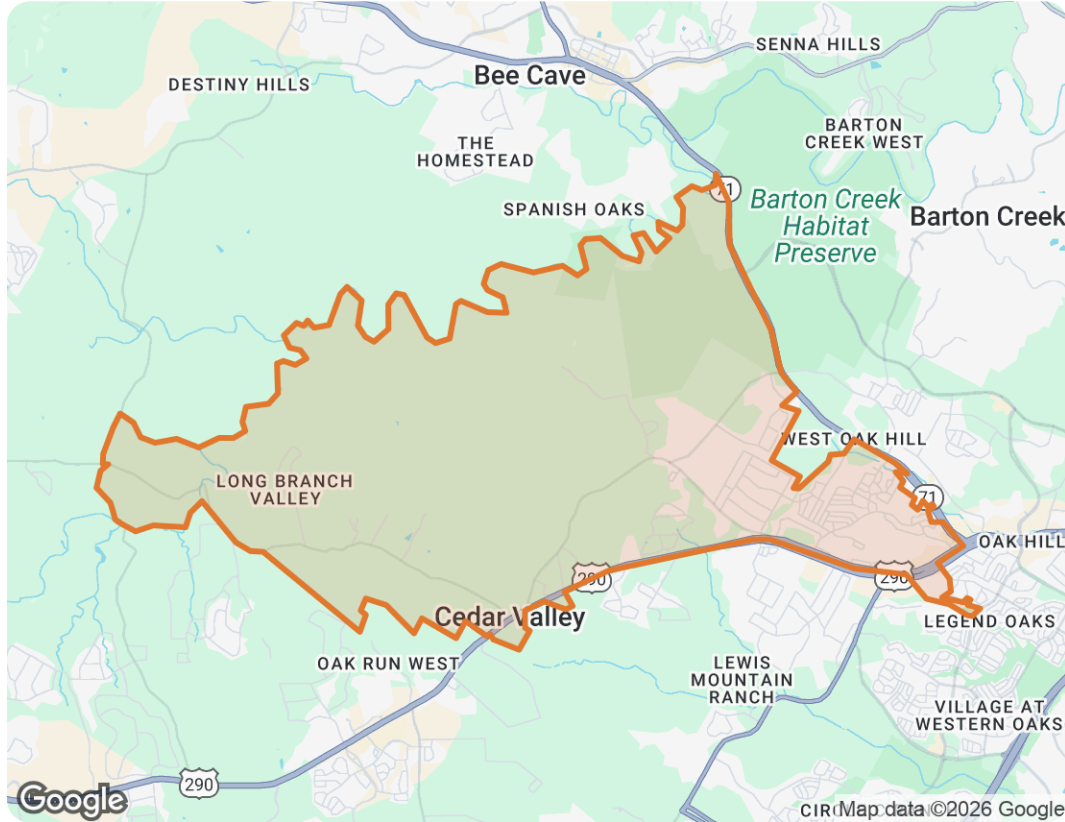


Austin, TX 78736



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Austin, TX 78736


Trade Area Summary

Attribute Summary for Austin, TX 78736

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$110,894	39.2	10,086	Workday Drive
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)


Consumer Segmentation

LIFE MODE - What are the people like that live in this area?

 **Family Landscapes**

Successful young families in their first homes

URBANIZATION - Where do people like this usually live?

 **Suburban Periphery**

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments	Workday Drive	Home Improvement	Green Acres	Boomburbs	Savvy Suburbanites
% of Households	1,740 (39.1%)	1,456 (32.7%)	855 (19.2%)	361 (8.1%)	31 (0.7%)
Lifestyle Group	Family Landscapes	Family Landscapes	Cozy Country Living	Affluent Estates	Affluent Estates
Urbanization Group	Suburban Periphery	Suburban Periphery	Rural	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.87	2.79	2.64	3.14	2.78
Median Age	39.5	39.2	43.8	37.2	44.1
Diversity Index	62.9	76.9	38.5	73.2	49.7
Median Household Income	\$116,800	\$94,500	\$103,400	\$152,300	\$142,800
Median Net Worth	\$579,100	\$352,800	\$537,400	\$745,900	\$988,200
Median Home Value	\$406,900	\$350,800	\$374,800	\$541,500	\$513,900
Homeownership	84.8%	79.7%	88%	81.7%	90.7%
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Some College No Degree	High School Diploma	Bachelor's Degree	Bachelor's Degree
Preferred Activities	Prefer outdoor activities and sports. Family-oriented purchases and activities dominate.	Spend heavily on eating out. Shop warehouse/club, home improvement stores.	Pursue physical fitness vigorously,. Active in communities and social organizations.	Physical fitness is a priority. Own the latest devices.	They like to cook and prefer natural or organic products.. Pursue a number of sports, from skiing to golf.
Financial	Well insured, invest in a range of funds, high debt	Paying off student loans andhome mortgages	Comfortable with debt, and investments.	Highest rate of mortgages	Not afraid of debt
Media	Connected, with a host of wireless devices	Enjoy working on home improvement projects	Provided by satellite service, radio and television	Own, use latest devices	Well-connected and use techonology to stay current
Vehicle	Own 2+ vehicles (minivans, SUVs)	Own minivan, SUV	Late model trucks SUVs, ATVs and motorcycles	Prefer late model imports, primarily SUVs.	Prefer late model, family-oriented vehicles:

This represents an estimated sale price for this property. It is not the same as the opinion of value in an appraisal developed by a licensed appraiser under the Uniform Standards of Professional Appraisal Practice.

