



Market Profile

7027 W Hwy 290
7027 W Hwy 290 Austin TX 78735
Drive Time: 15 drive time minute radius

Latitude: 30.2331
Longitude: -97.8748

15 drive time minute

Population Summary	
2000 Total Population	276,130
2010 Total Population	321,697
2021 Total Population	396,246
2021 Group Quarters	9,057
2026 Total Population	436,888
2021-2026 Annual Rate	1.97%
2021 Total Daytime Population	465,278
Workers	290,039
Residents	175,239
Household Summary	
2000 Households	112,404
2000 Average Household Size	2.39
2010 Households	134,344
2010 Average Household Size	2.33
2021 Households	168,703
2021 Average Household Size	2.30
2026 Households	187,358
2026 Average Household Size	2.28
2021-2026 Annual Rate	2.12%
2010 Families	70,032
2010 Average Family Size	3.10
2021 Families	84,592
2021 Average Family Size	3.09
2026 Families	92,741
2026 Average Family Size	3.09
2021-2026 Annual Rate	1.86%
Housing Unit Summary	
2000 Housing Units	117,168
Owner Occupied Housing Units	47.0%
Renter Occupied Housing Units	48.9%
Vacant Housing Units	4.1%
2010 Housing Units	145,596
Owner Occupied Housing Units	45.6%
Renter Occupied Housing Units	46.7%
Vacant Housing Units	7.7%
2021 Housing Units	180,678
Owner Occupied Housing Units	46.5%
Renter Occupied Housing Units	46.8%
Vacant Housing Units	6.6%
2026 Housing Units	199,766
Owner Occupied Housing Units	45.9%
Renter Occupied Housing Units	47.9%
Vacant Housing Units	6.2%
Median Household Income	
2021	\$89,601
2026	\$100,930
Median Home Value	
2021	\$432,759
2026	\$450,206
Per Capita Income	
2021	\$52,672
2026	\$58,115
Median Age	
2010	32.3
2021	34.4
2026	34.7

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	168,703
<\$15,000	8.4%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	9.6%
\$50,000 - \$74,999	13.7%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	18.4%
\$150,000 - \$199,999	11.6%
\$200,000+	15.8%
Average Household Income	\$123,907

2026 Households by Income

Household Income Base	187,358
<\$15,000	7.1%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	13.0%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	13.8%
\$200,000+	16.8%
Average Household Income	\$135,868

2021 Owner Occupied Housing Units by Value

Total	84,057
<\$50,000	0.8%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	1.6%
\$150,000 - \$199,999	3.7%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	19.0%
\$400,000 - \$499,999	19.0%
\$500,000 - \$749,999	23.0%
\$750,000 - \$999,999	6.9%
\$1,000,000 - \$1,499,999	4.2%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	2.0%
Average Home Value	\$527,204

2026 Owner Occupied Housing Units by Value

Total	91,737
<\$50,000	0.2%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	1.7%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	7.5%
\$300,000 - \$399,999	21.0%
\$400,000 - \$499,999	21.7%
\$500,000 - \$749,999	24.0%
\$750,000 - \$999,999	7.9%
\$1,000,000 - \$1,499,999	4.3%
\$1,500,000 - \$1,999,999	1.2%
\$2,000,000 +	1.8%
Average Home Value	\$547,812

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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2010 Population by Age	
Total	321,695
0 - 4	6.7%
5 - 9	6.2%
10 - 14	5.5%
15 - 24	17.2%
25 - 34	19.3%
35 - 44	14.9%
45 - 54	13.0%
55 - 64	9.8%
65 - 74	4.1%
75 - 84	2.2%
85 +	1.1%
18 +	78.3%
2021 Population by Age	
Total	396,245
0 - 4	5.9%
5 - 9	5.9%
10 - 14	5.8%
15 - 24	16.1%
25 - 34	17.4%
35 - 44	15.4%
45 - 54	11.8%
55 - 64	10.5%
65 - 74	7.3%
75 - 84	2.9%
85 +	1.2%
18 +	79.2%
2026 Population by Age	
Total	436,891
0 - 4	6.0%
5 - 9	5.7%
10 - 14	5.5%
15 - 24	16.2%
25 - 34	17.0%
35 - 44	15.1%
45 - 54	12.0%
55 - 64	9.7%
65 - 74	7.7%
75 - 84	3.8%
85 +	1.3%
18 +	79.6%
2010 Population by Sex	
Males	161,606
Females	160,091
2021 Population by Sex	
Males	199,026
Females	197,221
2026 Population by Sex	
Males	218,433
Females	218,455

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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2010 Population by Race/Ethnicity

Total	321,697
White Alone	76.3%
Black Alone	3.9%
American Indian Alone	0.8%
Asian Alone	5.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.7%
Two or More Races	3.2%
Hispanic Origin	30.1%
Diversity Index	66.1

2021 Population by Race/Ethnicity

Total	396,247
White Alone	74.4%
Black Alone	3.7%
American Indian Alone	0.7%
Asian Alone	6.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.8%
Two or More Races	3.7%
Hispanic Origin	30.3%
Diversity Index	67.7

