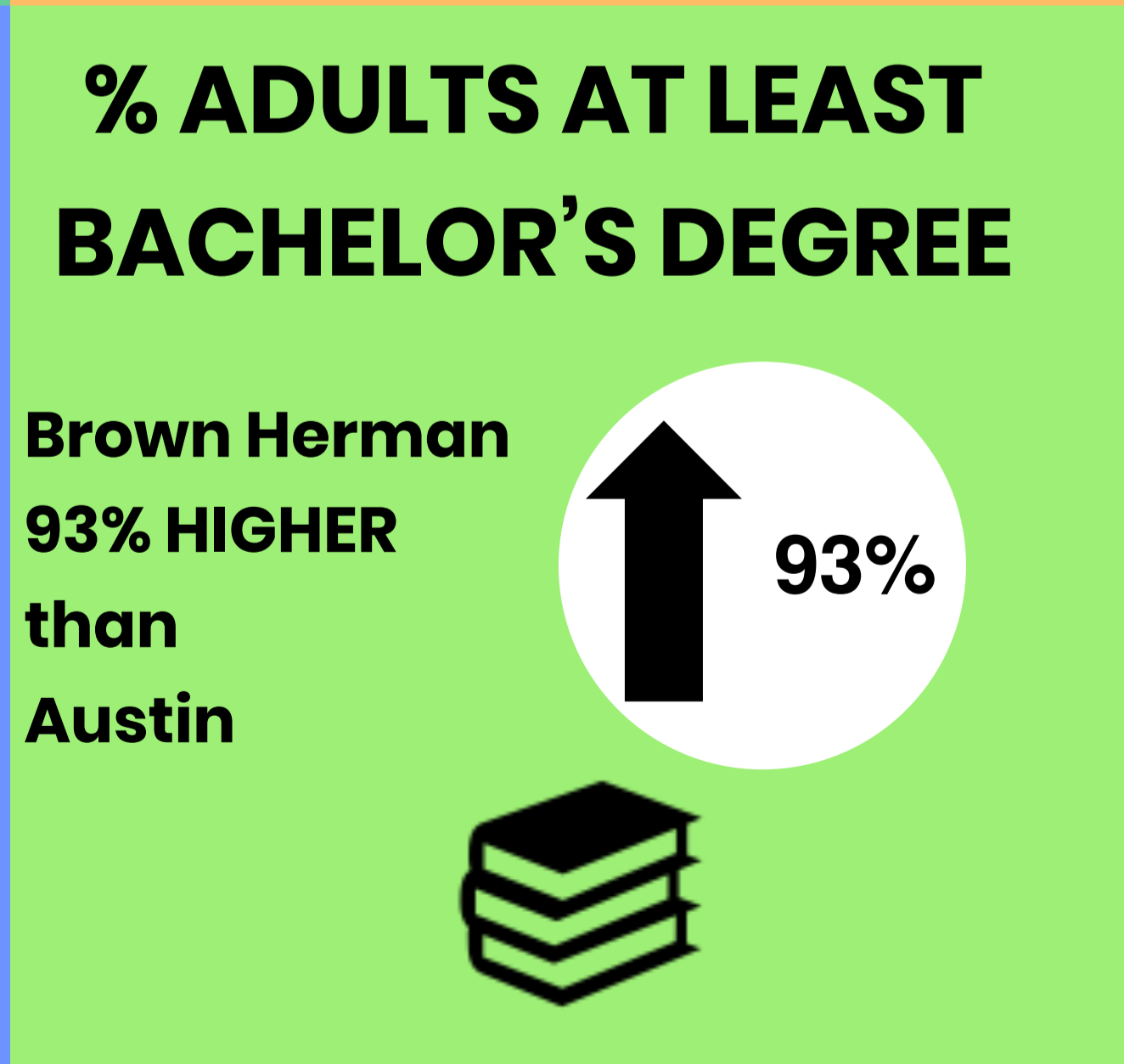
