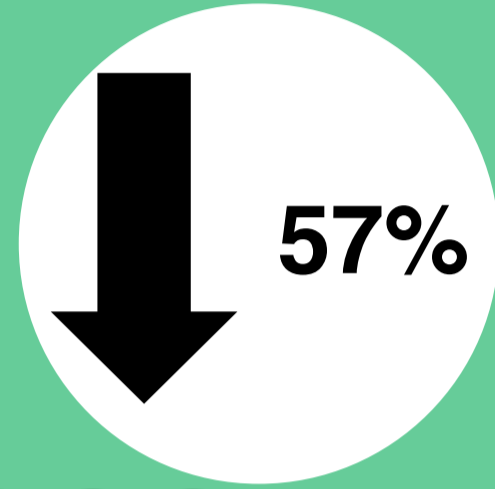


# Comparative Demographics | Elgin vs. Austin

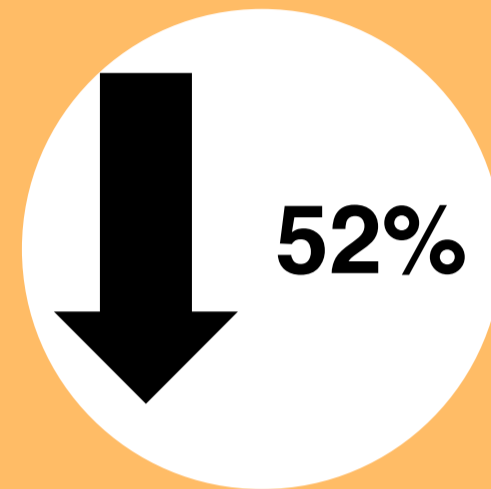
## ANNUAL POPULATION GROWTH

Elgin  
57% LOWER  
than  
Austin



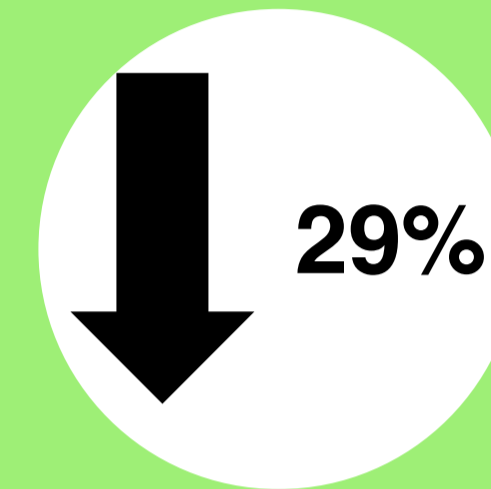
## % HOME VALUES \$500,000+

Elgin  
52% LOWER  
than  
Austin



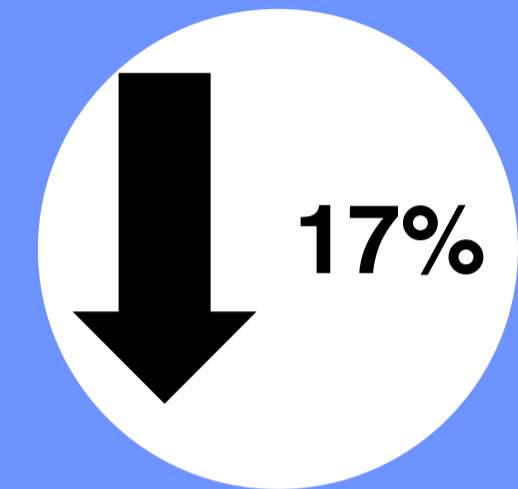
## % HOUSEHOLD INCOMES \$100,000+

Elgin  
29% LOWER  
than  
Austin



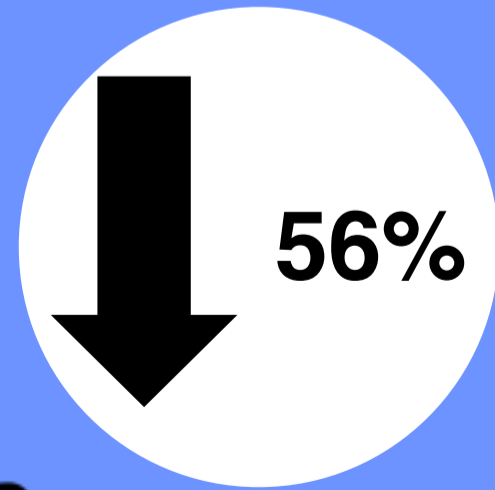
## % HOUSEHOLD NET WORTH \$500,000+

Elgin  
17% LOWER  
than  
Austin



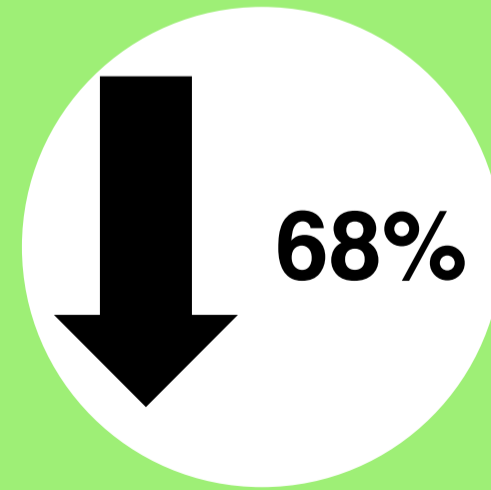
## CRIME INDEX

Elgin  
