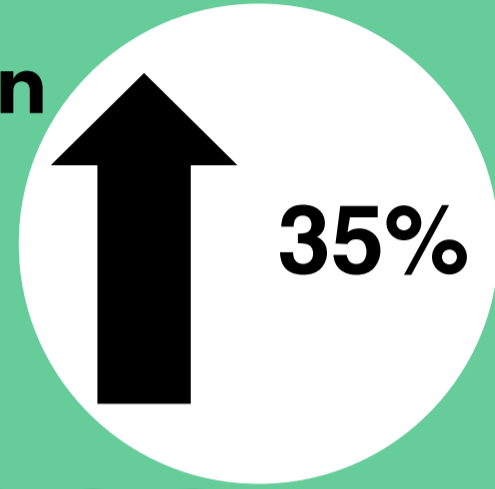


# Comparative Demographics | Southeast Austin vs. Austin

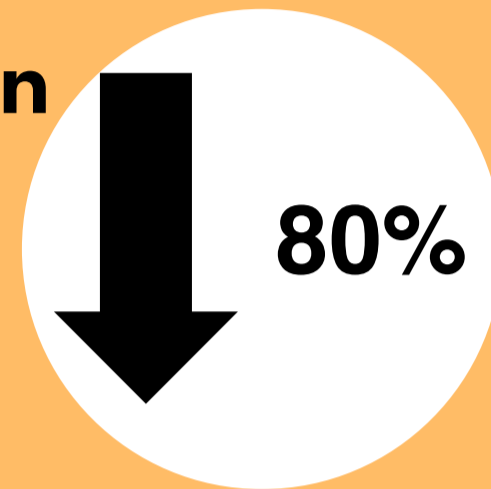
## ANNUAL POPULATION GROWTH

Southeast Austin  
35% HIGHER  
than  
Austin



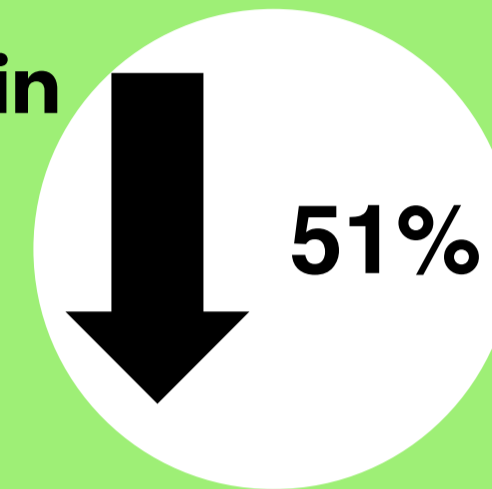
## % HOME VALUES \$500,000+

Southeast Austin  
80% LOWER  
than  
Austin



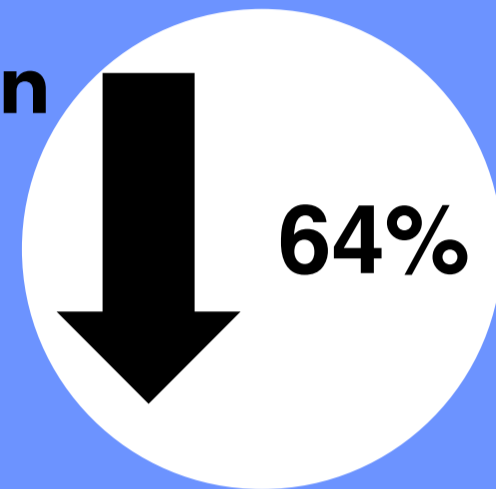
## % HOUSEHOLD INCOMES \$100,000+

Southeast Austin  
51% LOWER  
than  
Austin



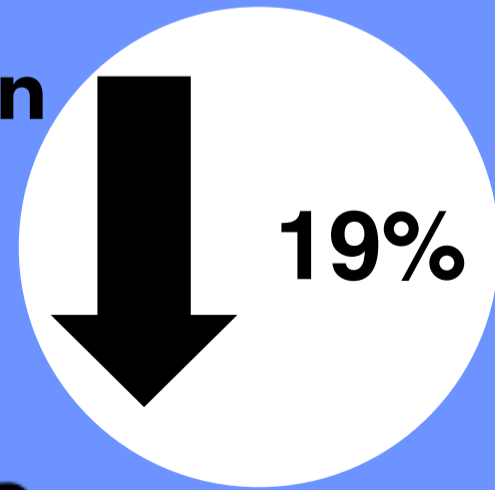
## % HOUSEHOLD NET WORTH \$500,000+

Southeast Austin  
64% LOWER  
than  
Austin



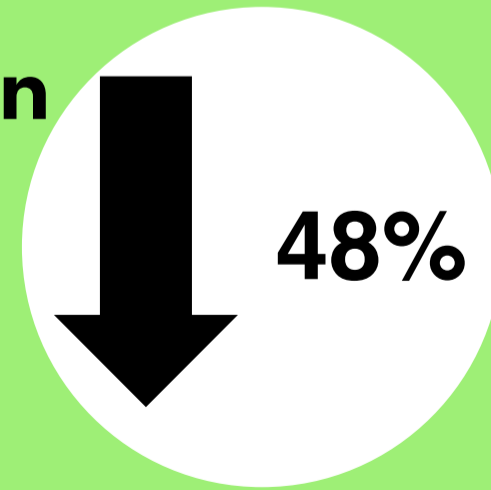
## CRIME INDEX

Southeast Austin  
19% LOWER  
than  
Austin



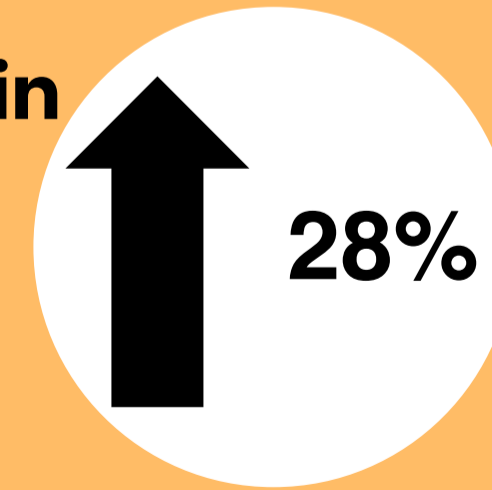
## % ADULTS AT LEAST BACHELOR'S DEGREE

Southeast Austin  
48% LOWER  
than  
Austin



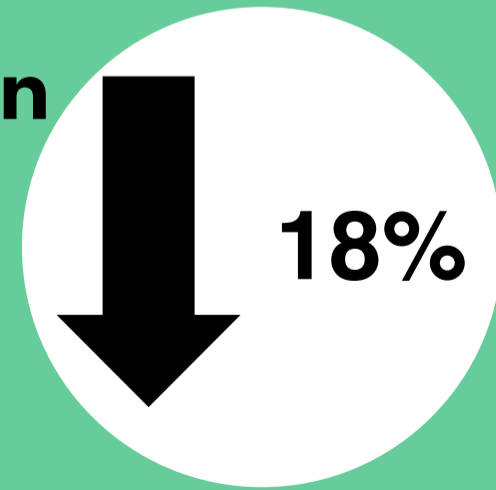
## % HOMES WITH CHILDREN

Southeast Austin  
28% HIGHER  
than  
Austin



## % HOMES OWNER OCCUPIED

Southeast Austin  
18% LOWER  
than  