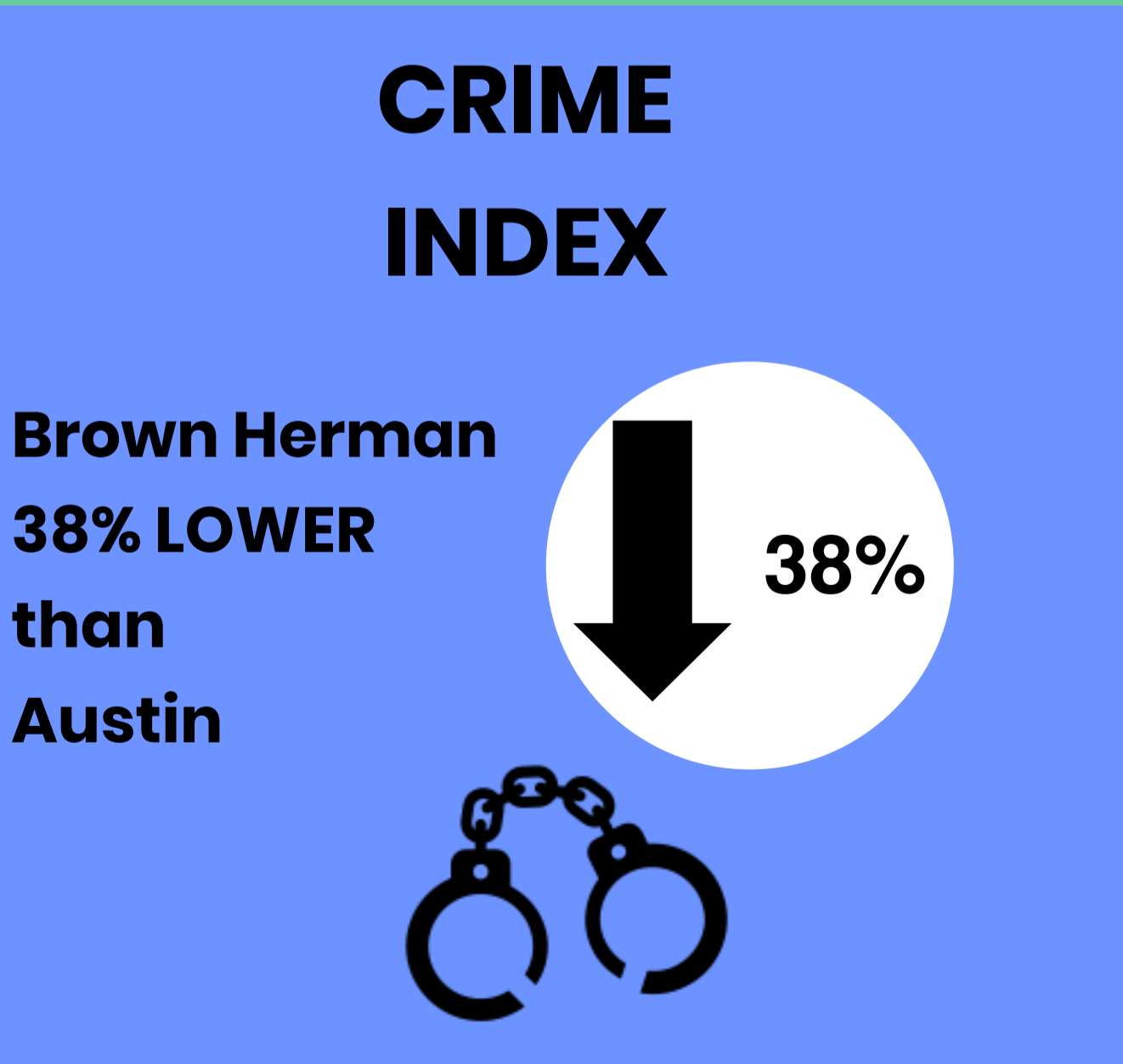
