



# Executive Summary

Prepared By: Karen G. Skelton

<b>Site Type: Drive Time</b>	<b>13101 W Hwy 71 Austin, TX 78738 Drive Time: 5 minutes</b>	<b>13101 W Hwy 71 Austin, TX 78738 Drive Time: 10 minutes</b>	<b>13101 W Hwy 71 Austin, TX 78738 Drive Time: 15 minutes</b>
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## 2007 Population

Total Population	13,179	1,751	41,748
Male Population	50.1%	50.7%	50.0%
Female Population	49.9%	49.3%	50.0%
Median Age	41.4	35.2	40.6

## 2007 Income

Median HH Income	\$125,157	\$154,999	\$99,002
Per Capita Income	\$63,959	\$68,633	\$53,331
Average HH Income	\$176,415	\$221,051	\$140,620

## 2007 Households

Total Households	4,745	590	15,483
Average Household Size	2.76	2.97	2.68
1990-2000 Annual Rate	10.86%	20.92%	5.91%

## 2007 Housing

Owner Occupied Housing Units	81.0%	87.5%	77.0%
Renter Occupied Housing Units	8.6%	3.4%	14.0%
Vacant Housing Units	10.4%	9.1%	9.0%

## Population

1990 Population	3,093	171	18,305
2000 Population	9,089	1,165	32,756
2007 Population	13,179	1,751	41,748
2012 Population	15,719	2,107	47,649
1990-2000 Annual Rate	11.38%	21.15%	5.99%
2000-2007 Annual Rate	5.26%	5.78%	3.4%
2007-2012 Annual Rate	3.59%	3.77%	2.68%

In the identified market area, the current year population is 41,748. In 2000, the Census count in the market area was 32,756. The rate of change since 2000 was 3.4 percent annually. The five-year projection for the population in the market area is 47,649, representing a change of 2.68 percent annually from 2007 to 2012. Currently, the population is 50.0 percent male and 50.0 percent female.

## Households

1990 Households	1,113	57	6,688
2000 Households	3,121	381	11,878
2007 Households	4,745	590	15,483
2012 Households	5,741	716	17,787
1990-2000 Annual Rate	10.86%	20.92%	5.91%
2000-2007 Annual Rate	5.95%	6.22%	3.72%
2007-2012 Annual Rate	3.88%	3.95%	2.81%

The household count in this market area has changed from 11,878 in 2000 to 15,483 in the current year, a change of 3.72 percent annually. The five-year projection of households is 17,787, a change of 2.81 percent annually from the current year total. Average household size is currently 2.68, compared to 2.74 in the year 2000. The number of families in the current year is 11,509 in the market area.

## Housing

Currently, 77.0 percent of the 17,015 housing units in the market area are owner occupied; 14.0 percent, renter occupied; and 9.0 percent are vacant. In 2000, there were 12,757 housing units— 76.9 percent owner occupied, 15.8 percent renter occupied and 7.3 percent vacant. The rate of change in housing units since 2000 is 4.05 percent. Median home value in the market area is \$294,398, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 2.99 percent annually to \$341,113. From 2000 to the current year, median home value changed by 5.52 percent annually.



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## Median Household Income

1990 Median HH Income	\$52,911	\$60,548	\$45,634
2000 Median HH Income	\$103,304	\$122,957	\$79,357
2007 Median HH Income	\$125,157	\$154,999	\$99,002
2012 Median HH Income	\$144,369	\$185,307	\$114,290
1990-2000 Annual Rate	6.92%	7.34%	5.69%
2000-2007 Annual Rate	2.68%	3.25%	3.1%
2007-2012 Annual Rate	2.9%	3.64%	2.91%

## Per Capita Income

1990 Per Capita Income	\$25,650	\$24,784	\$21,552
2000 Per Capita Income	\$49,447	\$51,213	\$42,776
2007 Per Capita Income	\$63,959	\$68,633	\$53,331
2012 Per Capita Income	\$80,100	\$89,551	\$66,005
1990-2000 Annual Rate	6.78%	7.53%	7.1%
2000-2007 Annual Rate	3.61%	4.12%	3.09%
2007-2012 Annual Rate	4.6%	5.46%	4.36%

## Average Household Income

1990 Average Household Income	\$69,758	\$79,964	\$57,601
2000 Average Household Income	\$143,269	\$170,958	\$114,397
2007 Average HH Income	\$176,415	\$221,051	\$140,620
2012 Average HH Income	\$218,000	\$285,694	\$172,493
1990-2000 Annual Rate	7.46%	7.89%	7.1%
2000-2007 Annual Rate	2.91%	3.61%	2.89%
2007-2012 Annual Rate	4.32%	5.26%	4.17%

## Households by Income

Current median household income is \$99,002 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$114,290 in five years. In 2000, median household income was \$79,357, compared to \$45,634 in 1990.

Current average household income is \$140,620 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$172,493 in five years. In 2000, average household income was \$114,397, compared to \$57,601 in 1990.

Current per capita income is \$53,331 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$66,005 in five years. In 2000, the per capita income was \$42,776, compared to \$21,552 in 1990.

## Population by Employment

Total Businesses	1,105	170	2,961
Total Employees	6,935	1,063	20,497

Currently, 96.7 percent of the civilian labor force in the identified market area is employed and 3.3 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 97.1 percent of the civilian labor force, and unemployment will be 2.9 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 69.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 77.6 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 11.0 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 11.4 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 80.8 percent of the market area population drove alone to work, and 6.3 percent worked at home. The average travel time to work in 2000 was 28.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

## Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 4.3 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 10.8 percent were high school graduates only (28.6 percent in the U.S.)
- 5.5 percent had completed an Associate degree (6.3 percent in the U.S.)
- 36.3 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 20.0 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)