

USA Demographic Analysis Sample
14900 Avery Ranch Blvd., Austin, TX 78717



Demographic Analysis

Demographic Analysis Report

FOR

USA DEMOGRAPHIC ANALYSIS SAMPLE

14900 AVERY RANCH BLVD., AUSTIN, TX 78717

Prepared by
Your First & Last Name



Your First & Last Name
Phone: +1877.855.2246
Email: sales@TheAnalystPRO.com
14900 Avery Ranch, Ste. C200, Austin TX 78717

Copyright 2011-2020 CRE Tech, Inc. All Rights Reserved.



PAGE 1

TABLE OF CONTENTS

LOCATION/STUDY AREA MAP	3
EXECUTIVE SUMMARY	4
DEMOGRAPHIC AND INCOME	6
GRAPHIC PROFILE	8
HOUSING PROFILE	9
INFOGRAPHIC: KEY FACTS	11
INFOGRAPHIC: COMMUNITY PROFILE	12
INFOGRAPHIC: PROPORTIONAL CIRCLES	13
INFOGRAPHIC: POPULATION TRENDS	14
DOMINANT TAPESTRY MAP	15
TRAFFIC COUNT MAP - CLOSE-UP	17
TRAFFIC COUNT - STUDY AREA	18

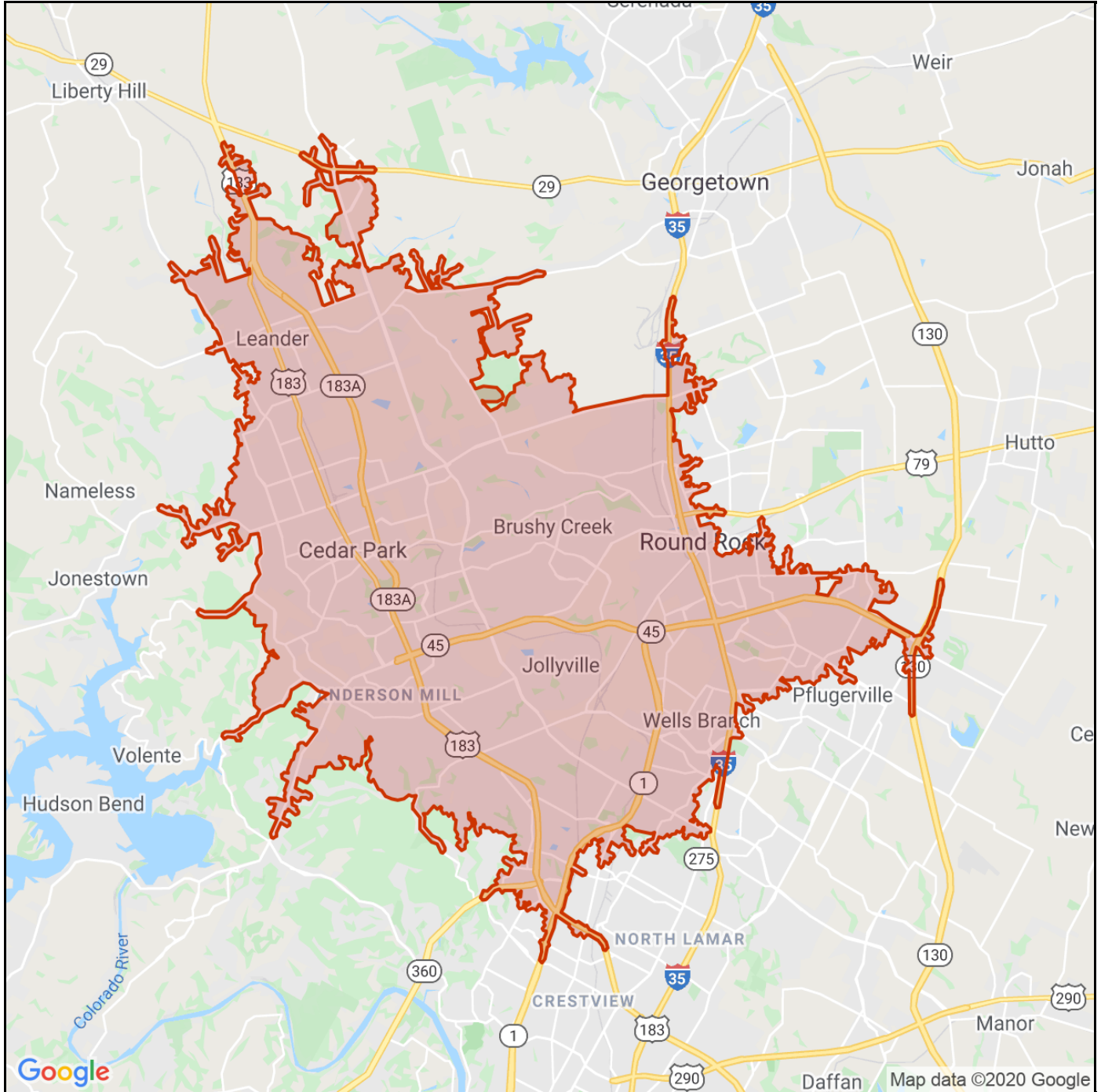


Your First & Last Name

Phone: +1877.855.2246
Email: sales@TheAnalystPRO.com
14900 Avery Ranch, Ste. C200, Austin TX 78717

Demographic Analysis

Location/Study Area Map (Drive Time: 15 minutes)



Demographic Analysis

Executive Summary (Drive Time: 15 minutes)

0 - 15 drive time minute

Population

2000 Population	230,593
2010 Population	340,037
2020 Population	429,988
2025 Population	482,143
2000-2010 Annual Rate	3.96%
2010-2020 Annual Rate	2.32%
2020-2025 Annual Rate	2.32%
2020 Male Population	49.3%
2020 Female Population	50.7%
2020 Median Age	35.1

In the identified area, the current year population is 429,988. In 2010, the Census count in the area was 340,037. The rate of change since 2010 was 2.32% annually. The five-year projection for the population in the area is 482,143 representing a change of 2.32% annually from 2020 to 2025. Currently, the population is 49.3% male and 50.7% female.

Median Age

The median age in this area is 35.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	65.7%
2020 Black Alone	7.8%
2020 American Indian/Alaska Native Alone	0.6%
2020 Asian Alone	14.3%
2020 Pacific Islander Alone	0.1%
2020 Other Race	7.0%
2020 Two or More Races	4.5%
2020 Hispanic Origin (Any Race)	23.5%

Persons of Hispanic origin represent 23.5% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 70.7 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	114
2000 Households	88,375
2010 Households	133,291
2020 Total Households	168,215
2025 Total Households	188,215
2000-2010 Annual Rate	4.20%
2010-2020 Annual Rate	2.30%
2020-2025 Annual Rate	2.27%
2020 Average Household Size	2.55

The household count in this area has changed from 133,291 in 2010 to 168,215 in the current year, a change of 2.30% annually. The five-year projection of households is 188,215, a change of 2.27% annually from the current year total. Average household size is currently 2.55, compared to 2.55 in the year 2010. The number of families in the current year is 107,898 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Your First & Last Name

Phone: +1877.855.2246

Email: sales@TheAnalystPRO.com

14900 Avery Ranch, Ste. C200, Austin TX 78717



Demographic Analysis

Executive Summary (Drive Time: 15 minutes)