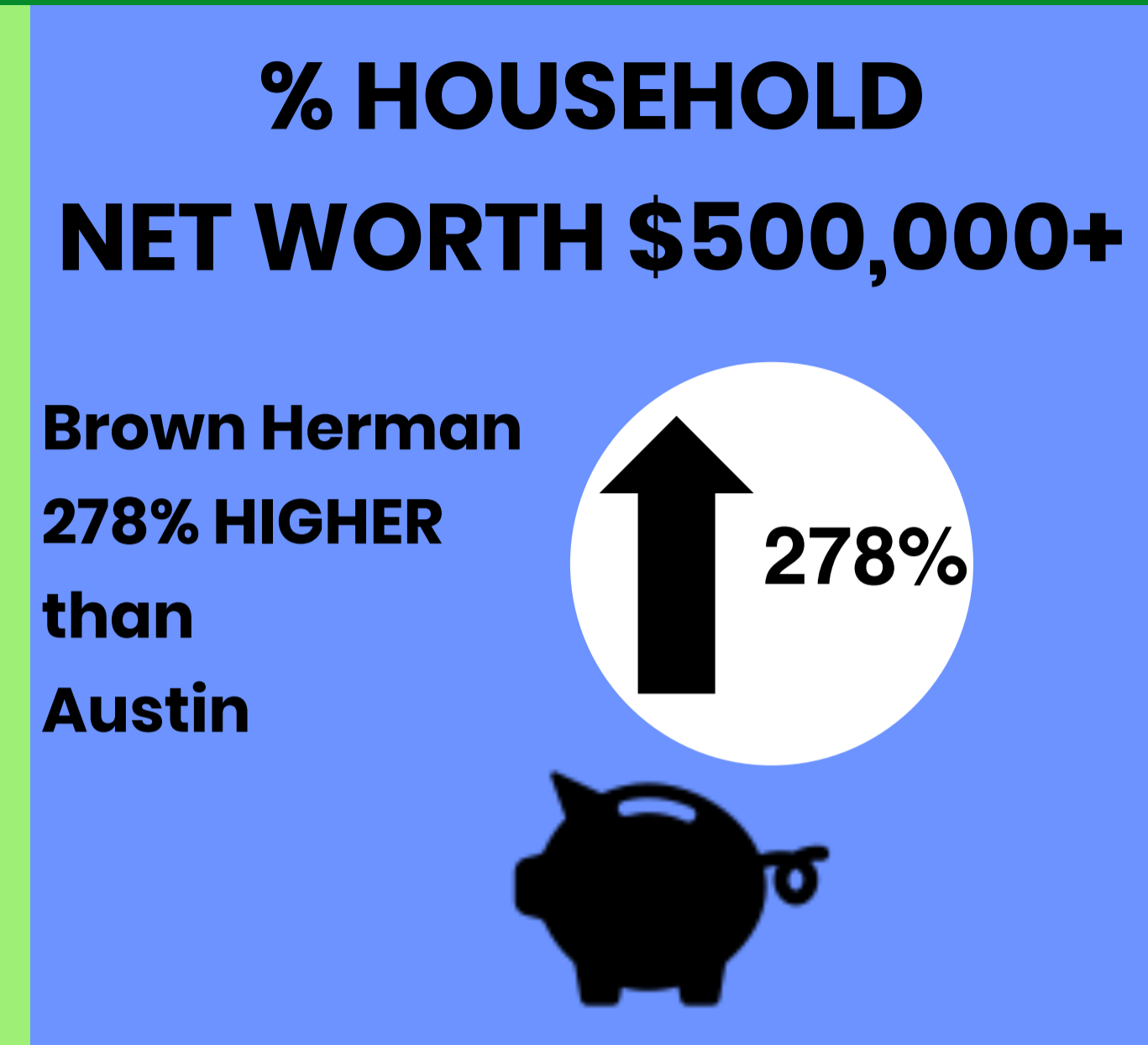