Austin

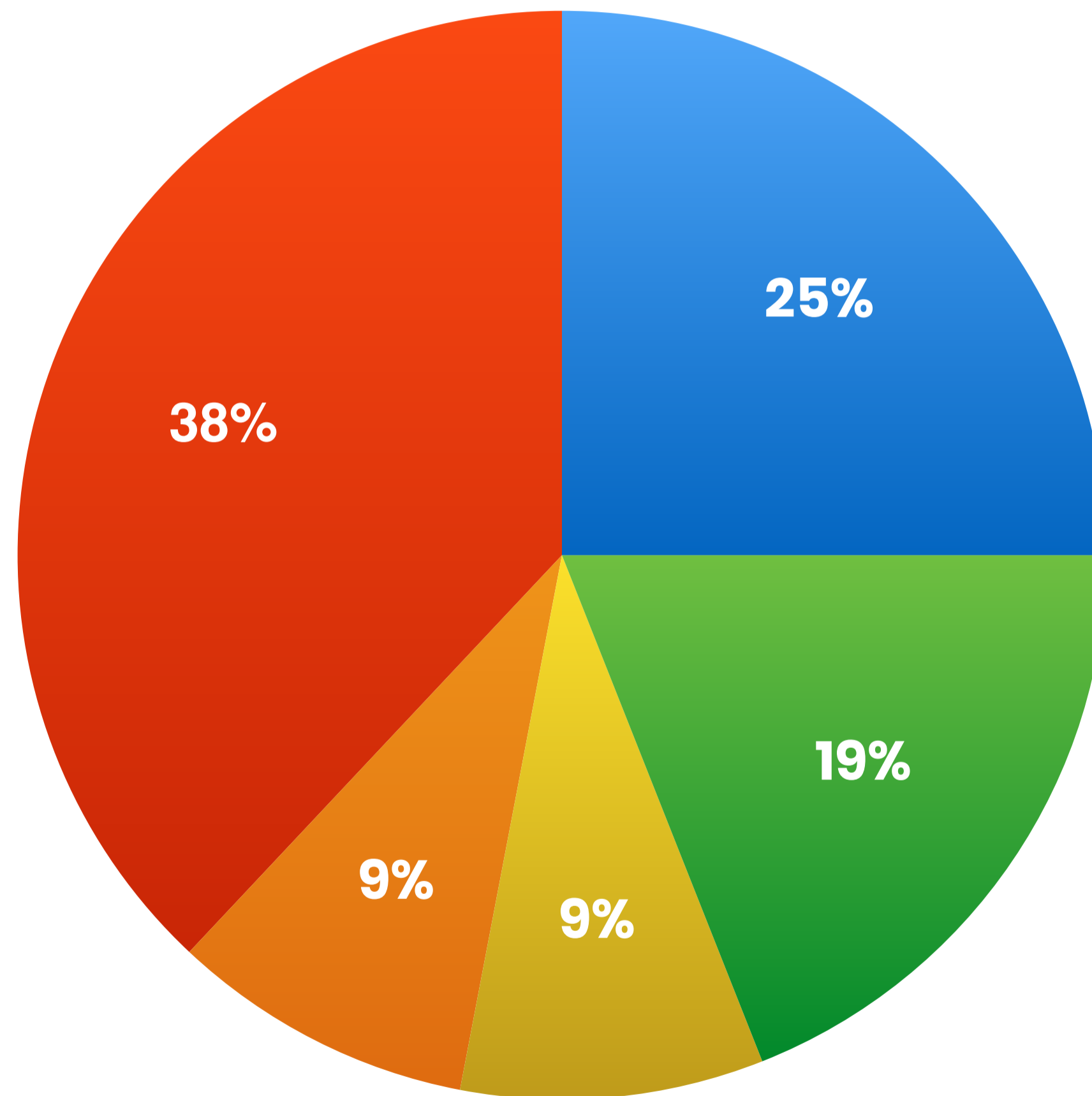


# Lifestyles & Choices | Southeast Austin

## 9% American Dreamers

2.4 avg. household size  
32 median age  
Young, educated professionals  
Primarily white-collar jobs  
30% at least bachelor's degree  
Concerned about environment  
Use latest technology

## 38% Other



## 25% Young and Restless

2.0 avg. household size  
29 median age  
Well educated, many in school  
Very high labor force participation  
70% live in apartments  
20% move every year  
Smart phones a way of life

## 9% Barrios Urbanos

2.5 avg. household size  
35 median age  
50%+ at least Bachelor's Degree  
About 50% are married couples  
Work long hours on computers  
Buy name brand, trendy online  
Early adopters of technology

## 19% NeWest Residents

2.0 avg. household size  
29 median age  
Well educated, many in school  
Very high labor force participation  
70% live in apartments  
20% move every year  
Smart phones a way of life

# Infographics | Southeast Austin

## KEY FACTS

136,176