56% LOWER  
than  
Austin



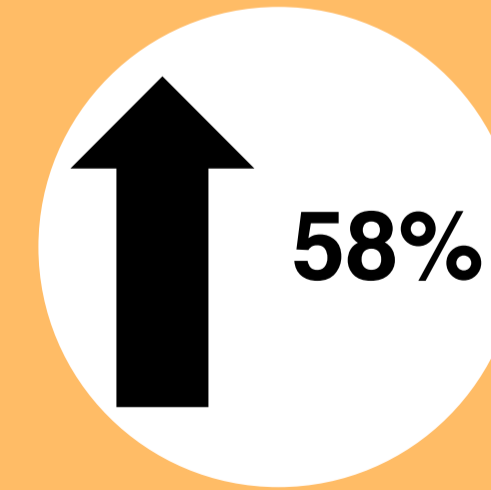
## % ADULTS AT LEAST BACHELOR'S DEGREE

Elgin  
68% LOWER  
than  
Austin



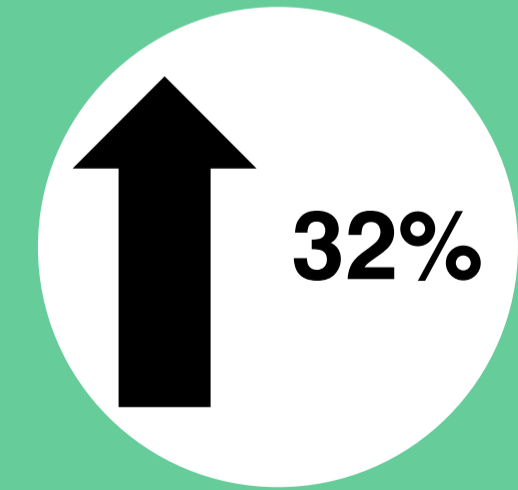
## % HOMES WITH CHILDREN

Elgin  
58% HIGHER  
than  
Austin



## % HOMES OWNER OCCUPIED

Elgin  
43% HIGHER  
than  
Austin



# Lifestyles & Choices | Elgin

## 12% American Dreamers

- 3.2 avg. household size
- 32 median age
- Majority are married with children
- Live further out for housing affordability
- 65% owner occupied homes
- Buy smart phones & new technology
- Use internet for paying bills & socializing