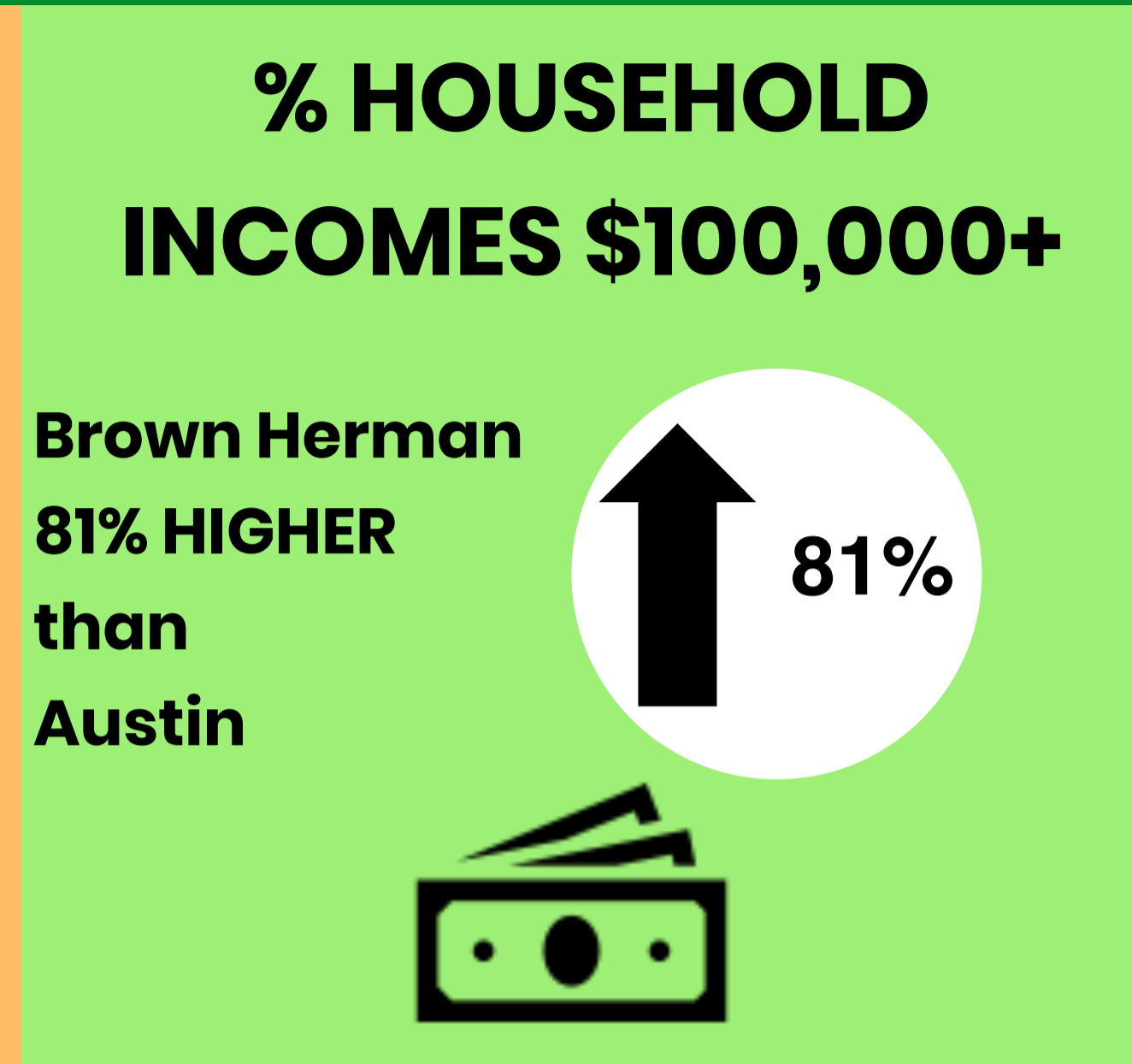