Austin, TX 78736

Consumer Segment Details

About this segment

Workday Drive

Ranked
1st
dominant segment
for this area

In this area
39.1%
of households fall
into this segment

In the United States
3.1%
of households fall
into this segment

Who Are They?

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices, anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans.

Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

Austin, TX 78736

Consumer Segment Details

About this segment

Home Improvement

Ranked
2nd
dominant segment
for this area

In this area
32.7%
of households fall
into this segment

In the United States
1.7%
of households fall
into this segment

Who Are They?

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Neighborhood

- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

Socioeconomic Traits

- Higher participation in the labor force; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and home mortgages.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

Market Profile

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent movies from Netflix.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A, and KFC.
- Frequently buy children's clothes and toys.

Austin, TX 78736

Consumer Segment Details

About this segment

Green Acres

Ranked
3rd
dominant segment
for this area

In this area
19.2%
of households fall
into this segment

In the United States
3.3%
of households fall
into this segment

Who Are They?

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8%.
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

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Consumer Segment Details

About this segment

Boomburbs

Ranked
4th
dominant segment
for this area

In this area
8.1%
of households fall
into this segment

In the United States
2.0%
of households fall
into this segment

Who Are They?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

Neighborhood

- Growth markets are in the suburban periphery of large metropolitan areas. Young families are married with children; average household size is 3.25. Homeownership is 84% (Index 134), with the highest rate of mortgages, 71.5%. Primarily single-family homes in new neighborhoods, 66% built since 2000. Median home value is \$350,000. Lower housing vacancy rate at 3.7%. The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines.

Socioeconomic Traits

- Well-educated young professionals, 55% are college graduates. High labor force participation at 71.3%; most households have more than two workers. Longer commute times from the suburban growth corridors have created more home workers. Well connected, own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time. Financial planning is well under way for these professionals.

Market Profile

- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans. This is one of the top markets for the latest in technology, from smartphones to tablets to internet connectable televisions. Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling. Enjoy gardening but more often contract for home services. Physical fitness is a priority, including club memberships and home equipment. Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks. Residents are generous supporters of charitable organizations.

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Consumer Segment Details

About this segment

Savvy Suburbanites

Ranked
5th
dominant segment
for this area

In this area
0.7%
of households fall
into this segment

In the United States
3.0%
of households fall
into this segment

Who Are They?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged.
- Primarily single-family homes, with a median value of \$362,900.
- Low vacancy rate at 3.8%.

Socioeconomic Traits

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2%.
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

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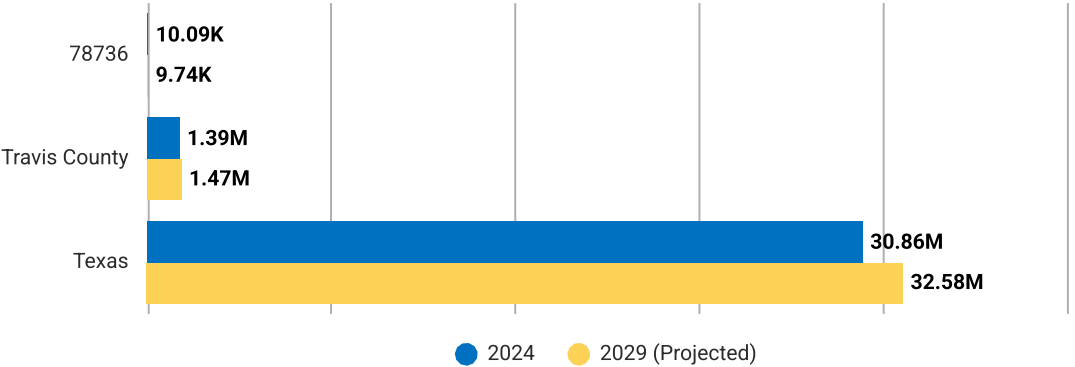
Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

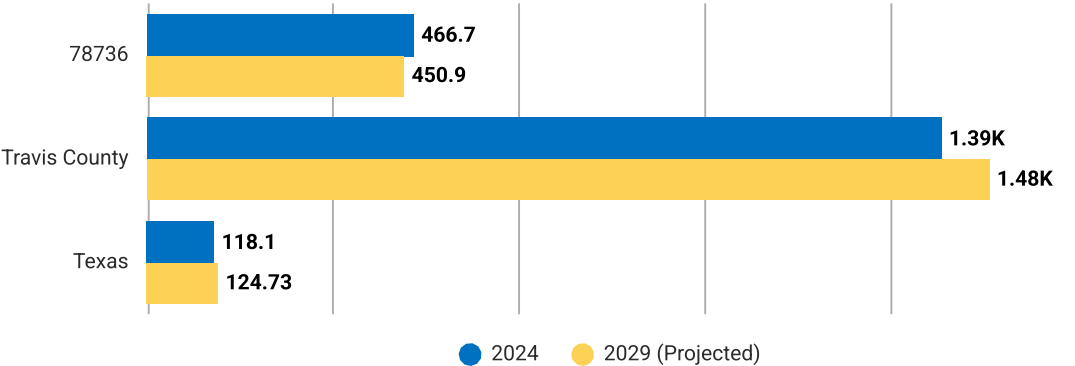
Total Population

This chart shows the total population in an area, compared with other geographies.