0 - 15 drive time minute

Mortgage Income	
2020 Percent of Income for Mortgage	13.5%
Median Household Income	
2020 Median Household Income	\$88,563
2025 Median Household Income	\$94,043
2020-2025 Annual Rate	1.21%
Average Household Income	
2020 Average Household Income	\$112,107
2025 Average Household Income	\$121,511
2020-2025 Annual Rate	1.62%
Per Capita Income	
2020 Per Capita Income	\$44,068
2025 Per Capita Income	\$47,659
2020-2025 Annual Rate	1.58%

Households by Income

Current median household income is \$88,563 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$94,043 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$112,107 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$121,511 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$44,068 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$47,659 in five years, compared to \$37,691 for all U.S. households

Housing	
2020 Housing Affordability Index	140
2000 Total Housing Units	91,369
2000 Owner Occupied Housing Units	55,147
2000 Renter Occupied Housing Units	33,228
2000 Vacant Housing Units	2,994
2010 Total Housing Units	140,804
2010 Owner Occupied Housing Units	77,988
2010 Renter Occupied Housing Units	55,303
2010 Vacant Housing Units	7,513
2020 Total Housing Units	176,059
2020 Owner Occupied Housing Units	99,882
2020 Renter Occupied Housing Units	68,333
2020 Vacant Housing Units	7,844
2025 Total Housing Units	196,982
2025 Owner Occupied Housing Units	110,901
2025 Renter Occupied Housing Units	77,314
2025 Vacant Housing Units	8,767

Currently, 56.7% of the 176,059 housing units in the area are owner occupied; 38.8%, renter occupied; and 4.5% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 140,804 housing units in the area - 55.4% owner occupied, 39.3% renter occupied, and 5.3% vacant. The annual rate of change in housing units since 2010 is 10.44%. Median home value in the area is \$286,246, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.11% annually to \$302,550.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Your First & Last Name

Phone: +1877.855.2246

Email: sales@TheAnalystPRO.com

14900 Avery Ranch, Ste. C200, Austin TX 78717



Demographic Analysis

Demographic and Income (Drive Time: 15 minutes)

Summary	Census 2010	2020	2025			
Population	340,037	429,988	482,143			
Households	133,291	168,215	188,215			
Families	86,312	107,898	120,372			
Average Household Size	2.55	2.55	2.56			
Owner Occupied Housing Units	77,988	99,882	110,901			
Renter Occupied Housing Units	55,303	68,333	77,314			
Median Age	33.5	35.1	34.9			
Trends: 2020-2025 Annual Rate	Area	State	National			
Population	2.32%	1.54%	0.72%			
Households	2.27%	1.51%	0.72%			
Families	2.21%	1.47%	0.64%			
Owner HHs	2.12%	1.53%	0.72%			
Median Household Income	1.21%	1.43%	1.60%			
Households by Income	2020		2025			
	Number	Percent	Number	Percent		
<\$15,000	6,513	3.9%	6,675	3.5%		
\$15,000 - \$24,999	6,392	3.8%	6,328	3.4%		
\$25,000 - \$34,999	9,945	5.9%	10,118	5.4%		
\$35,000 - \$49,999	16,510	9.8%	16,876	9.0%		
\$50,000 - \$74,999	30,544	18.2%	32,981	17.5%		
\$75,000 - \$99,999	23,266	13.8%	26,162	13.9%		
\$100,000 - \$149,999	37,167	22.1%	42,886	22.8%		
\$150,000 - \$199,999	19,852	11.8%	23,993	12.7%		
\$200,000+	18,025	10.7%	22,193	11.8%		
Median Household Income	\$88,563		\$94,043			
Average Household Income	\$112,107		\$121,511			
Per Capita Income	\$44,068		\$47,659			
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	26,419	7.8%	29,585	6.9%	33,709	7.0%
5 - 9	26,825	7.9%	31,052	7.2%	33,782	7.0%
10 - 14	24,915	7.3%	30,575	7.1%	33,006	6.8%
15 - 19	21,011	6.2%	25,692	6.0%	28,219	5.9%
20 - 24	19,958	5.9%	27,096	6.3%	29,563	6.1%
25 - 34	60,248	17.7%	69,934	16.3%	83,340	17.3%
35 - 44	59,717	17.6%	70,466	16.4%	76,470	15.9%
45 - 54	48,478	14.3%	57,779	13.4%	60,839	12.6%
55 - 64	30,677	9.0%	46,117	10.7%	49,234	10.2%
65 - 74	13,347	3.9%	27,771	6.5%	34,396	7.1%
75 - 84	5,909	1.7%	10,340	2.4%	15,280	3.2%
85+	2,535	0.7%	3,583	0.8%	4,304	0.9%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	253,640	74.6%	282,357	65.7%	299,885	62.2%
Black Alone	22,935	6.7%	33,478	7.8%	41,199	8.5%
American Indian Alone	1,946	0.6%	2,571	0.6%	2,934	0.6%
Asian Alone	29,736	8.7%	61,577	14.3%	77,539	16.1%
Pacific Islander Alone	347	0.1%	616	0.1%	737	0.2%
Some Other Race Alone	19,833	5.8%	30,078	7.0%	36,757	7.6%
Two or More Races	11,600	3.4%	19,311	4.5%	23,091	4.8%
Hispanic Origin (Any Race)	67,644	19.9%	101,073	23.5%	124,031	25.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



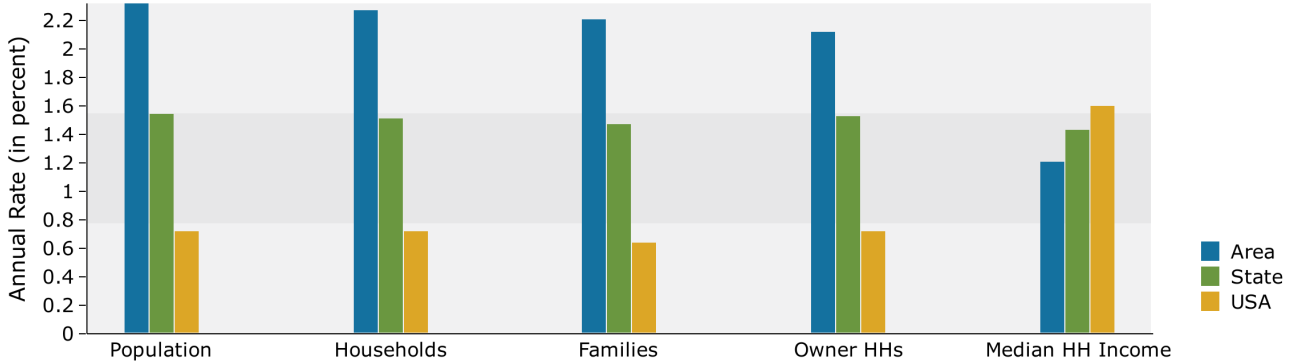
Your First & Last Name
 Phone: +1877 855 2246
 Email: sales@TheAnalystPRO.com
 14900 Avery Ranch, Ste. C200, Austin TX 78717