## 10% Other

## 33% Middleburg

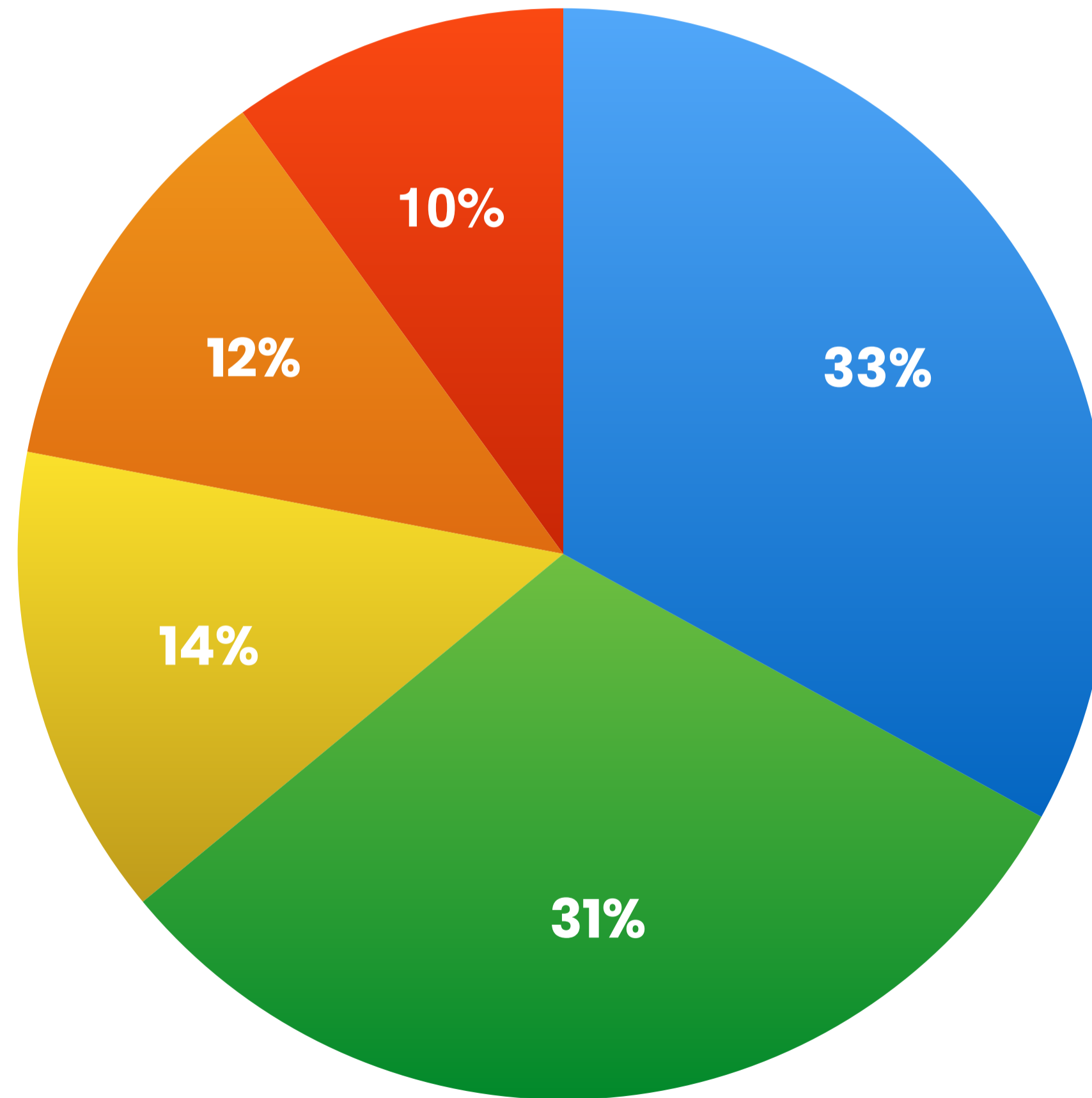
- 2.7 avg. household size
- 35 median age
- Conservative, family oriented
- More country than rock and roll
- Semi-rural located in metro area
- Prefer to buy American at low price
- Comfortable with latest technology

## 14% Southwestern Families

- 3.2 avg. household size
- 34 median age
- Young Hispanic families
- Children are center of homes
- Almost 60% homeowners
- Over 45% receive government \$
- Budget conscious purchases

## 31% Up and Coming Families

- 3.1 avg. household size
- 31 median age
- One of fastest growing markets
- 66%+ have some college
- Longer commute times
- Careful shoppers, price conscious
- Seek latest and best technology



# Infographics | Elgin

## KEY FACTS

9,548

Population



Average Household Size

33.7

Median Age

\$53,124

Median Household Income

## EDUCATION

27%

No High School Diploma



27%

High School Graduate



30%

Some College



16%

Bachelor's/Grad/Prof Degree

## BUSINESS



247

Total Businesses



2,024

Total Employees

## EMPLOYMENT



61%

White Collar



25%

Blue Collar



14%

Services



3.7%  
Unemployment Rate

## INCOME



\$53,124

Median Household Income



\$23,109

Per Capita Income



\$97,098

Median Net Worth

## Households By Income

The largest group: \$50,000 - \$74,999 (22.3%)

The smallest group: \$150,000 - \$199,999 (2.8%)

Indicator	Value	Difference	
<\$15,000	9.1%	+1.2%	
\$15,000 - \$24,999	9.6%	+0.6%	
\$25,000 - \$34,999	12.4%	+3.1%	
\$35,000 - \$49,999	14.7%	-0.2%	
\$50,000 - \$74,999	22.3%	-1.0%	
\$75,000 - \$99,999	13.3%	-0.1%	
\$100,000 - \$149,999	12.2%	-2.0%	
\$150,000 - \$199,999	2.8%	-1.4%	
\$200,000+	3.4%	-0.4%	

Bars show deviation from  
Bastrop County