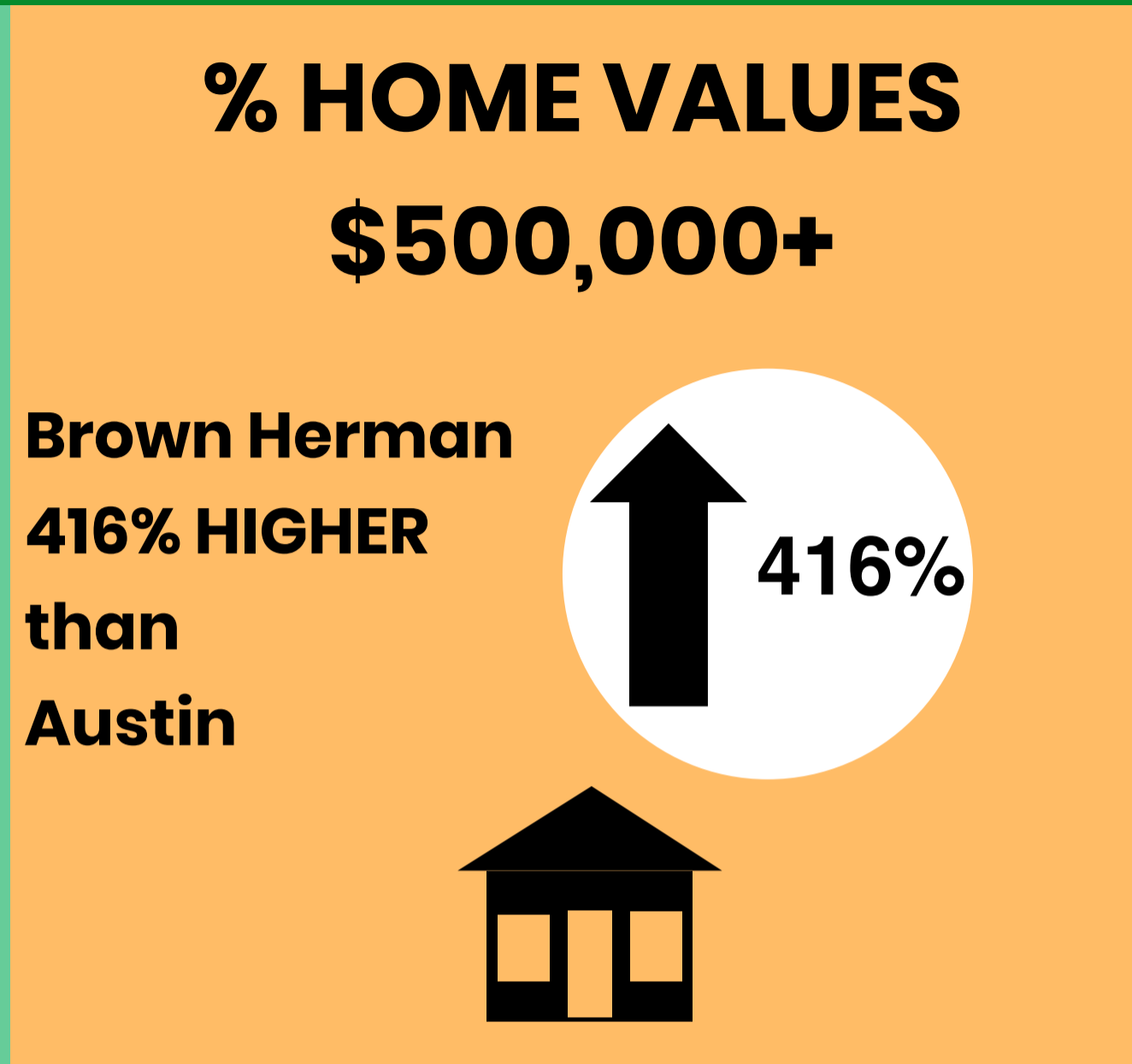