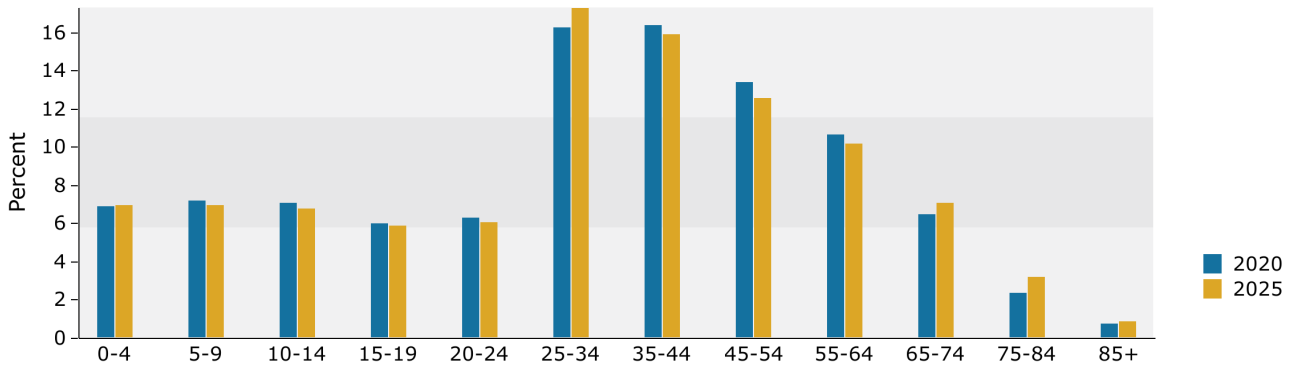
Demographic Analysis

Demographic and Income (Drive Time: 15 minutes)

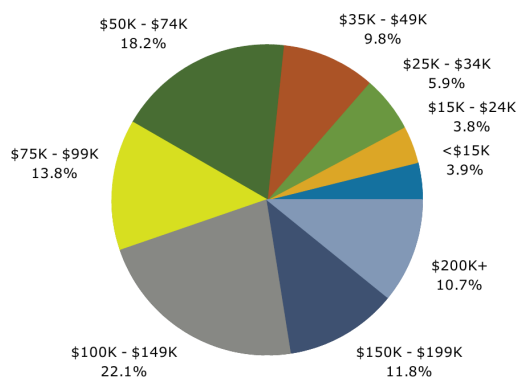
Trends 2020-2025



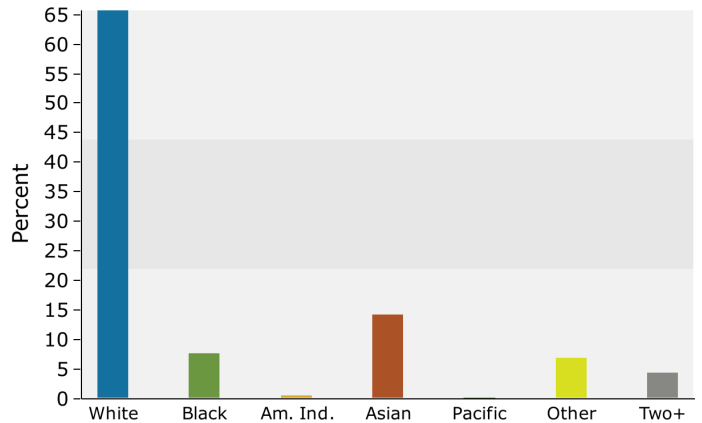
Population by Age



2020 Household Income




2020 Population by Race



2020 Percent Hispanic Origin: 23.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



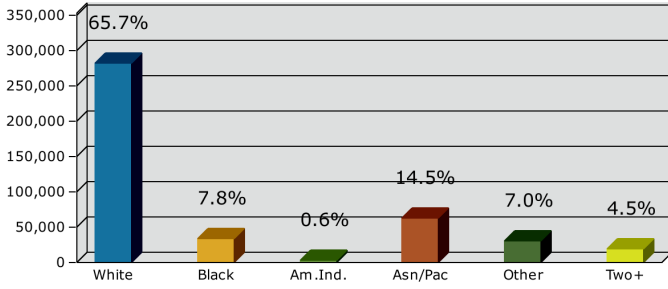
Your First & Last Name
 Phone: +1877.855.2246
 Email: sales@TheAnalystPRO.com
 14900 Avery Ranch, Ste. C200, Austin TX 78717



Demographic Analysis

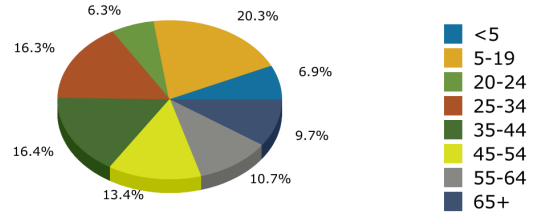
Graphic Profile (Drive Time: 15 minutes)

2020 Population by Race

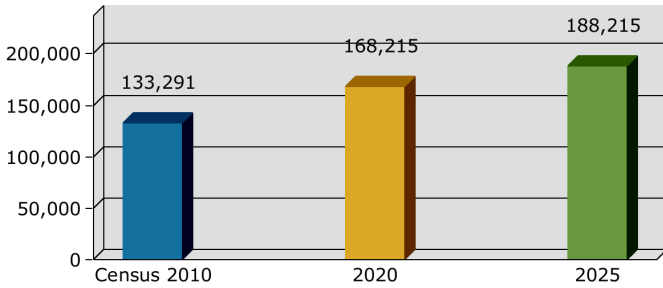


2020 Percent Hispanic Origin: 23.5%

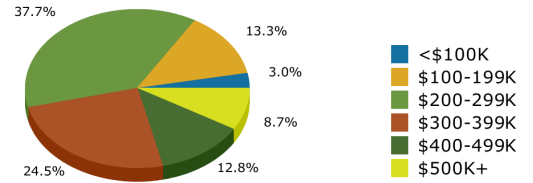
2020 Population by Age



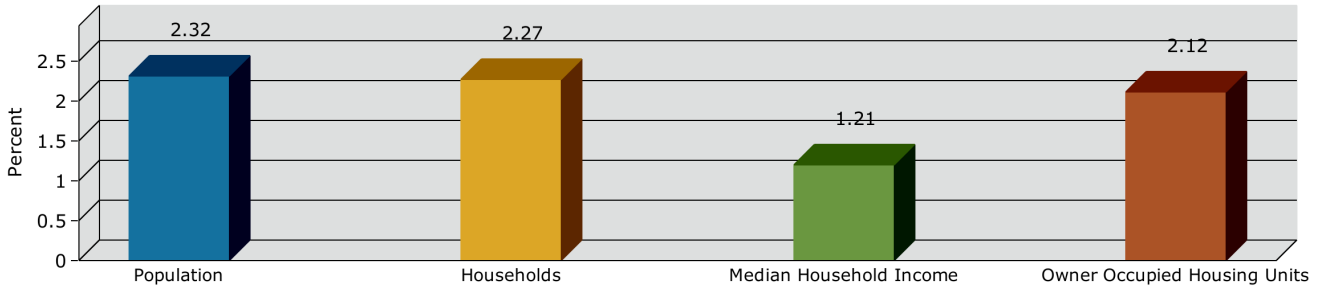
Households



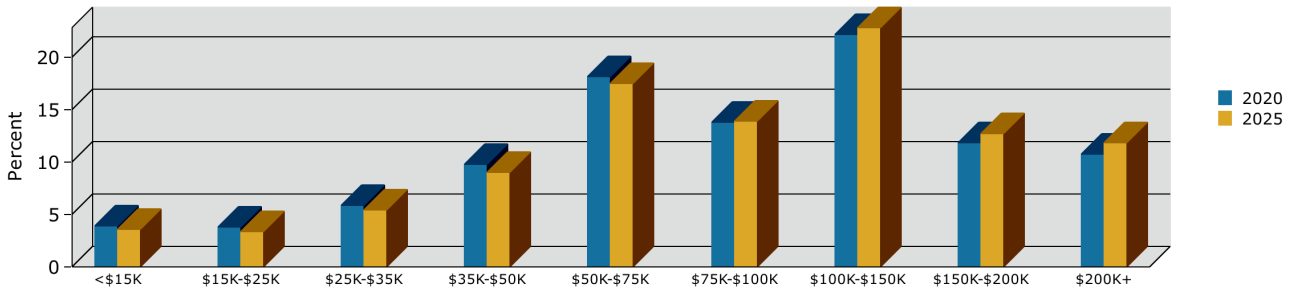
2020 Home Value



2020-2025 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Your First & Last Name

