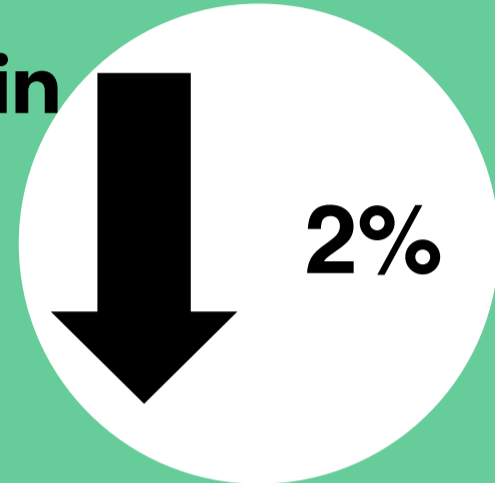


Comparative Demographics | Southwest Austin vs. Austin

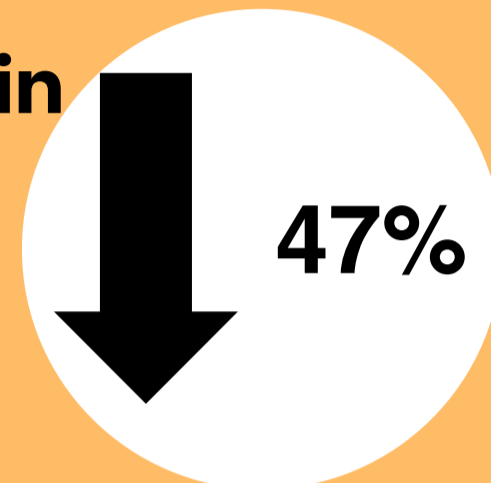
ANNUAL POPULATION GROWTH

Southwest Austin
2% LOWER
than
Austin



% HOME VALUES \$500,000+

Southwest Austin
47% LOWER
than
Austin



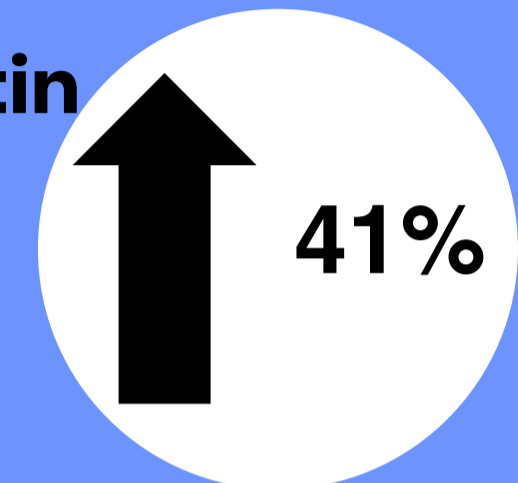
% HOUSEHOLD INCOMES \$100,000+

Southwest Austin
15% HIGHER
than
Austin



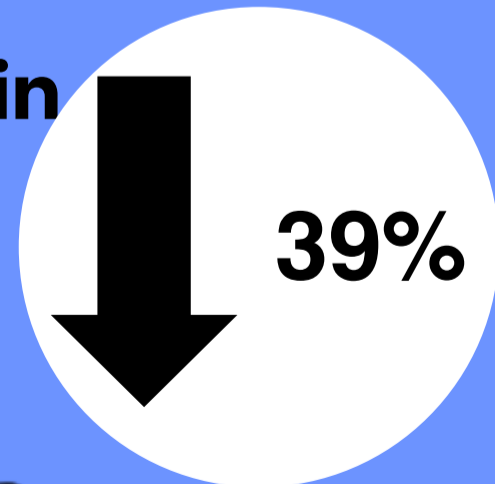
% HOUSEHOLD NET WORTH \$500,000+

Southwest Austin
41% HIGHER
than
Austin



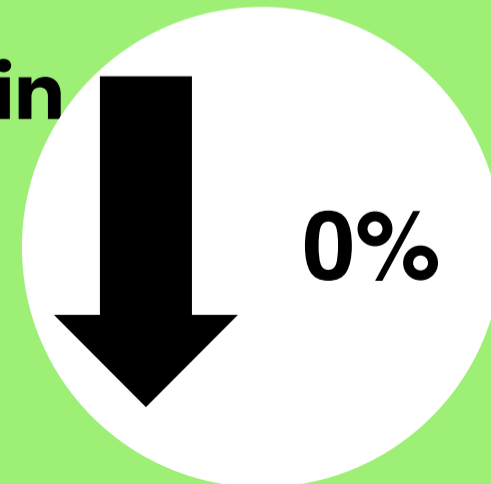
CRIME INDEX

Southwest Austin
39% LOWER
than
Austin



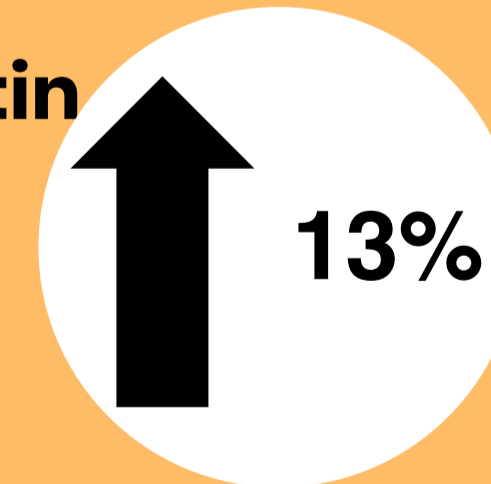
% ADULTS AT LEAST BACHELOR'S DEGREE

Southwest Austin
0% LOWER
than
Austin



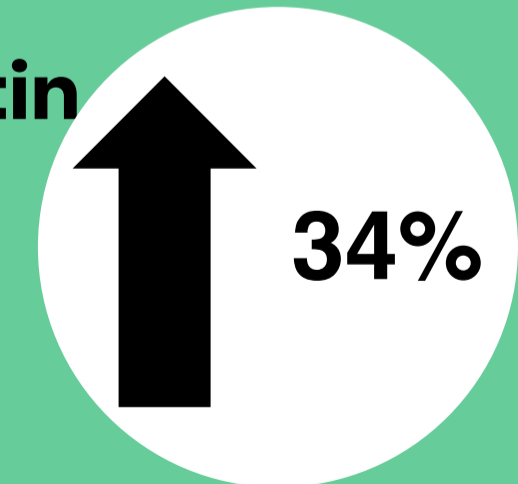
% HOMES WITH CHILDREN

Southwest Austin
13% HIGHER
than
Austin



% HOMES OWNER OCCUPIED