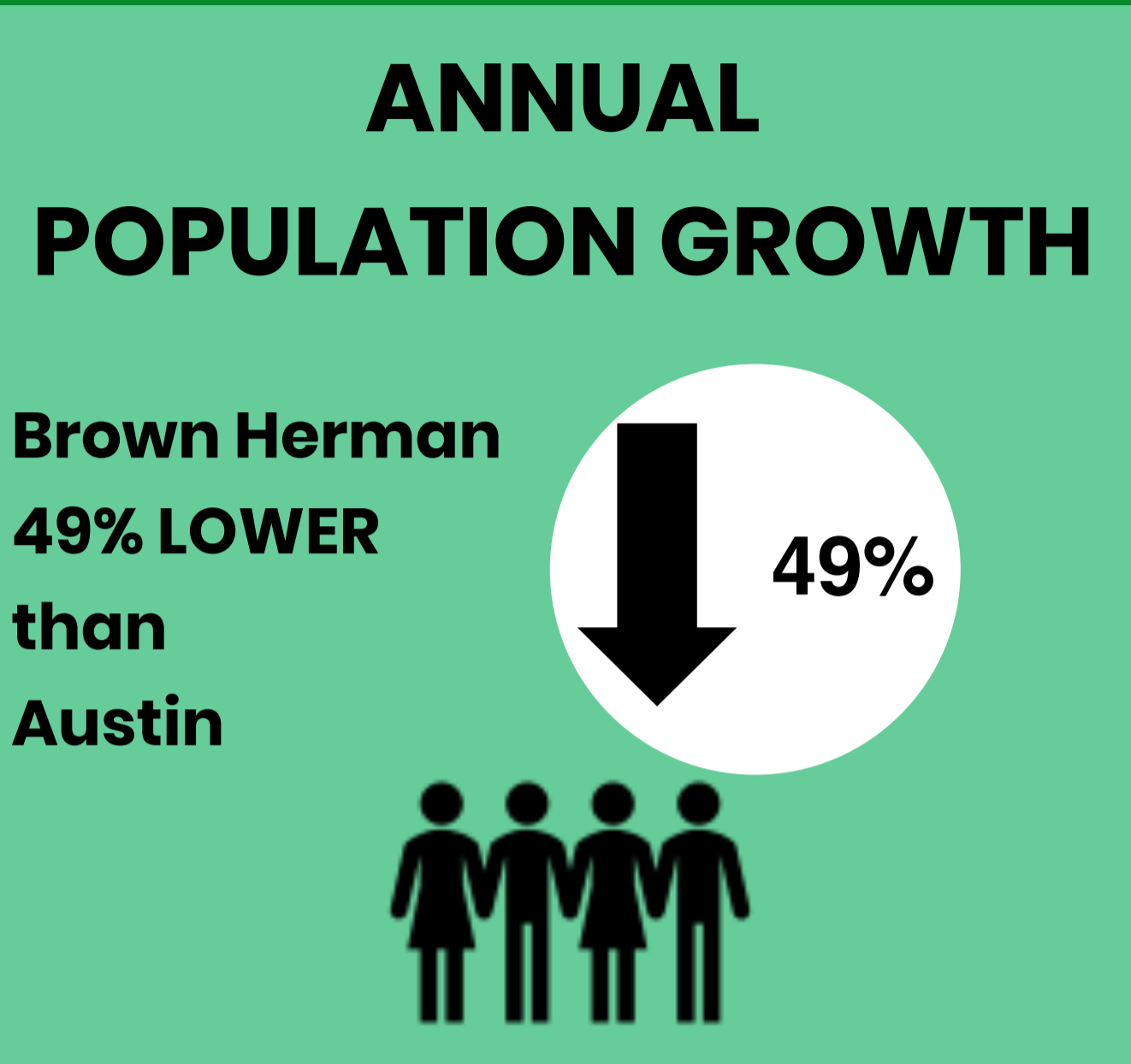