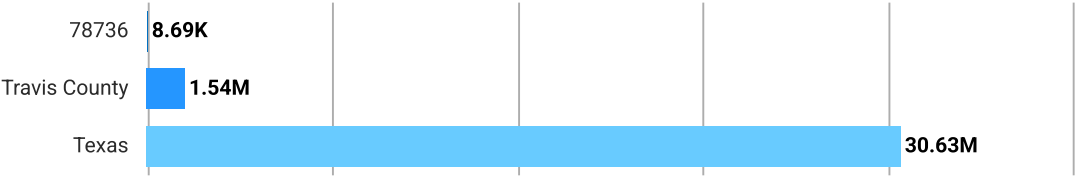
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

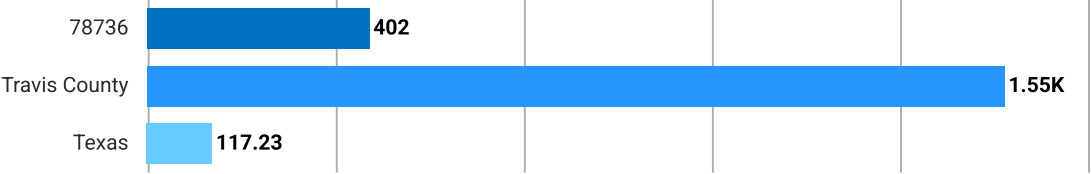
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



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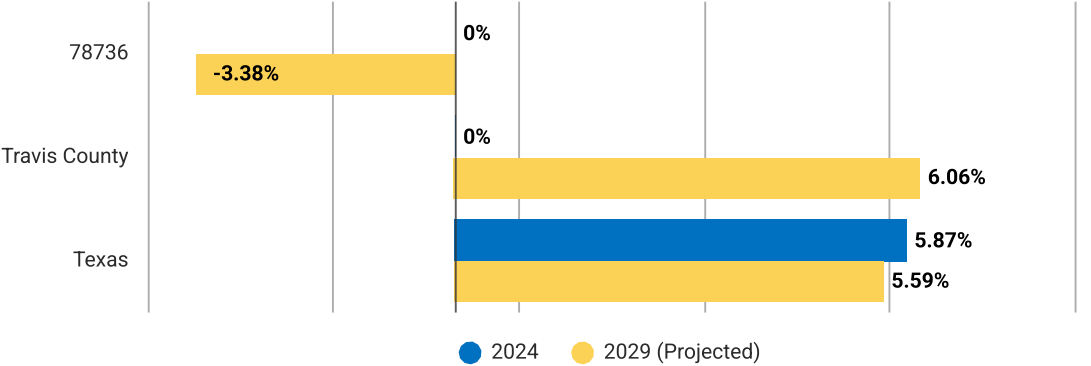
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



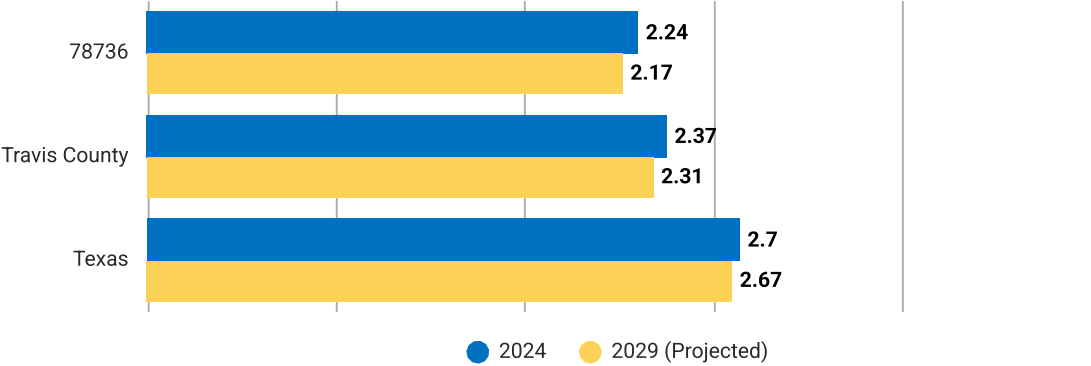
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



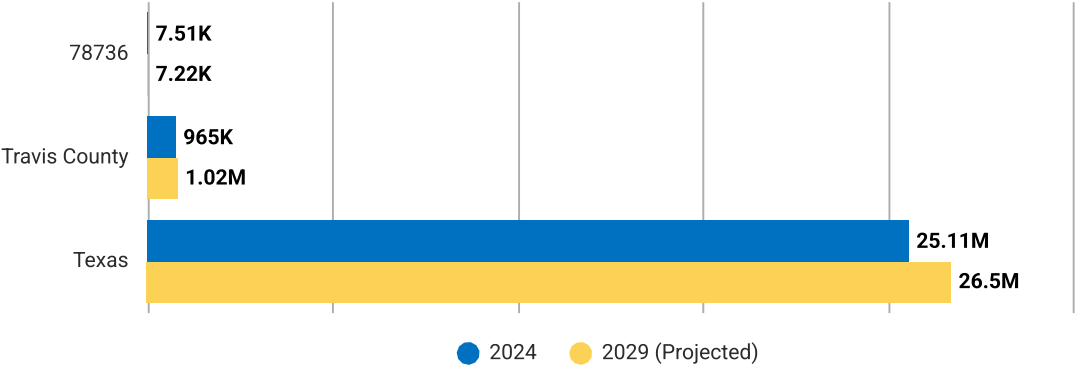
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



