
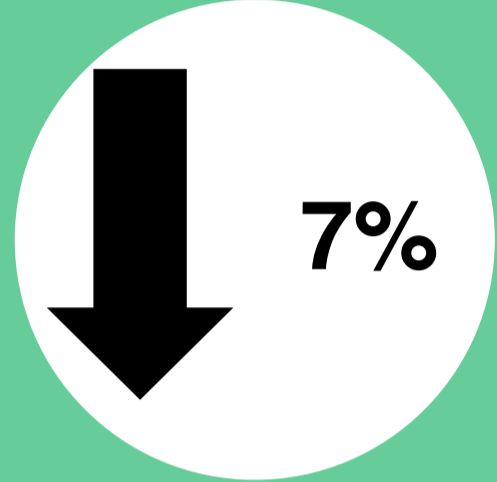


Comparative Demographics | West Austin vs. Austin


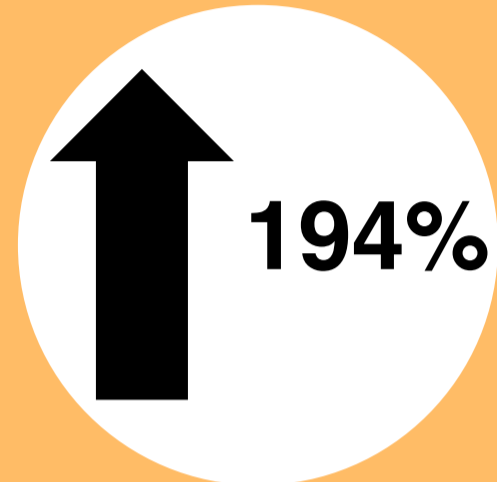
ANNUAL POPULATION GROWTH

West Austin
7% LOWER
than
Austin




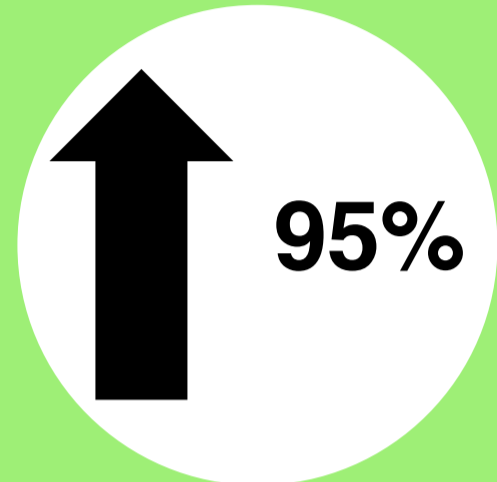
% HOME VALUES \$500,000+

West Austin
194% HIGHER
than
Austin




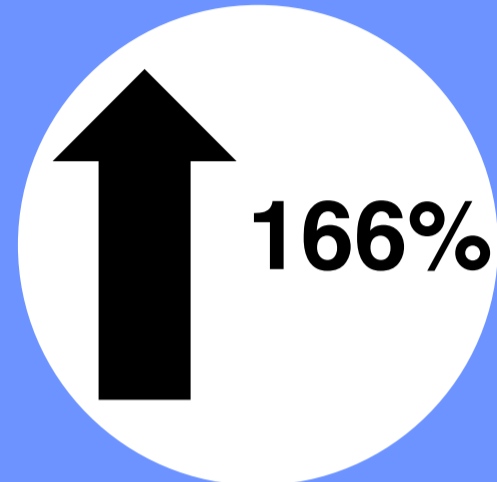
% HOUSEHOLD INCOMES \$100,000+

West Austin
95% HIGHER
than
Austin




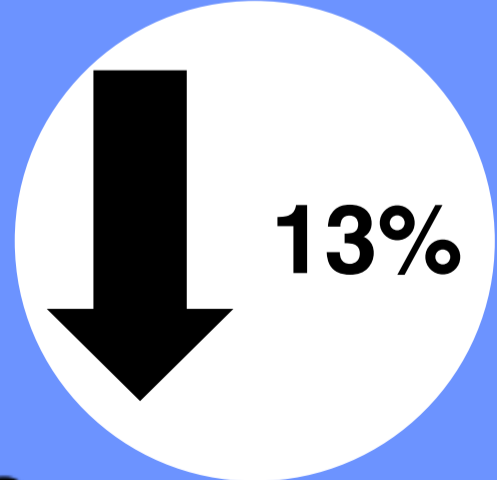
% HOUSEHOLD NET WORTH \$500,000+

West Austin
166% HIGHER
than
Austin




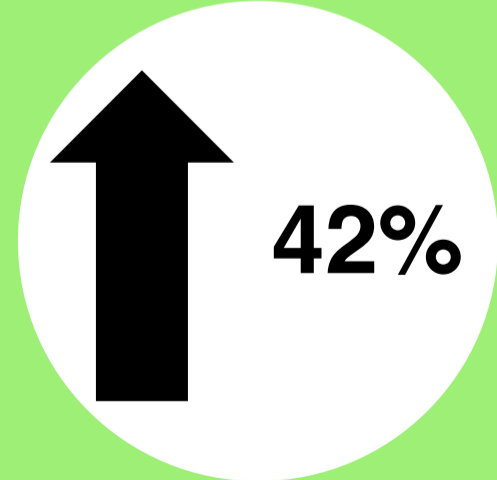
CRIME INDEX

West Austin
13% LOWER
than
Austin




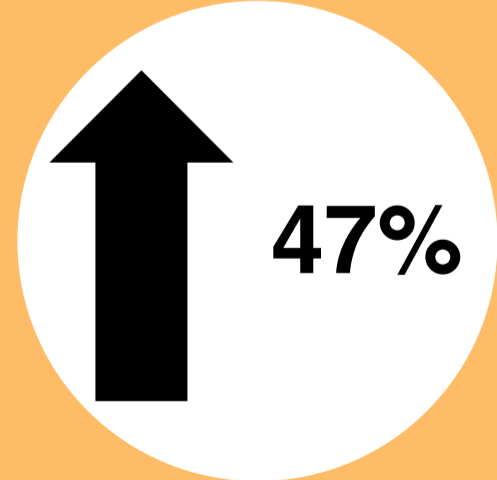
% ADULTS AT LEAST BACHELOR'S DEGREE

West Austin
42% HIGHER
than
Austin




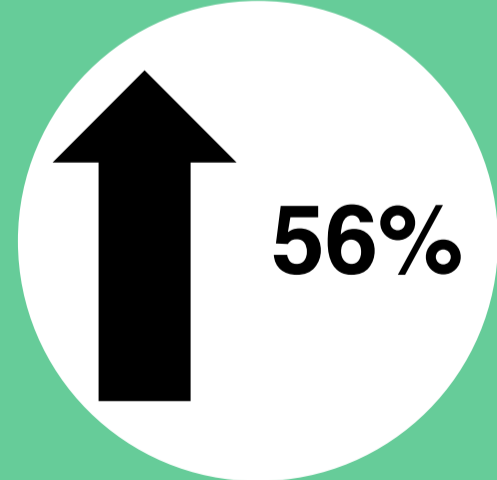
% HOMES WITH CHILDREN

West Austin
47% HIGHER
than
Austin



% HOMES OWNER OCCUPIED

West Austin
56% HIGHER
than
Austin



Lifestyles & Choices | West Austin