Phone: +1877.855.2246

Email: sales@TheAnalystPRO.com

14900 Avery Ranch, Ste. C200, Austin TX 78717

Demographic Analysis

Housing Profile (Drive Time: 15 minutes)

Population		Households	
2010 Total Population	340,037	2020 Median Household Income	\$88,563
2020 Total Population	429,988	2025 Median Household Income	\$94,043
2025 Total Population	482,143	2020-2025 Annual Rate	1.21%
2020-2025 Annual Rate	2.32%		

Housing Units by Occupancy Status and Tenure	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	140,804	100.0%	176,059	100.0%	196,982	100.0%
Occupied	133,291	94.7%	168,215	95.5%	188,215	95.5%
Owner	77,988	55.4%	99,882	56.7%	110,901	56.3%
Renter	55,303	39.3%	68,333	38.8%	77,314	39.2%
Vacant	7,513	5.3%	7,844	4.5%	8,767	4.5%

Owner Occupied Housing Units by Value	2020		2025	
	Number	Percent	Number	Percent
Total	99,860	100.0%	110,880	100.0%
<\$50,000	1,780	1.8%	1,442	1.3%
\$50,000-\$99,999	1,169	1.2%	973	0.9%
\$100,000-\$149,999	3,857	3.9%	3,316	3.0%
\$150,000-\$199,999	9,467	9.5%	8,252	7.4%
\$200,000-\$249,999	23,121	23.2%	23,839	21.5%
\$250,000-\$299,999	14,534	14.6%	16,855	15.2%
\$300,000-\$399,999	24,449	24.5%	29,918	27.0%
\$400,000-\$499,999	12,747	12.8%	15,708	14.2%
\$500,000-\$749,999	7,417	7.4%	8,914	8.0%
\$750,000-\$999,999	912	0.9%	1,185	1.1%
\$1,000,000-\$1,499,999	216	0.2%	247	0.2%
\$1,500,000-\$1,999,999	46	0.0%	50	0.0%
\$2,000,000+	145	0.1%	181	0.2%
Median Value	\$286,246		\$302,550	
Average Value	\$319,185		\$332,955	

Census 2010 Housing Units	Number	Percent
Total	140,804	100.0%
In Urbanized Areas	138,813	98.6%
In Urban Clusters	0	0.0%
Rural Housing Units	1,991	1.4%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Your First & Last Name

Phone: +1877.855.2246
 Email: sales@TheAnalystPRO.com
 14900 Avery Ranch, Ste. C200, Austin TX 78717



Demographic Analysis

Housing Profile (Drive Time: 15 minutes)

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	77,988	100.0%
Owned with a Mortgage/Loan	66,297	85.0%
Owned Free and Clear	11,691	15.0%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	7,683	100.0%
For Rent	4,577	59.6%
Rented- Not Occupied	219	2.9%
For Sale Only	1,212	15.8%
Sold - Not Occupied	250	3.3%
Seasonal/Recreational/Occasional Use	571	7.4%
For Migrant Workers	5	0.1%
Other Vacant	849	11.1%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	133,293	77,988	58.5%
15-24	7,523	563	7.5%
25-34	31,412	11,557	36.8%
35-44	33,899	21,781	64.3%
45-54	28,753	20,695	72.0%
55-64	18,339	13,888	75.7%
65-74	8,117	6,308	77.7%
75-84	3,689	2,521	68.3%
85+	1,561	675	43.2%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	133,292	77,988	58.5%
White Alone	104,310	64,429	61.8%
Black/African American Alone	9,118	3,227	35.4%
American Indian/Alaska Native	707	346	48.9%
Asian Alone	9,875	6,130	62.1%
Pacific Islander Alone	114	57	50.0%
Other Race Alone	6,221	2,489	40.0%
Two or More Races	2,947	1,310	44.5%
Hispanic Origin	20,804	9,749	46.9%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	133,291	77,988	58.5%
1-Person	36,212	12,730	35.2%
2-Person	41,303	25,624	62.0%
3-Person	22,994	15,475	67.3%
4-Person	20,521	15,407	75.1%
5-Person	8,055	5,902	73.3%
6-Person	2,778	1,912	68.8%
7+ Person	1,428	938	65.7%

2020 Housing Affordability	
Housing Affordability Index	140
Percent of Income for Mortgage	13.5%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Your First & Last Name
 Phone: +1877.855.2246
 Email: sales@TheAnalystPRO.com
 14900 Avery Ranch, Ste. C200, Austin TX 78717

Demographic Analysis

Infographic: Key Facts (Drive Time: 15 minutes)