Population Living in Family Households

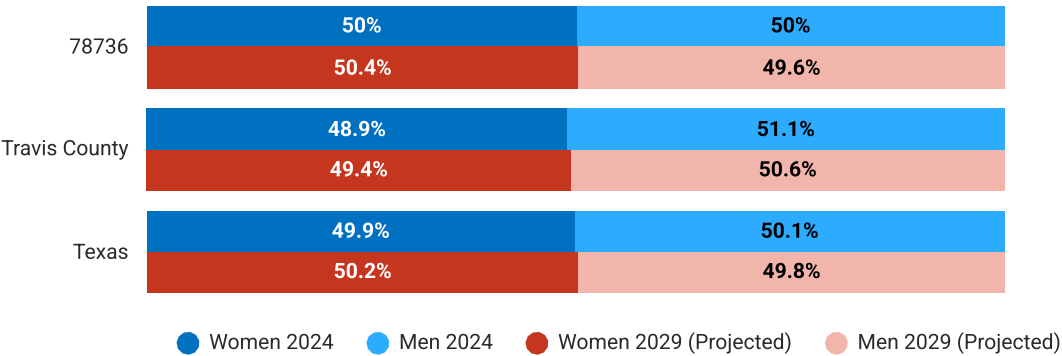
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



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Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



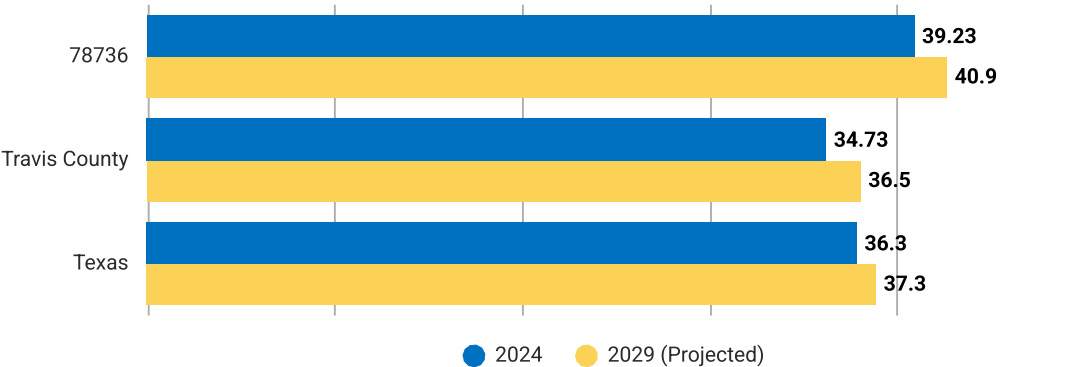
Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Median Age

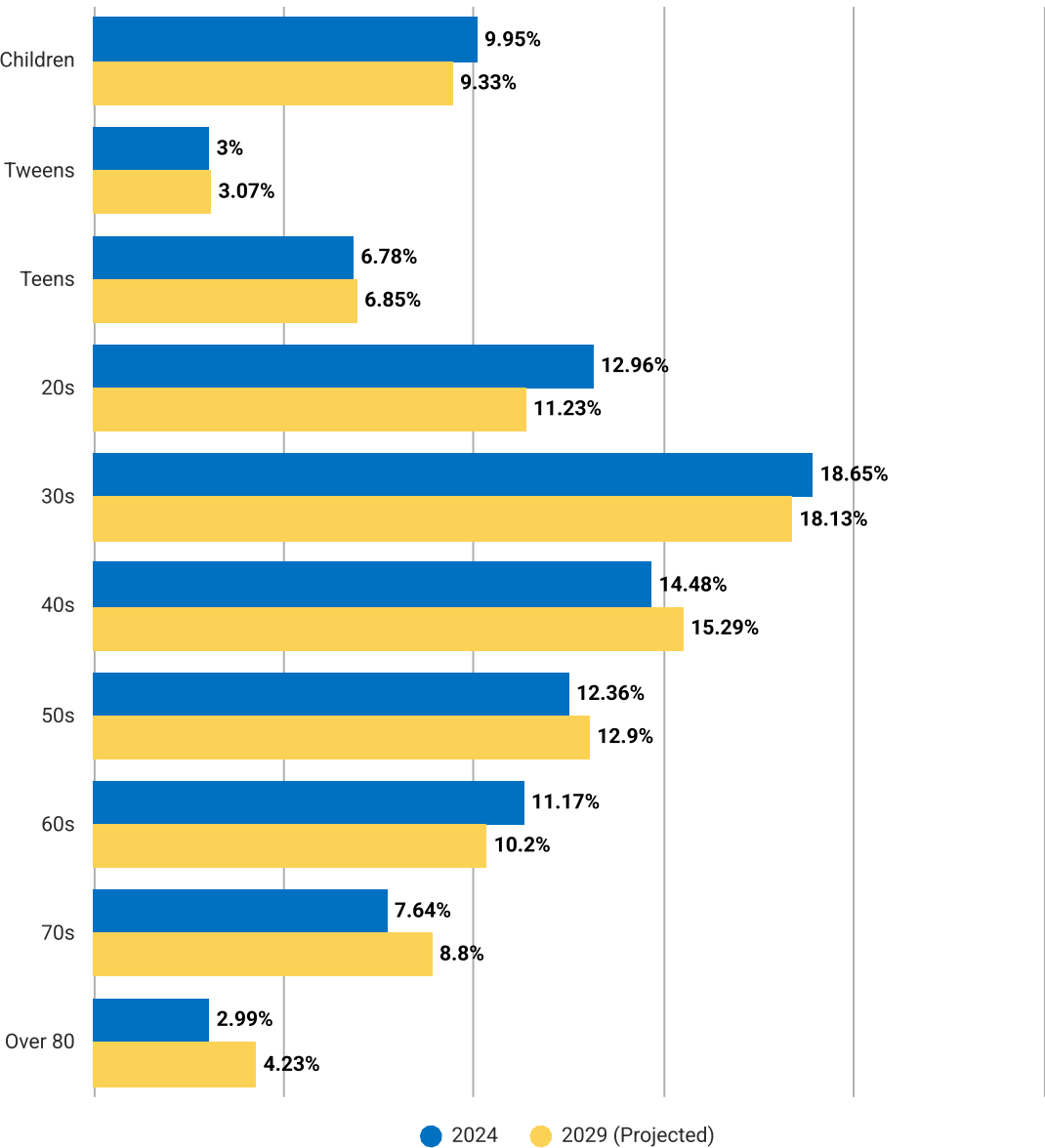
This chart shows the median age in an area, compared with other geographies.