14% Enterprising Professionals

- 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

27% Other

30% Boomburbs

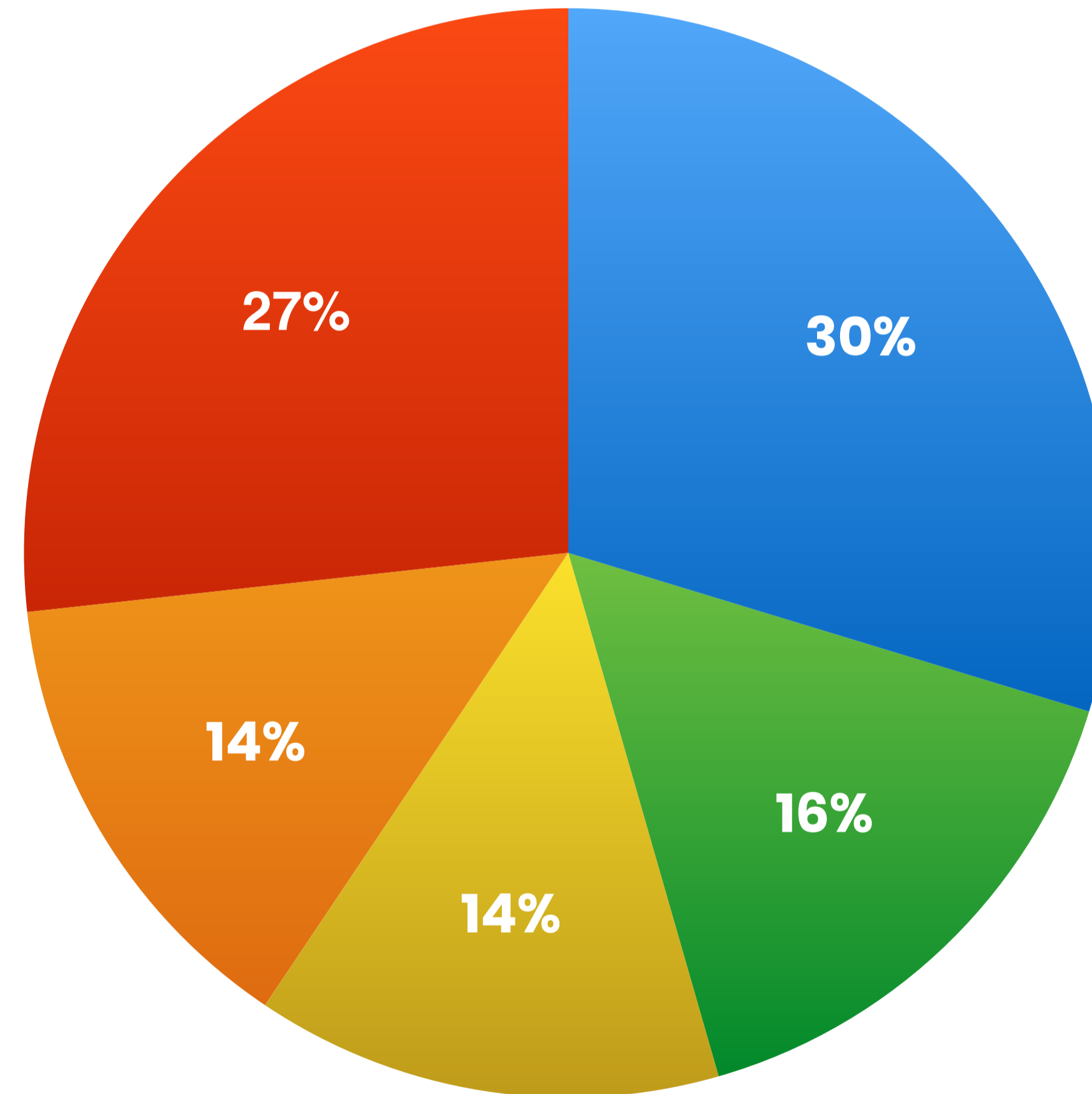
- 3.2 avg. household size
- 34 median age
- Over 50% have college graduates
- Suburban periphery of metro areas
- New single-family neighborhoods
- Long commutes
- Well connected with latest devices

14% Professional Pride

- 3.1 avg. household size
- 41 median age
- Well educated
- Invest in stocks
- Long commutes
- Over 80% married
- Latest home trends

16% 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



Infographics | West Austin

KEY FACTS

78,448

Population



Average Household Size

37.8

Median Age

\$127,801

Median Household Income

BUSINESS



3,547

Total Businesses



41,865

Total Employees

INCOME



\$127,801

Median Household Income



\$64,841

Per Capita Income



\$326,374

Median Net Worth

EDUCATION

3%

No High School Diploma



9%