KEY FACTS	EDUCATION																																								
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>429,988</p> <p>Population</p> <p>2.5</p> <p>Average Household Size</p> </div> <div style="text-align: center;"> <p>35.1</p> <p>Median Age</p> <p>\$88,563</p> <p>Median Household Income</p> </div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>5%</p> <p>No High School Diploma</p> </div> <div style="text-align: center;"> <p>16%</p> <p>High School Graduate</p> </div> <div style="text-align: center;"> <p>28%</p> <p>Some College</p> </div> <div style="text-align: center;"> <p>51%</p> <p>Bachelor's/Grad/Pr of Degree</p> </div> </div>																																								
BUSINESS	EMPLOYMENT																																								
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>14,934</p> <p>Total Businesses</p> </div> <div style="text-align: center;"> <p>192,092</p> <p>Total Employees</p> </div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>79%</p> <p>White Collar</p> </div> <div style="text-align: center;"> <p>11%</p> <p>Blue Collar</p> </div> <div style="text-align: center;"> <p>10%</p> <p>Services</p> </div> <div style="text-align: center;"> <p>7.7%</p> <p>Unemployment Rate</p> </div> </div>																																								
INCOME	<p>Households By Income</p> <p>The largest group: \$100,000 - \$149,999 (22.1%)</p> <p>The smallest group: \$15,000 - \$24,999 (3.8%)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Indicator</th> <th>Value</th> <th>Difference</th> <th></th> </tr> </thead> <tbody> <tr> <td><\$15,000</td> <td>3.9%</td> <td>-4.3%</td> <td><div style="width: 100%; height: 10px; background-color: green;"></div></td> </tr> <tr> <td>\$15,000 - \$24,999</td> <td>3.8%</td> <td>-2.0%</td> <td><div style="width: 100%; height: 10px; background-color: green;"></div></td> </tr> <tr> <td>\$25,000 - \$34,999</td> <td>5.9%</td> <td>-0.7%</td> <td><div style="width: 100%; height: 10px; background-color: green;"></div></td> </tr> <tr> <td>\$35,000 - \$49,999</td> <td>9.8%</td> <td>-1.2%</td> <td><div style="width: 100%; height: 10px; background-color: green;"></div></td> </tr> <tr> <td>\$50,000 - \$74,999</td> <td>18.2%</td> <td>+1.7%</td> <td><div style="width: 100%; height: 10px; background-color: blue;"></div></td> </tr> <tr> <td>\$75,000 - \$99,999</td> <td>13.8%</td> <td>+2.1%</td> <td><div style="width: 100%; height: 10px; background-color: blue;"></div></td> </tr> <tr> <td>\$100,000 - \$149,999</td> <td>22.1%</td> <td>+4.3%</td> <td><div style="width: 100%; height: 10px; background-color: blue;"></div></td> </tr> <tr> <td>\$150,000 - \$199,999</td> <td>11.8%</td> <td>+3.0%</td> <td><div style="width: 100%; height: 10px; background-color: blue;"></div></td> </tr> <tr> <td>\$200,000+</td> <td>10.7%</td> <td>-2.8%</td> <td><div style="width: 100%; height: 10px; background-color: green;"></div></td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">Bars show deviation from Travis County</p>	Indicator	Value	Difference		<\$15,000	3.9%	-4.3%	<div style="width: 100%; height: 10px; background-color: green;"></div>	\$15,000 - \$24,999	3.8%	-2.0%	<div style="width: 100%; height: 10px; background-color: green;"></div>	\$25,000 - \$34,999	5.9%	-0.7%	<div style="width: 100%; height: 10px; background-color: green;"></div>	\$35,000 - \$49,999	9.8%	-1.2%	<div style="width: 100%; height: 10px; background-color: green;"></div>	\$50,000 - \$74,999	18.2%	+1.7%	<div style="width: 100%; height: 10px; background-color: blue;"></div>	\$75,000 - \$99,999	13.8%	+2.1%	<div style="width: 100%; height: 10px; background-color: blue;"></div>	\$100,000 - \$149,999	22.1%	+4.3%	<div style="width: 100%; height: 10px; background-color: blue;"></div>	\$150,000 - \$199,999	11.8%	+3.0%	<div style="width: 100%; height: 10px; background-color: blue;"></div>	\$200,000+	10.7%	-2.8%	<div style="width: 100%; height: 10px; background-color: green;"></div>
Indicator	Value	Difference																																							
<\$15,000	3.9%	-4.3%	<div style="width: 100%; height: 10px; background-color: green;"></div>																																						
\$15,000 - \$24,999	3.8%	-2.0%	<div style="width: 100%; height: 10px; background-color: green;"></div>																																						
\$25,000 - \$34,999	5.9%	-0.7%	<div style="width: 100%; height: 10px; background-color: green;"></div>																																						
\$35,000 - \$49,999	9.8%	-1.2%	<div style="width: 100%; height: 10px; background-color: green;"></div>																																						
\$50,000 - \$74,999	18.2%	+1.7%	<div style="width: 100%; height: 10px; background-color: blue;"></div>																																						
\$75,000 - \$99,999	13.8%	+2.1%	<div style="width: 100%; height: 10px; background-color: blue;"></div>																																						
\$100,000 - \$149,999	22.1%	+4.3%	<div style="width: 100%; height: 10px; background-color: blue;"></div>																																						
\$150,000 - \$199,999	11.8%	+3.0%	<div style="width: 100%; height: 10px; background-color: blue;"></div>																																						
\$200,000+	10.7%	-2.8%	<div style="width: 100%; height: 10px; background-color: green;"></div>																																						
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>\$88,563</p> <p>Median Household Income</p> </div> <div style="text-align: center;"> <p>\$44,068</p> <p>Per Capita Income</p> </div> <div style="text-align: center;"> <p>\$124,700</p> <p>Median Net Worth</p> </div> </div>																																									

This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2020, 2025. © 2020 Esri

Your First & Last Name

Phone: +1877.855.2246
 Email: sales@TheAnalystPRO.com
 14900 Avery Ranch, Ste. C200, Austin TX 78717

Demographic Analysis

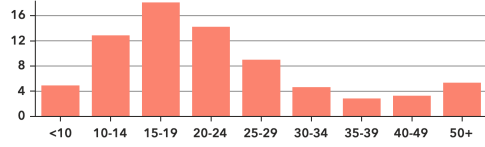
Infographic: Community Profile (Drive Time: 15 minutes)

COMMUNITY PROFILE

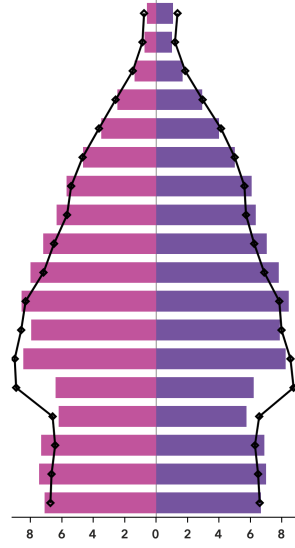
429,988 **2.3%** **2.5** **70.7** **35.1** **\$88,563** **\$124,700** **\$286,246** **25%** **66%** **9%**
 Population Total Pop Growth Average HH Size Diversity Index Median Age Median HH Income Median Net Worth Median Home Value Under 18 Ages 18 to 65 Aged 66+