Southwest Austin
34% HIGHER
than
Austin

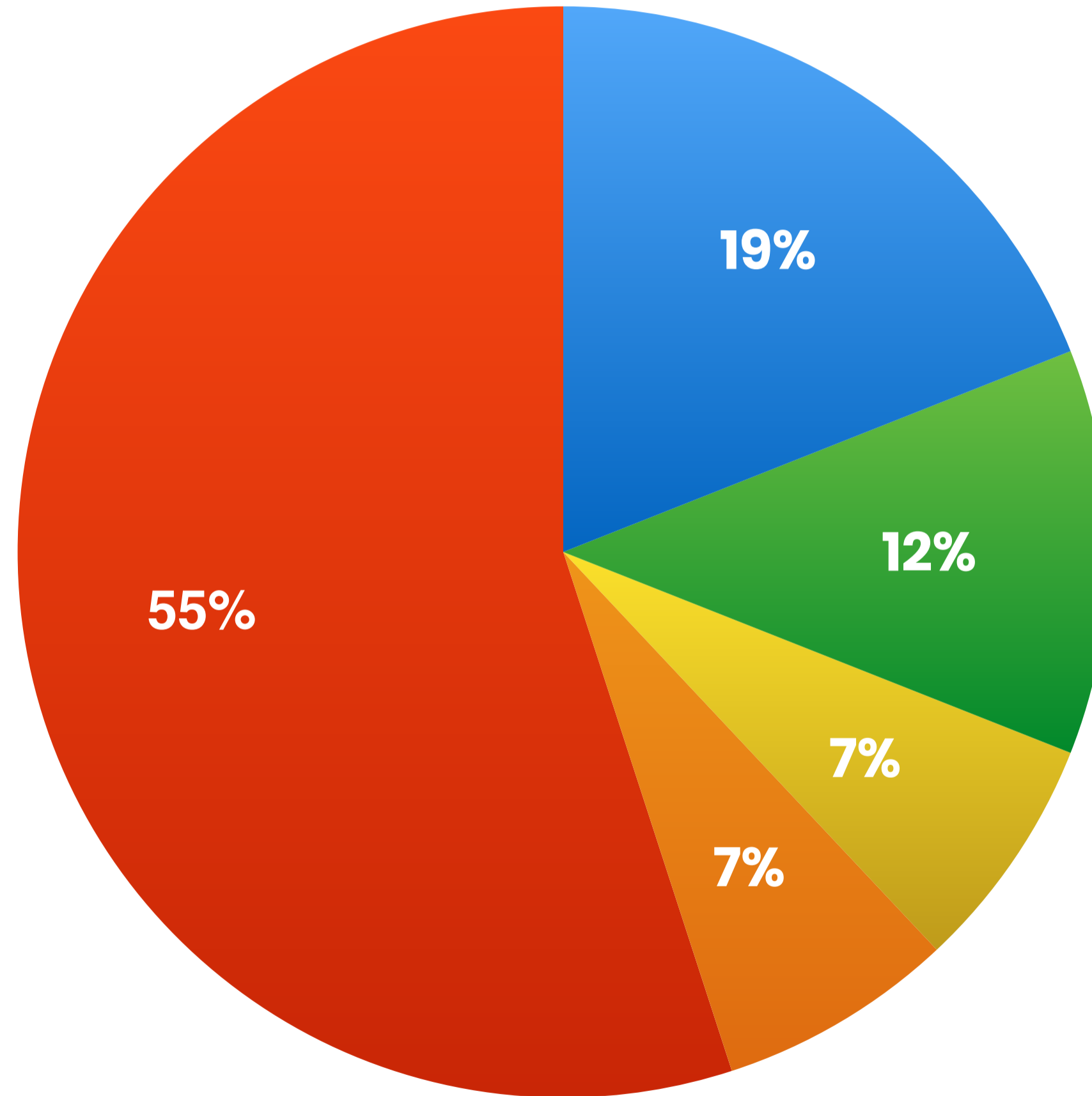


Lifestyles & Choices | Southwest Austin

7% 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

55% Other



19% Bright Young Professionals

- 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

7% Home Improvement

- 2.9 avg. household size
- 37 median age
- 80% own single-family homes
- Majority married with children
- Routinely eat out
- Paying off student & second loans
- Work from home when possible

12% Boomburbs

- 3.2 avg. household size
- 34 median age
- Over 50% have college graduates
- Suburban periphery of metro areas
- New single-family neighborhoods
- Long commutes
- Well connected with latest devices

Infographics | Southwest Austin

KEY FACTS

181,650

Population



2.5
Average Household Size

36.1

Median Age

\$73,637

Median Household Income

EDUCATION

7%

No High School Diploma



16%

High School Graduate



27%

Some College



49%

Bachelor's/Grad/Prof Degree

BUSINESS



4,435

Total Businesses



46,543

Total Employees

EMPLOYMENT



74%

White Collar



10%

Blue Collar



15%

Services

3.3%

Unemployment Rate

INCOME



\$73,637

Median Household Income



\$38,495

Per Capita Income



\$109,947

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (19.0%)

The smallest group: \$15,000 - \$24,999 (5.5%)

Indicator	Value	Difference	
<\$15,000	7.1%	-4.0%	
\$15,000 - \$24,999	5.5%	-2.4%	
\$25,000 - \$34,999	6.9%	-0.7%	
\$35,000 - \$49,999	12.3%	+1.0%	
\$50,000 - \$74,999	19.0%	+2.0%	
\$75,000 - \$99,999	15.3%	+2.1%	
\$100,000 - \$149,999	18.4%	+1.0%	
\$150,000 - \$199,999	7.9%	+0.5%	
\$200,000+	7.6%	+0.6%	

Bars show deviation from Hays County

Area Map | Southwest Austin