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Population by Age

This chart breaks down the population of an area by age group.



Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



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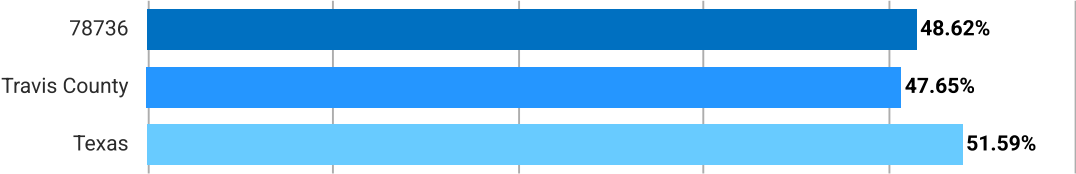
Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



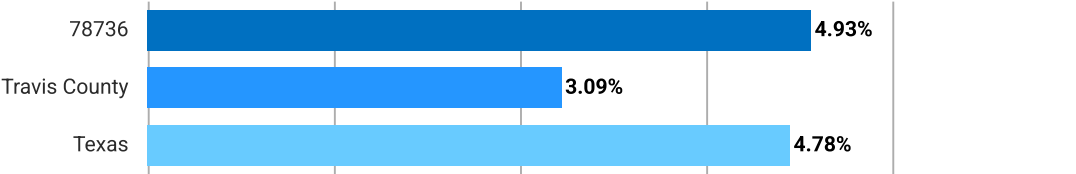
Married

This chart shows the number of people in an area who are married, compared with other geographies.



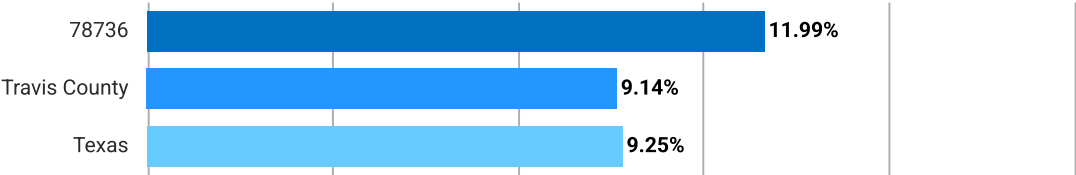
Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



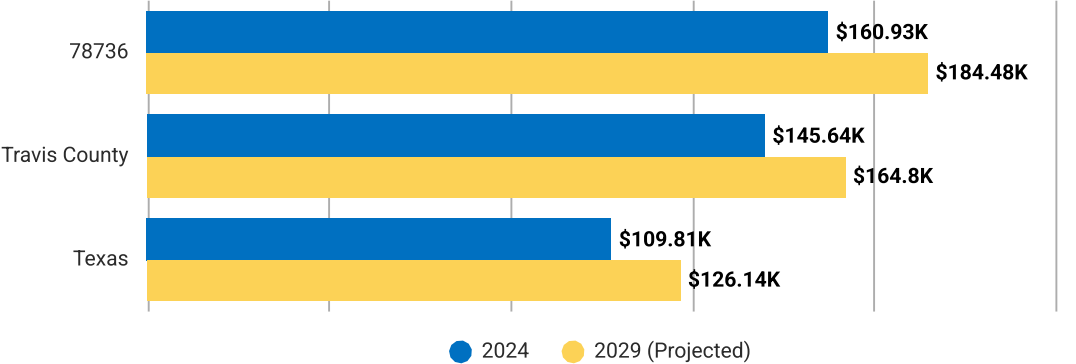
Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Average Household Income

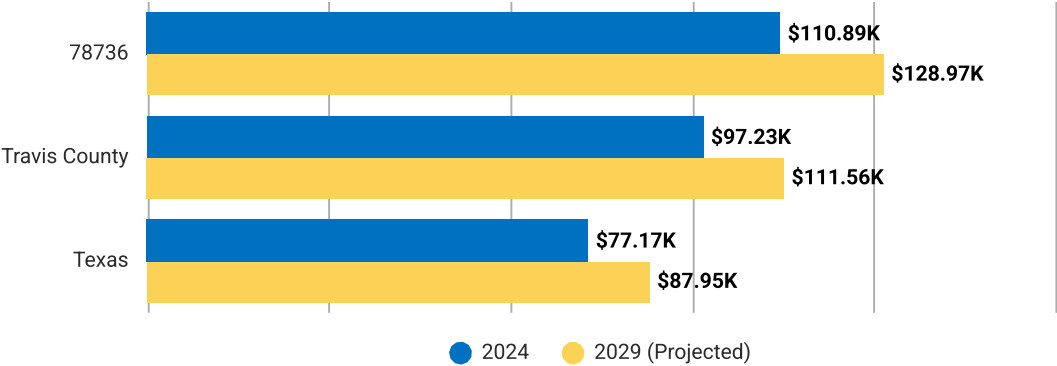
This chart shows the average household income in an area, compared with other geographies.