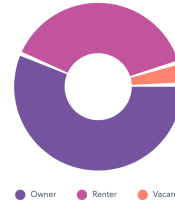
Mortgage as Percent of Salary



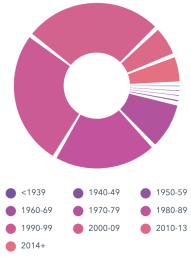
Age Profile: 5 Year Increments



Home Ownership



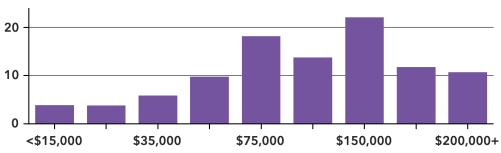
Housing: Year Built



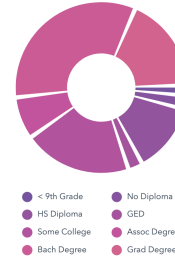
Home Value



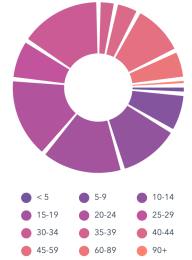
Household Income



Educational Attainment



Commute Time: Minutes



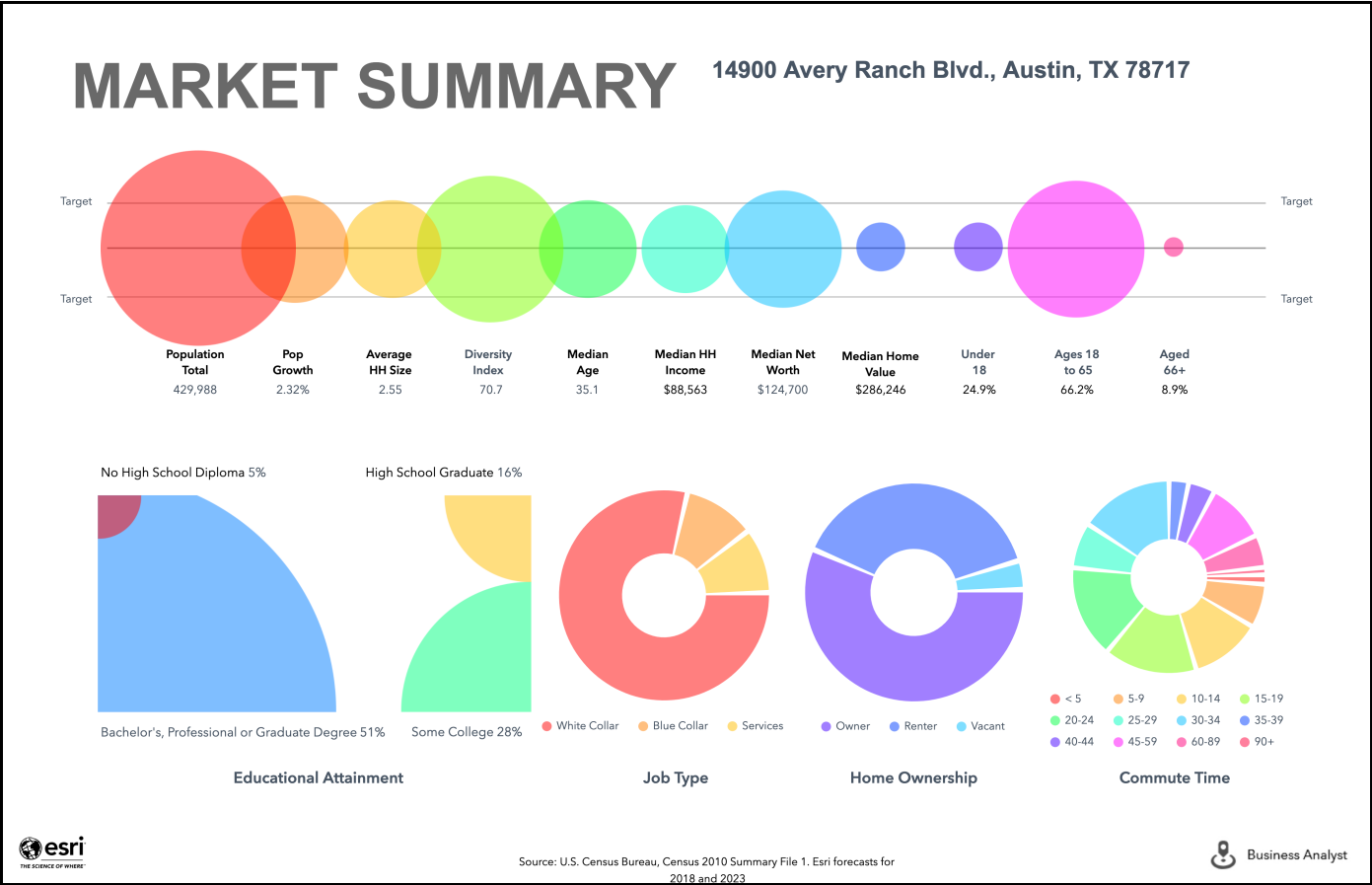
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023

Your First & Last Name
 Phone: +1877.855.2246
 Email: sales@TheAnalystPRO.com
 14900 Avery Ranch, Ste. C200, Austin TX 78717



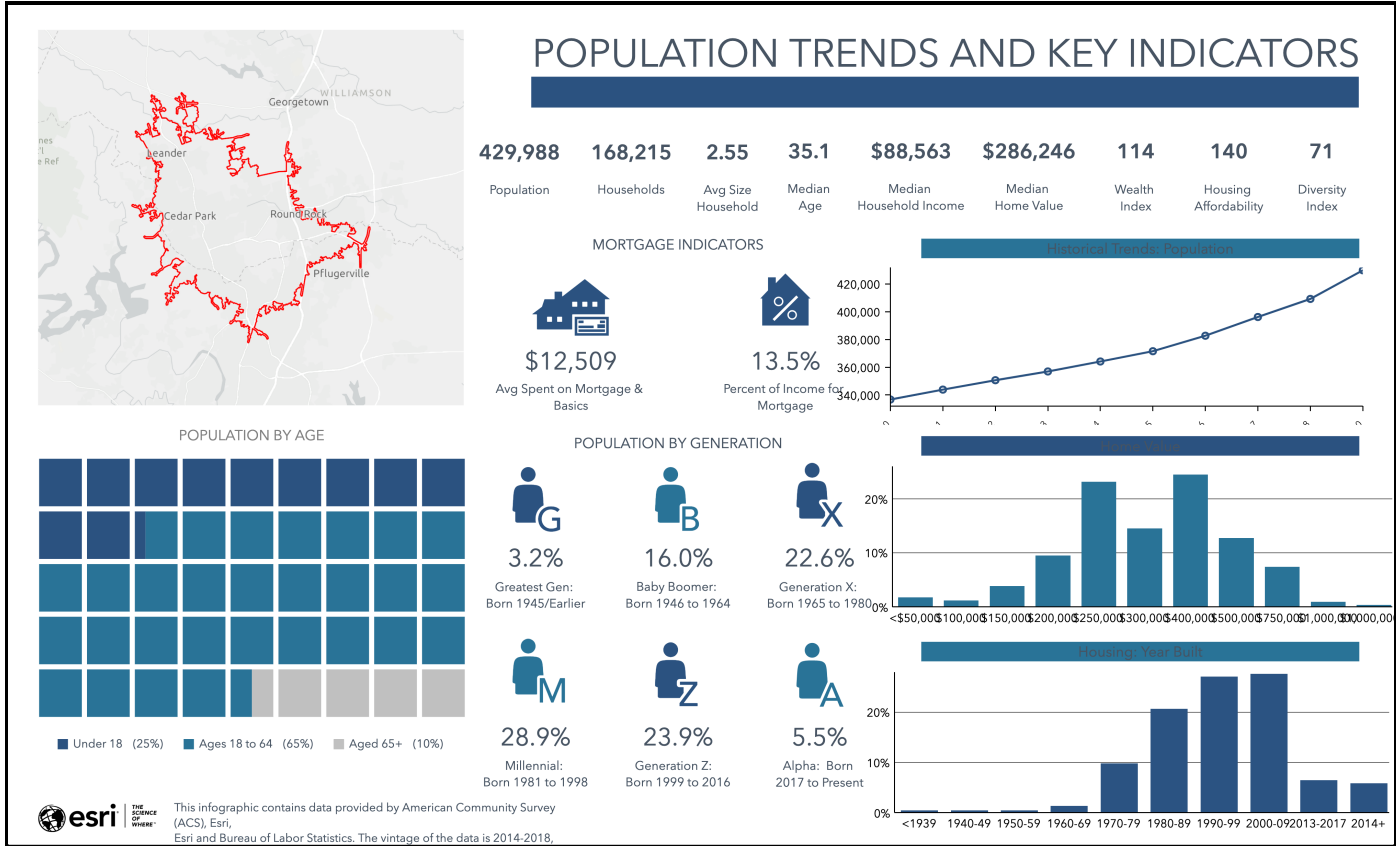
Demographic Analysis

Infographic: Proportional Circles (Drive Time: 15 minutes)