2026 Population by Race/Ethnicity

Total	436,890
White Alone	73.4%
Black Alone	3.7%
American Indian Alone	0.7%
Asian Alone	7.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.7%
Two or More Races	3.9%
Hispanic Origin	31.1%
Diversity Index	68.8

2010 Population by Relationship and Household Type

Total	321,697
In Households	97.2%
In Family Households	69.5%
Householder	21.8%
Spouse	16.1%
Child	25.9%
Other relative	3.7%
Nonrelative	2.1%
In Nonfamily Households	27.7%
In Group Quarters	2.8%
Institutionalized Population	0.4%
Noninstitutionalized Population	2.4%

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	262,993
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	10.4%
GED/Alternative Credential	2.1%
Some College, No Degree	15.1%
Associate Degree	5.0%
Bachelor's Degree	37.6%
Graduate/Professional Degree	22.8%

2021 Population 15+ by Marital Status

Total	326,666
Never Married	43.5%
Married	43.0%
Widowed	2.9%
Divorced	10.6%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	232,590
Population 16+ Employed	95.7%
Population 16+ Unemployment rate	4.3%
Population 16-24 Employed	13.1%
Population 16-24 Unemployment rate	8.2%
Population 25-54 Employed	67.7%
Population 25-54 Unemployment rate	3.7%
Population 55-64 Employed	13.4%
Population 55-64 Unemployment rate	3.8%
Population 65+ Employed	5.9%
Population 65+ Unemployment rate	3.3%

2021 Employed Population 16+ by Industry

Total	222,641
Agriculture/Mining	0.6%
Construction	6.4%
Manufacturing	6.4%
Wholesale Trade	1.8%
Retail Trade	8.9%
Transportation/Utilities	3.3%
Information	3.0%
Finance/Insurance/Real Estate	8.7%
Services	54.7%
Public Administration	6.1%

2021 Employed Population 16+ by Occupation

Total	222,640
White Collar	77.7%
Management/Business/Financial	25.5%
Professional	33.2%
Sales	10.8%
Administrative Support	8.1%
Services	11.1%
Blue Collar	11.2%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	1.4%
Production	1.8%
Transportation/Material Moving	3.9%

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2010 Households by Type	
Total	134,344
Households with 1 Person	33.6%
Households with 2+ People	66.4%
Family Households	52.1%
Husband-wife Families	38.5%
With Related Children	19.1%
Other Family (No Spouse Present)	13.7%
Other Family with Male Householder	4.1%
With Related Children	2.1%
Other Family with Female Householder	9.6%
With Related Children	6.4%
Nonfamily Households	14.3%
All Households with Children	27.9%
Multigenerational Households	2.6%
Unmarried Partner Households	7.8%
Male-female	6.5%
Same-sex	1.3%
2010 Households by Size	
Total	134,344
1 Person Household	33.6%
2 Person Household	32.6%
3 Person Household	14.4%
4 Person Household	11.5%
5 Person Household	4.8%
6 Person Household	1.8%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	134,344
Owner Occupied	49.4%
Owned with a Mortgage/Loan	37.9%
Owned Free and Clear	11.6%
Renter Occupied	50.6%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	100
Percent of Income for Mortgage	20.3%
Wealth Index	125
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	145,596
Housing Units Inside Urbanized Area	96.4%
Housing Units Inside Urbanized Cluster	0.5%
Rural Housing Units	3.0%
2010 Population By Urban/ Rural Status	
Total Population	321,697
Population Inside Urbanized Area	95.7%
Population Inside Urbanized Cluster	0.7%
Rural Population	3.6%

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.

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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Top 3 Tapestry Segments

1. Metro Renters (3B)
2. Young and Restless (11B)
3. Emerald City (8B)

2021 Consumer Spending

Apparel & Services: Total \$	\$499,312,226
Average Spent	\$2,959.71
Spending Potential Index	140
Education: Total \$	\$421,455,196
Average Spent	\$2,498.21
Spending Potential Index	145
Entertainment/Recreation: Total \$	\$707,027,665
Average Spent	\$4,190.96
Spending Potential Index	130
Food at Home: Total \$	\$1,223,291,936
Average Spent	\$7,251.16
Spending Potential Index	133
Food Away from Home: Total \$	\$897,836,580
Average Spent	\$5,322.00
Spending Potential Index	140
Health Care: Total \$	\$1,299,076,958
Average Spent	\$7,700.38
Spending Potential Index	123
HH Furnishings & Equipment: Total \$	\$502,341,382
Average Spent	\$2,977.67
Spending Potential Index	132
Personal Care Products & Services: Total \$	\$205,207,448
Average Spent	\$1,216.38
Spending Potential Index	136
Shelter: Total \$	\$4,727,350,260
Average Spent	\$28,021.73
Spending Potential Index	139
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$507,928,927
Average Spent	\$3,010.79
Spending Potential Index	126
Travel: Total \$	\$561,937,180
Average Spent	\$3,330.93
Spending Potential Index	132
Vehicle Maintenance & Repairs: Total \$	\$247,182,335
Average Spent	\$1,465.19
Spending Potential Index	132

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.