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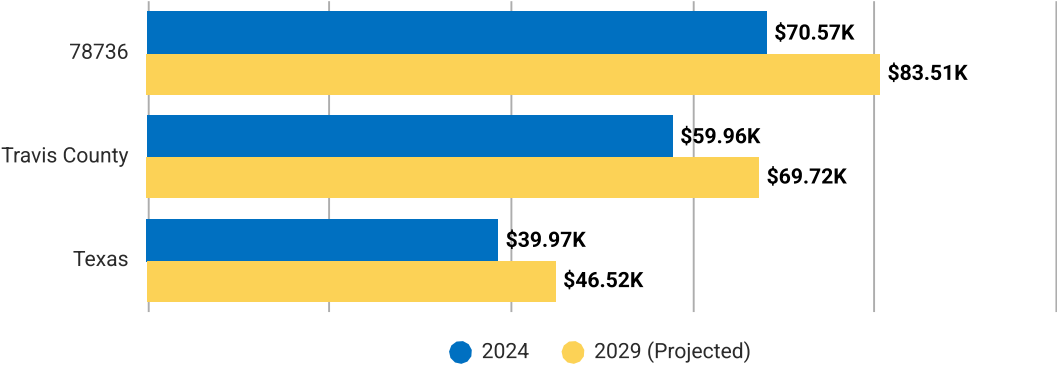
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



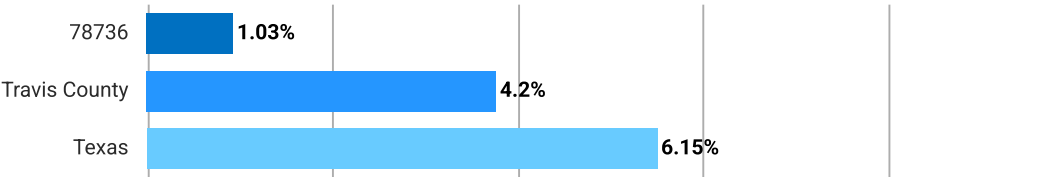
Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Less than 9th Grade

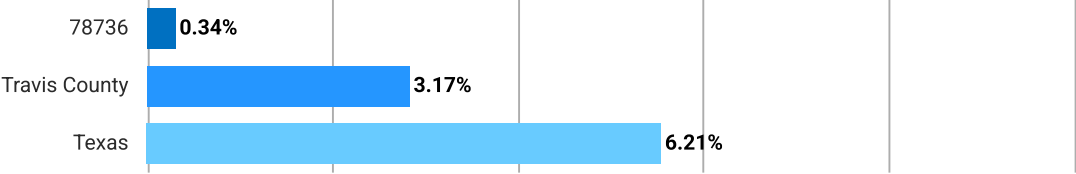
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



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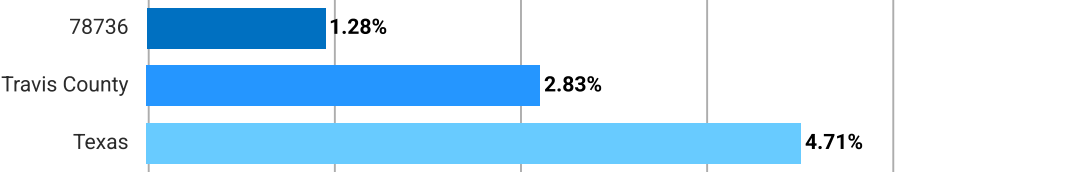
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



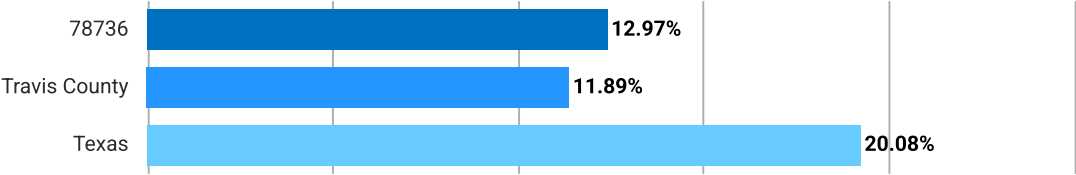
High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



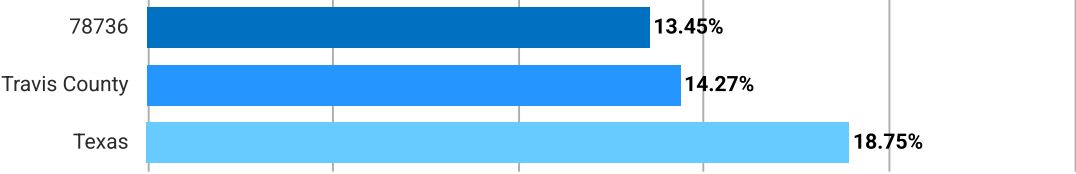
High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



