



# Market Profile

12901 US 290 Ledgestone East Austin TX 78737  
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 Drive Time: 15 drive time minute radius

Latitude: 30.2043  
 Longitude: -97.9820

**15 drive time minute**

<b>Population Summary</b>	
2000 Total Population	38,006
2010 Total Population	62,089
2021 Total Population	87,948
2021 Group Quarters	262
2026 Total Population	99,284
2021-2026 Annual Rate	2.45%
2021 Total Daytime Population	84,863
Workers	41,844
Residents	43,019
<b>Household Summary</b>	
2000 Households	13,125
2000 Average Household Size	2.87
2010 Households	22,558
2010 Average Household Size	2.74
2021 Households	32,050
2021 Average Household Size	2.74
2026 Households	36,162
2026 Average Household Size	2.74
2021-2026 Annual Rate	2.44%
2010 Families	17,059
2010 Average Family Size	3.16
2021 Families	24,050
2021 Average Family Size	3.16
2026 Families	27,100
2026 Average Family Size	3.16
2021-2026 Annual Rate	2.42%
<b>Housing Unit Summary</b>	
2000 Housing Units	13,582
Owner Occupied Housing Units	85.8%
Renter Occupied Housing Units	10.8%
Vacant Housing Units	3.4%
2010 Housing Units	23,430
Owner Occupied Housing Units	78.1%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	3.7%
2021 Housing Units	32,763
Owner Occupied Housing Units	77.7%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	2.2%
2026 Housing Units	36,898
Owner Occupied Housing Units	77.7%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	2.0%
<b>Median Household Income</b>	
2021	\$132,930
2026	\$146,648
<b>Median Home Value</b>	
2021	\$445,595
2026	\$459,029
<b>Per Capita Income</b>	
2021	\$58,909
2026	\$64,608
<b>Median Age</b>	
2010	37.8
2021	39.7
2026	39.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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## 2021 Households by Income

Household Income Base	32,050
<\$15,000	2.9%
\$15,000 - \$24,999	2.1%
\$25,000 - \$34,999	2.1%
\$35,000 - \$49,999	5.8%
\$50,000 - \$74,999	10.7%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	22.0%
\$150,000 - \$199,999	18.7%
\$200,000+	25.7%
Average Household Income	\$161,000

## 2026 Households by Income

Household Income Base	36,162
<\$15,000	2.3%
\$15,000 - \$24,999	1.7%
\$25,000 - \$34,999	1.7%
\$35,000 - \$49,999	4.7%
\$50,000 - \$74,999	9.2%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	21.0%
\$200,000+	27.9%
Average Household Income	\$176,642

## 2021 Owner Occupied Housing Units by Value

Total	25,456
<\$50,000	0.3%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.8%
\$200,000 - \$249,999	3.7%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	23.3%
\$400,000 - \$499,999	36.3%
\$500,000 - \$749,999	24.9%
\$750,000 - \$999,999	3.9%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.3%
Average Home Value	\$480,933

## 2026 Owner Occupied Housing Units by Value

Total	28,672
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	1.9%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	19.7%
\$400,000 - \$499,999	42.2%
\$500,000 - \$749,999	28.6%
\$750,000 - \$999,999	3.2%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.2%
Average Home Value	\$493,478

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>	
Total	62,089
0 - 4	7.7%
5 - 9	8.7%
10 - 14	7.5%
15 - 24	9.5%
25 - 34	11.6%
35 - 44	17.7%
45 - 54	16.9%
55 - 64	12.2%
65 - 74	5.1%
75 - 84	2.2%
85 +	0.8%
18 +	71.8%
<b>2021 Population by Age</b>	
Total	87,948
0 - 4	6.5%
5 - 9	7.7%
10 - 14	8.0%
15 - 24	10.5%
25 - 34	10.6%
35 - 44	14.9%
45 - 54	14.4%
55 - 64	13.8%
65 - 74	9.3%
75 - 84	3.3%
85 +	1.0%
18 +	73.6%
<b>2026 Population by Age</b>	
Total	99,283
0 - 4	6.5%
5 - 9	7.4%
10 - 14	7.4%
15 - 24	10.3%
25 - 34	11.2%
35 - 44	14.7%
45 - 54	13.6%
55 - 64	12.6%
65 - 74	10.3%
75 - 84	4.7%
85 +	1.2%
18 +	74.4%
<b>2010 Population by Sex</b>	
Males	30,660
Females	31,429
<b>2021 Population by Sex</b>	
Males	43,464
Females	44,484
<b>2026 Population by Sex</b>	
Males	49,042
Females	50,242