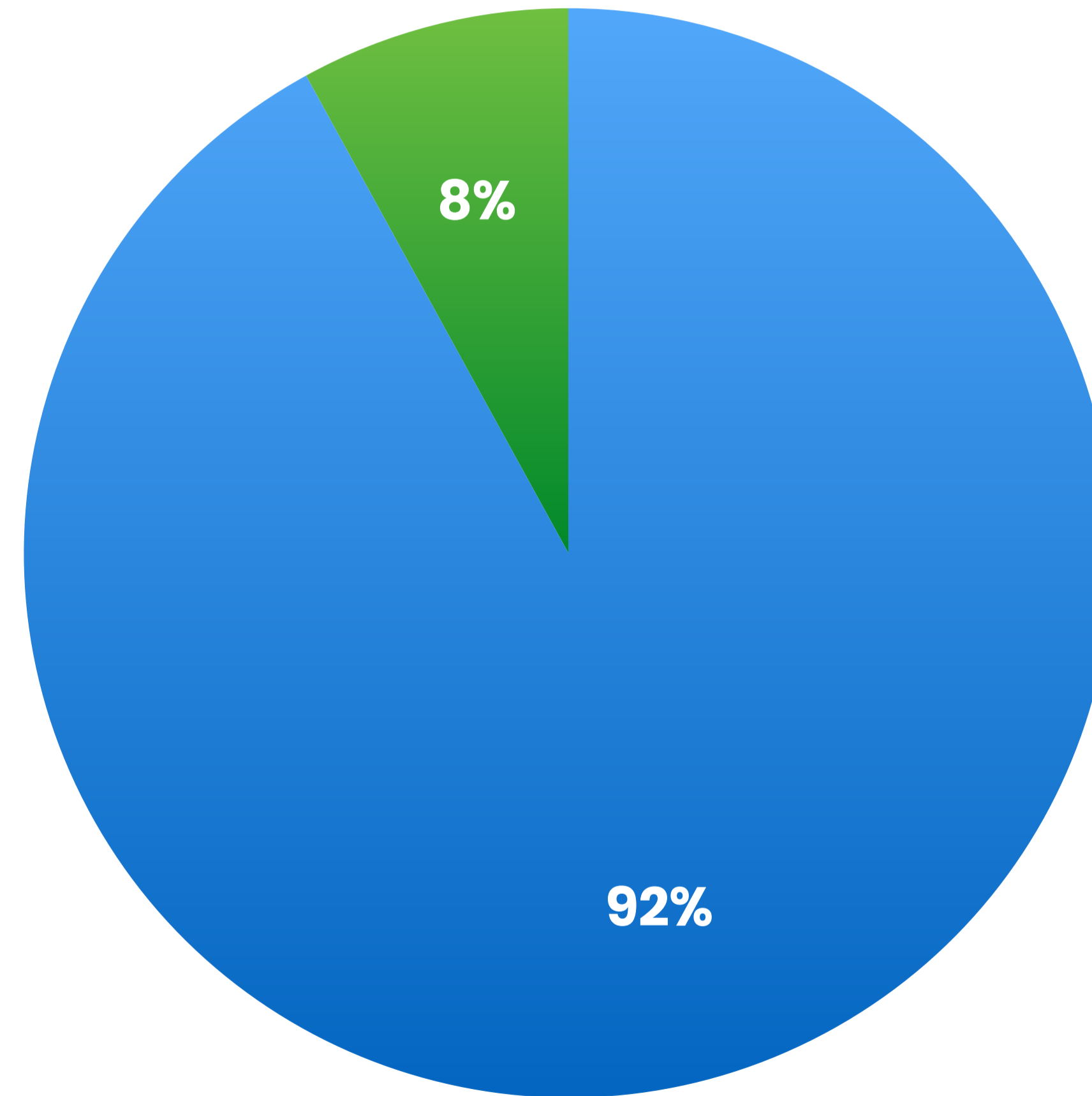