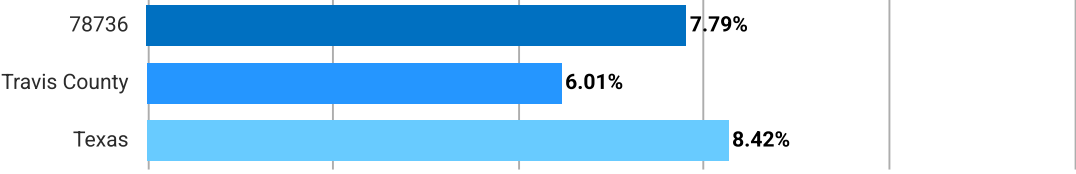
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



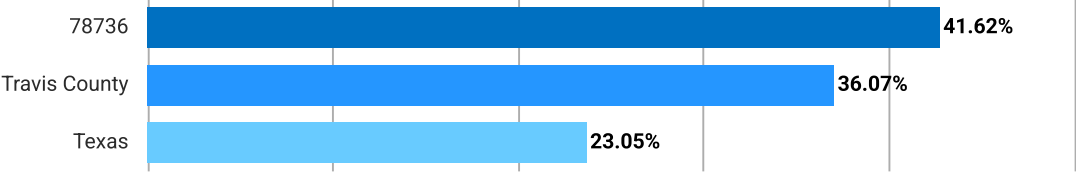
Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



Bachelor's Degree

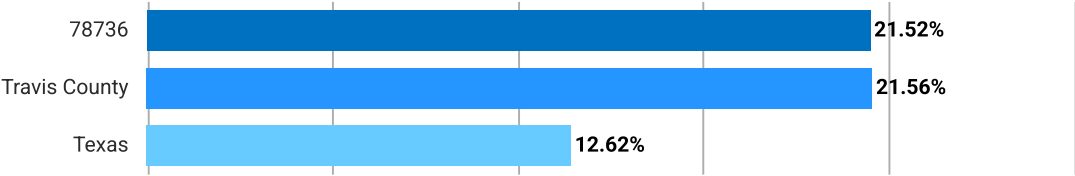
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



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Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