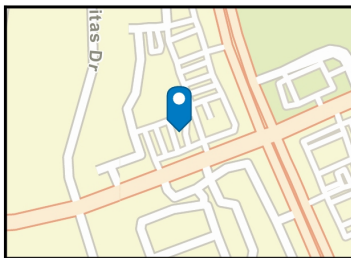
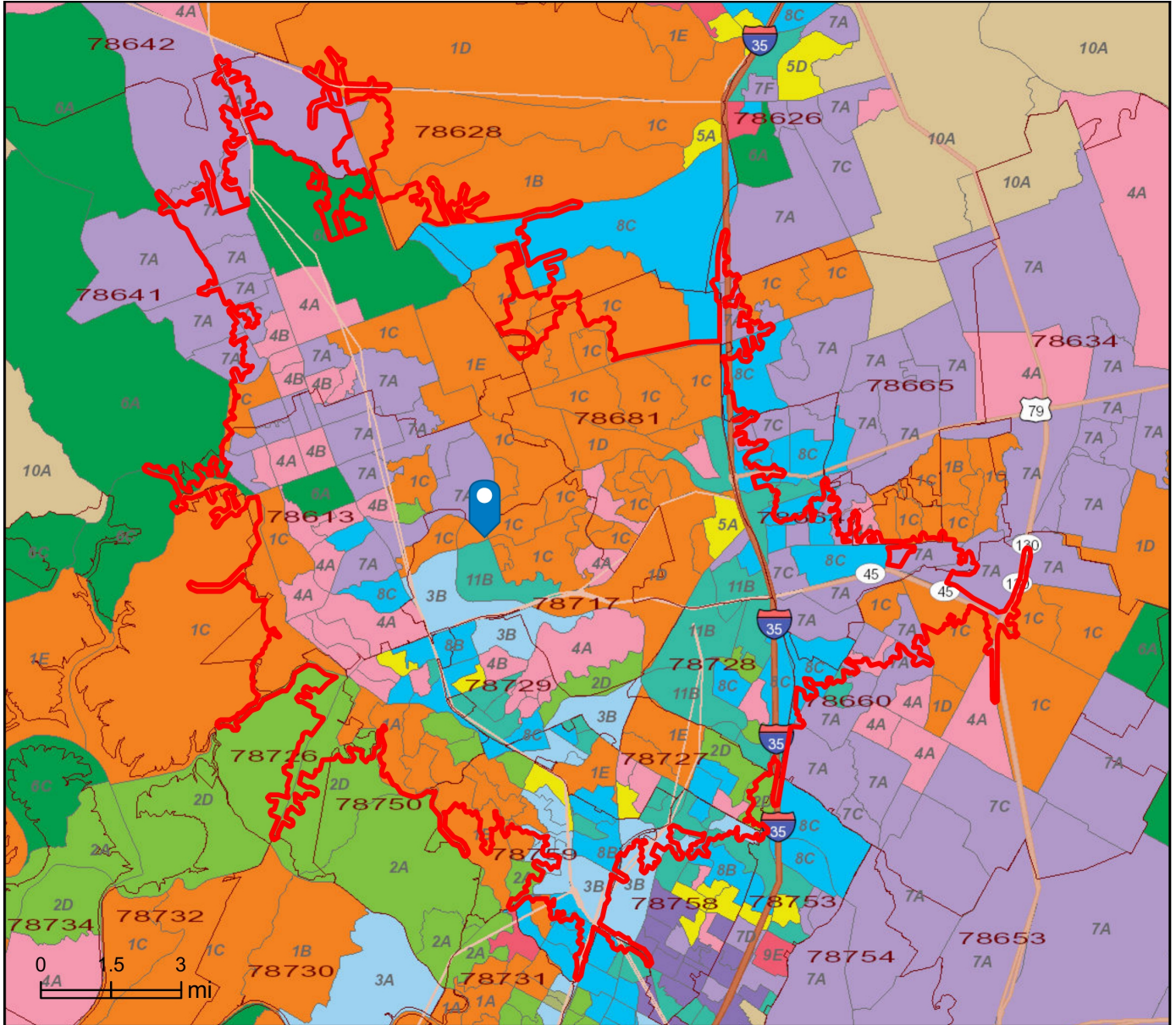
Demographic Analysis

Infographic: Population Trends (Drive Time: 15 minutes)



Demographic Analysis

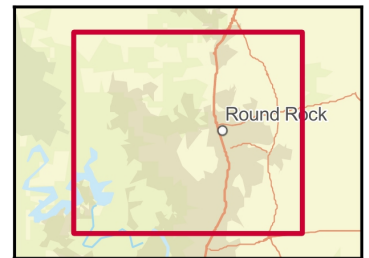
Dominant Tapestry Map (Drive Time: 15 minutes)



Source: Esri

Tapestry LifeMode

- | | |
|---|---|
| ■ L1: Affluent Estates | ■ L8: Middle Ground |
| ■ L2: Upscale Avenues | ■ L9: Senior Styles |
| ■ L3: Uptown Individuals | ■ L10: Rustic Outposts |
| ■ L4: Family Landscapes | ■ L11: Midtown Singles |
| ■ L5: GenXurban | ■ L12: Hometown |
| ■ L6: Cozy Country | ■ L13: Next Wave |
| ■ L7: Ethnic Enclaves | ■ L14: Scholars and Patriots |



Your First & Last Name
 Phone: +1877.855.2246
 Email: sales@TheAnalystPRO.com
 14900 Avery Ranch, Ste. C200, Austin TX 78717



Demographic Analysis

Dominant Tapestry Map (Drive Time: 15 minutes)

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Soccer Moms)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (American Dreamers)
- Segment 7D (Barrios Urbanos)
- Segment 7E (Valley Growers)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hardscrabble Road)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Diners & Miners)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Simplicity)
- Segment 12D (Modest Income Homes)
- Segment 13A (International Marketplace)
- Segment 13B (Las Casas)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)

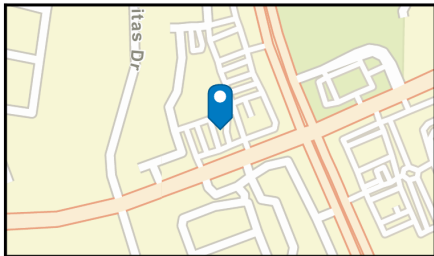
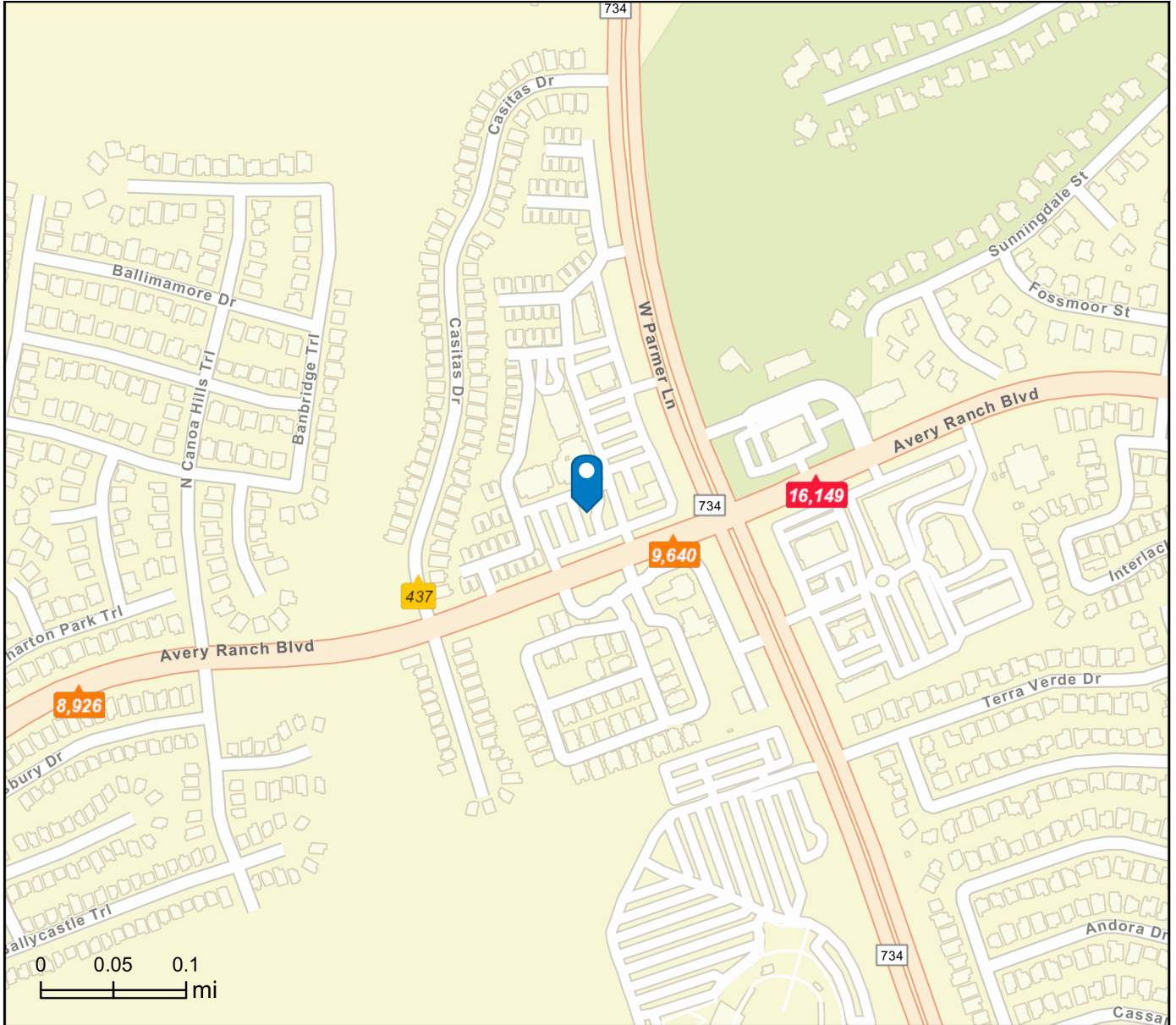