High School Graduate



18%

Some College



70%

Bachelor's/Grad/Prof Degree

EMPLOYMENT



86%

White Collar



6%

Blue Collar



9%

Services



2.7%
Unemployment Rate

Households By Income

The largest group: \$200,000+ (30.7%)

The smallest group: \$15,000 - \$24,999 (3.2%)

Indicator	Value	Difference	
<\$15,000	4.5%	-5.5%	<div style="width: 5.5%;"></div>
\$15,000 - \$24,999	3.2%	-4.7%	<div style="width: 4.7%;"></div>
\$25,000 - \$34,999	3.8%	-5.0%	<div style="width: 5.0%;"></div>
\$35,000 - \$49,999	7.1%	-5.3%	<div style="width: 5.3%;"></div>
\$50,000 - \$74,999	11.5%	-5.7%	<div style="width: 5.7%;"></div>
\$75,000 - \$99,999	8.9%	-2.8%	<div style="width: 2.8%;"></div>
\$100,000 - \$149,999	17.2%	+2.1%	<div style="width: 2.1%;"></div>
\$150,000 - \$199,999	13.1%	+6.0%	<div style="width: 6.0%;"></div>
\$200,000+	30.7%	+20.9%	<div style="width: 20.9%;"></div>

Bars show deviation from
Travis County

Area Map | West Austin