Population



2.8

Average Household Size

28.6

Median Age

\$40,268

Median Household Income

## EDUCATION

25%

No High School Diploma



25%

High School Graduate



25%

Some College



25%

Bachelor's/Grad/Prof Degree

## BUSINESS



2,500

Total Businesses



46,453

Total Employees

## EMPLOYMENT



51%

White Collar



23%

Blue Collar



25%

Services

4.5%

Unemployment Rate

## INCOME



\$40,268

Median Household Income



\$19,332

Per Capita Income



\$14,656

Median Net Worth

## Households By Income

The largest group: \$50,000 - \$74,999 (18.4%)

The smallest group: \$200,000+ (1.9%)

Indicator	Value	Difference
<\$15,000	15.1%	+5.1%
\$15,000 - \$24,999	14.0%	+6.1%
\$25,000 - \$34,999	13.8%	+5.0%
\$35,000 - \$49,999	16.2%	+3.8%
\$50,000 - \$74,999	18.4%	+1.2%
\$75,000 - \$99,999	9.8%	-1.9%
\$100,000 - \$149,999	8.4%	-6.7%
\$150,000 - \$199,999	2.3%	-4.6%
\$200,000+	1.9%	-7.9%

Bars show deviation from Travis County

# Area Map | Southeast Austin