Your First & Last Name
Phone: +1877.855.2246
Email: sales@TheAnalystPRO.com
14900 Avery Ranch, Ste. C200, Austin TX 78717



Demographic Analysis

Traffic Count Map - Close-up



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2020 Kalibrate Technologies (Q2 2020).

Your First & Last Name

Phone: +1877.855.2246

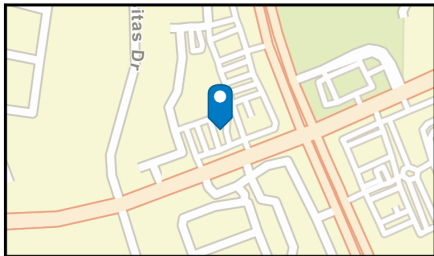
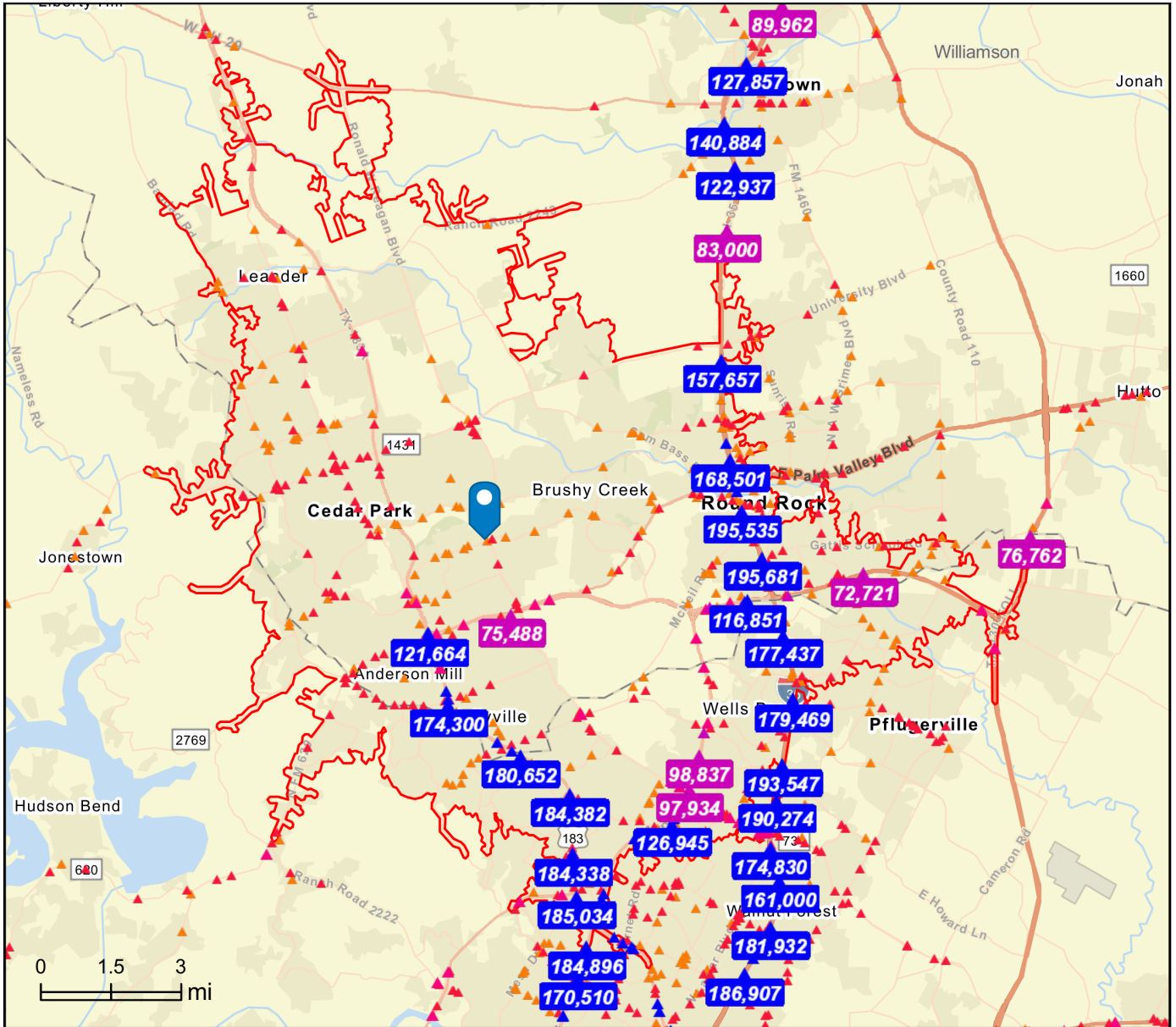
Email: sales@TheAnalystPRO.com

14900 Avery Ranch, Ste. C200, Austin TX 78717

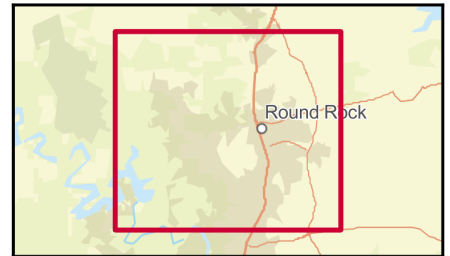


Demographic Analysis

Traffic Count - Study Area (Drive Time: 15 minutes)



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2020 Kalibrate Technologies (Q2 2020).

Your First & Last Name
 Phone: +1877.855.2246
 Email: sales@TheAnalystPRO.com
 14900 Avery Ranch, Ste. C200, Austin TX 78717