Comparative Demographics | Brown Herman vs. Austin





92% Top Tier

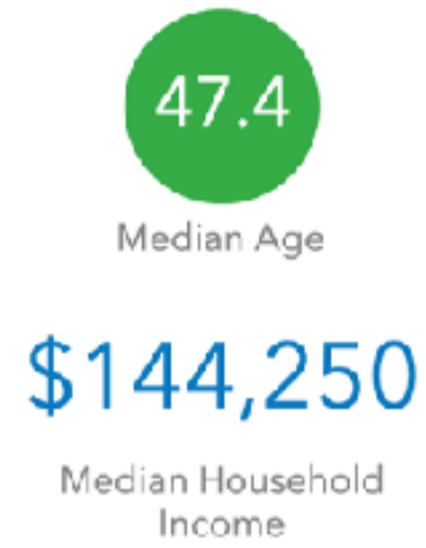
- 2.8 avg. household size
- 46 median age
- Wealthiest tapestry segment
- Married couples
- 33%+ graduate degrees
- Socially responsible, active lifestyles
- Regularly cook meals at home

8% Urban Chic

- 2.4 avg. household size
- 43 median age
- Sophisticated and exclusive lifestyle
- 60%+ at least bachelor's degrees
- White collar jobs
- 40%+ receive investment income
- Tech savvy "Apple" consumers

Infographics | Brown Herman

KEY FACTS



BUSINESS



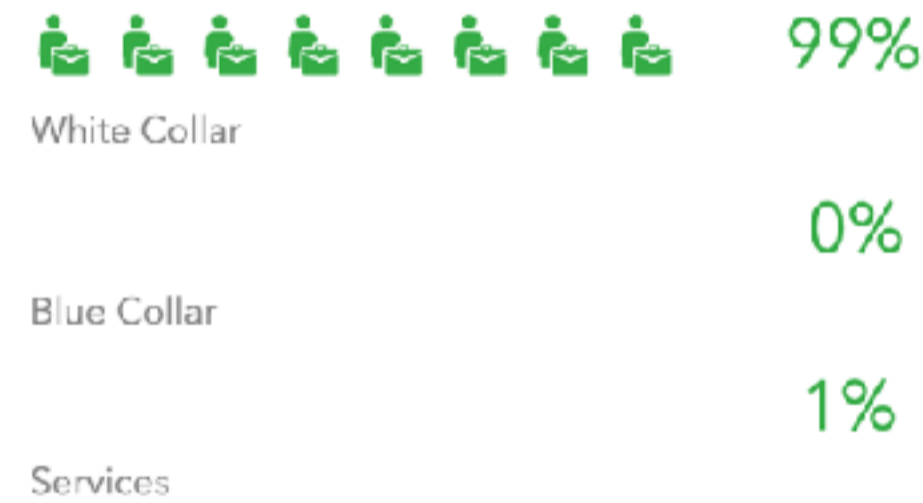
INCOME



EDUCATION



EMPLOYMENT



Households By Income

The largest group: \$200,000+ (39.6%)

The smallest group: \$15,000 - \$24,999 (2.5%)

Indicator	Value	Difference	
<\$15,000	6.7%	-3.3%	
\$15,000 - \$24,999	2.5%	-5.4%	
\$25,000 - \$34,999	4.6%	-4.2%	
\$35,000 - \$49,999	6.7%	-5.7%	
\$50,000 - \$74,999	11.0%	-6.2%	
\$75,000 - \$99,999	8.9%	-2.8%	
\$100,000 - \$149,999	10.4%	-4.7%	
\$150,000 - \$199,999	9.5%	+2.4%	
\$200,000+	39.6%	+29.8%	

Bars show deviation from
Travis County

Area Map | Brown Herman