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>	
Total	62,090
White Alone	85.0%
Black Alone	1.7%
American Indian Alone	0.5%
Asian Alone	6.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.8%
Two or More Races	2.6%
Hispanic Origin	15.1%
Diversity Index	46.0
<b>2021 Population by Race/Ethnicity</b>	
Total	87,949
White Alone	81.7%
Black Alone	1.9%
American Indian Alone	0.5%
Asian Alone	7.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	4.3%
Two or More Races	3.6%
Hispanic Origin	17.5%
Diversity Index	52.0
<b>2026 Population by Race/Ethnicity</b>	
Total	99,284
White Alone	80.0%
Black Alone	1.9%
American Indian Alone	0.5%
Asian Alone	8.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	4.7%
Two or More Races	4.0%
Hispanic Origin	18.9%
Diversity Index	55.1
<b>2010 Population by Relationship and Household Type</b>	
Total	62,089
In Households	99.6%
In Family Households	88.2%
Householder	27.6%
Spouse	23.8%
Child	33.0%
Other relative	2.5%
Nonrelative	1.3%
In Nonfamily Households	11.4%
In Group Quarters	0.4%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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## 2021 Population 25+ by Educational Attainment

Total	59,208
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	1.6%
High School Graduate	10.5%
GED/Alternative Credential	1.3%
Some College, No Degree	15.5%
Associate Degree	5.3%
Bachelor's Degree	40.2%
Graduate/Professional Degree	24.2%

## 2021 Population 15+ by Marital Status

Total	68,445
Never Married	22.9%
Married	64.4%
Widowed	3.6%
Divorced	9.1%

## 2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	47,067
Population 16+ Employed	95.9%
Population 16+ Unemployment rate	4.1%
Population 16-24 Employed	8.4%
Population 16-24 Unemployment rate	7.2%
Population 25-54 Employed	64.7%
Population 25-54 Unemployment rate	4.2%
Population 55-64 Employed	20.0%
Population 55-64 Unemployment rate	3.0%
Population 65+ Employed	6.9%
Population 65+ Unemployment rate	2.2%

## 2021 Employed Population 16+ by Industry

Total	45,142
Agriculture/Mining	1.0%
Construction	5.6%
Manufacturing	8.9%
Wholesale Trade	2.3%
Retail Trade	7.8%
Transportation/Utilities	4.0%
Information	2.6%
Finance/Insurance/Real Estate	10.4%
Services	49.9%
Public Administration	7.6%

## 2021 Employed Population 16+ by Occupation

Total	45,143
White Collar	85.3%
Management/Business/Financial	30.8%
Professional	35.9%
Sales	11.4%
Administrative Support	7.3%
Services	6.6%
Blue Collar	8.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	1.2%
Production	1.5%
Transportation/Material Moving	2.9%

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<b>2010 Households by Type</b>	
Total	22,558
Households with 1 Person	18.8%
Households with 2+ People	81.2%
Family Households	75.6%
Husband-wife Families	65.2%
With Related Children	35.0%
Other Family (No Spouse Present)	10.5%
Other Family with Male Householder	2.9%
With Related Children	1.8%
Other Family with Female Householder	7.5%
With Related Children	5.0%
Nonfamily Households	5.6%
All Households with Children	42.0%
Multigenerational Households	2.8%
Unmarried Partner Households	4.8%
Male-female	3.6%
Same-sex	1.2%
<b>2010 Households by Size</b>	
Total	22,559
1 Person Household	18.8%
2 Person Household	33.5%
3 Person Household	18.5%
4 Person Household	19.1%
5 Person Household	6.9%
6 Person Household	2.1%
7 + Person Household	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	22,558
Owner Occupied	81.1%
Owned with a Mortgage/Loan	65.9%
Owned Free and Clear	15.2%
Renter Occupied	18.9%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	140
Percent of Income for Mortgage	14.1%
Wealth Index	206
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	23,430
Housing Units Inside Urbanized Area	68.0%
Housing Units Inside Urbanized Cluster	5.2%
Rural Housing Units	26.8%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	62,089
Population Inside Urbanized Area	67.3%
Population Inside Urbanized Cluster	6.0%
Rural Population	26.7%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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### Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Savvy Suburbanites (1D)
3. Workday Drive (4A)

### 2021 Consumer Spending

Apparel & Services: Total \$	\$114,696,611
Average Spent	\$3,578.68
Spending Potential Index	169
Education: Total \$	\$98,066,042
Average Spent	\$3,059.78
Spending Potential Index	177
Entertainment/Recreation: Total \$	\$175,606,883
Average Spent	\$5,479.15
Spending Potential Index	170
Food at Home: Total \$	\$282,647,642
Average Spent	\$8,818.96
Spending Potential Index	162
Food Away from Home: Total \$	\$205,663,081
Average Spent	\$6,416.94
Spending Potential Index	169
Health Care: Total \$	\$328,260,731
Average Spent	\$10,242.14
Spending Potential Index	164
HH Furnishings & Equipment: Total \$	\$126,536,045
Average Spent	\$3,948.08
Spending Potential Index	175
Personal Care Products & Services: Total \$	\$49,005,341
Average Spent	\$1,529.03
Spending Potential Index	170
Shelter: Total \$	\$1,100,141,262
Average Spent	\$34,325.78
Spending Potential Index	170
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$138,111,703
Average Spent	\$4,309.26
Spending Potential Index	180
Travel: Total \$	\$148,209,103
Average Spent	\$4,624.31
Spending Potential Index	183
Vehicle Maintenance & Repairs: Total \$	\$58,587,350
Average Spent	\$1,828.00
Spending Potential Index	165

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.