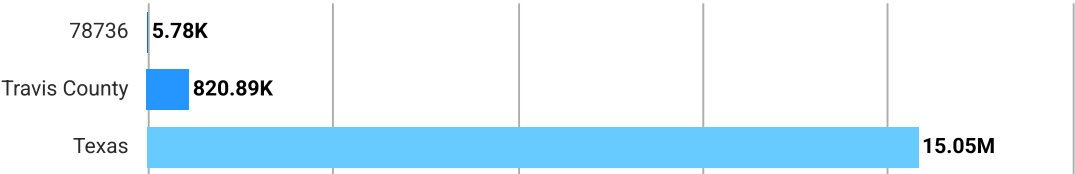


Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

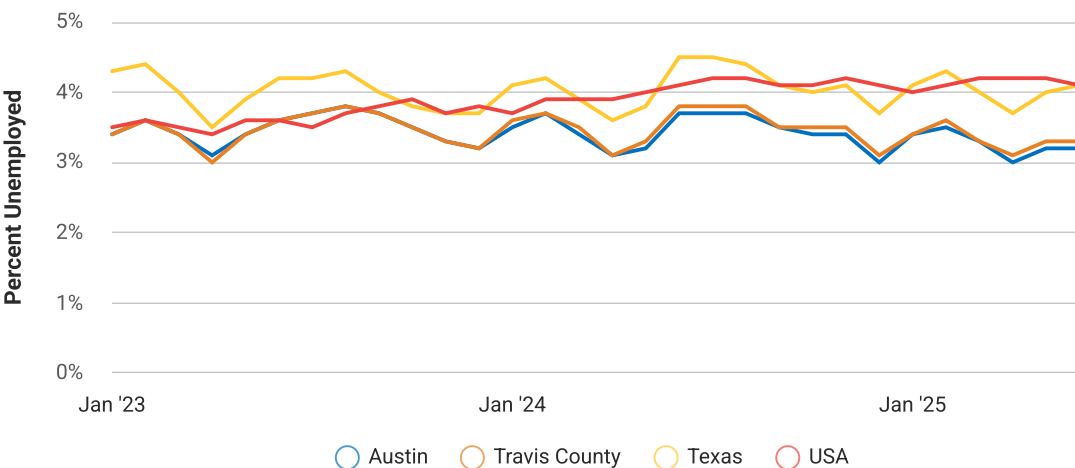


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



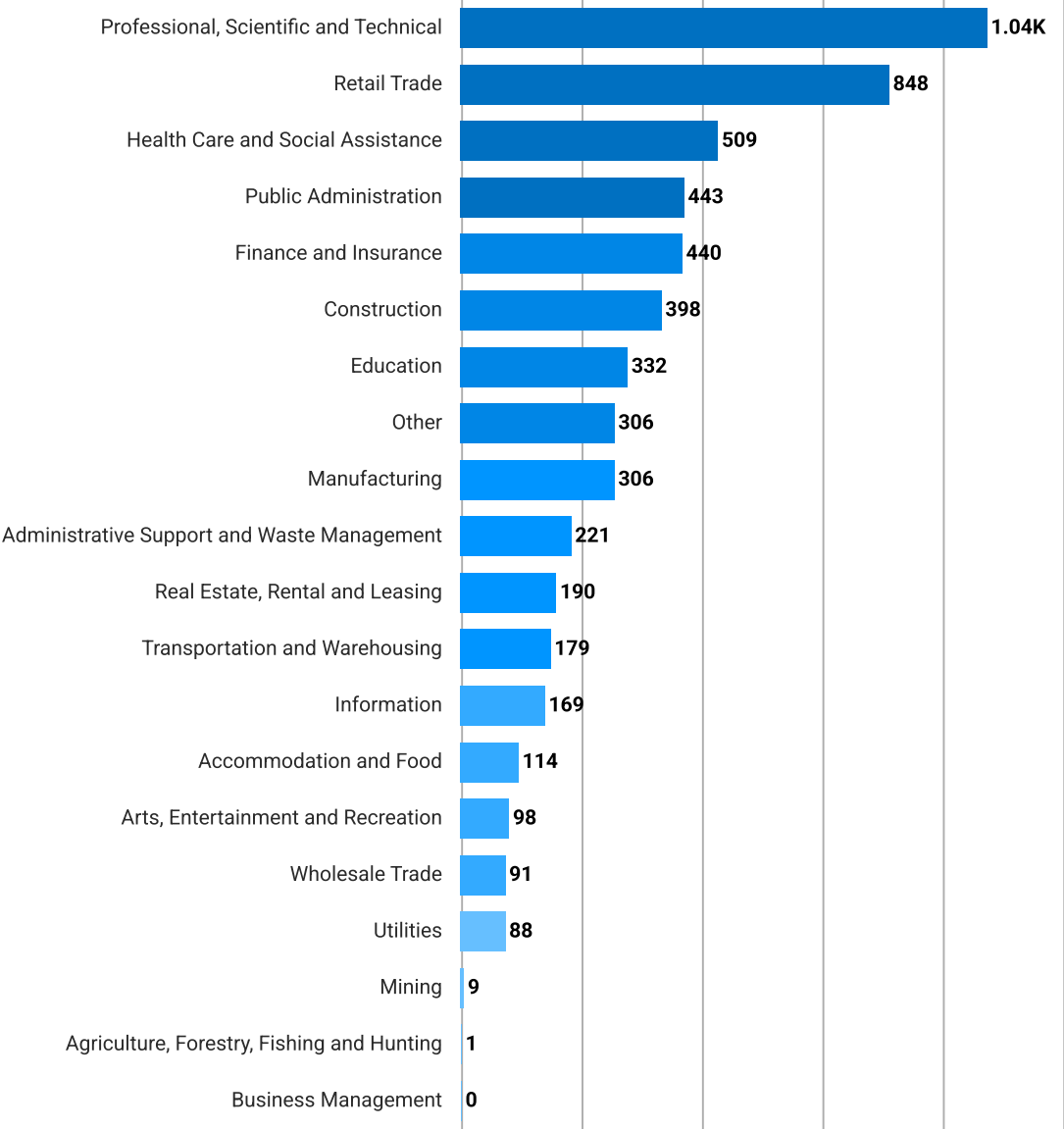
Austin, TX 78736

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



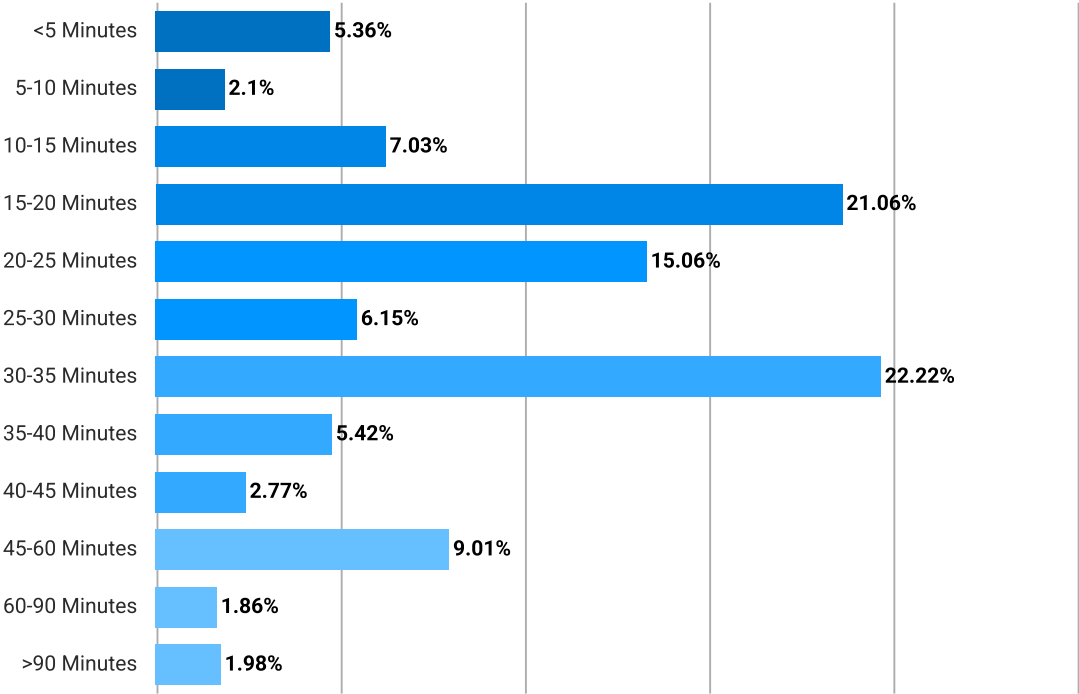
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

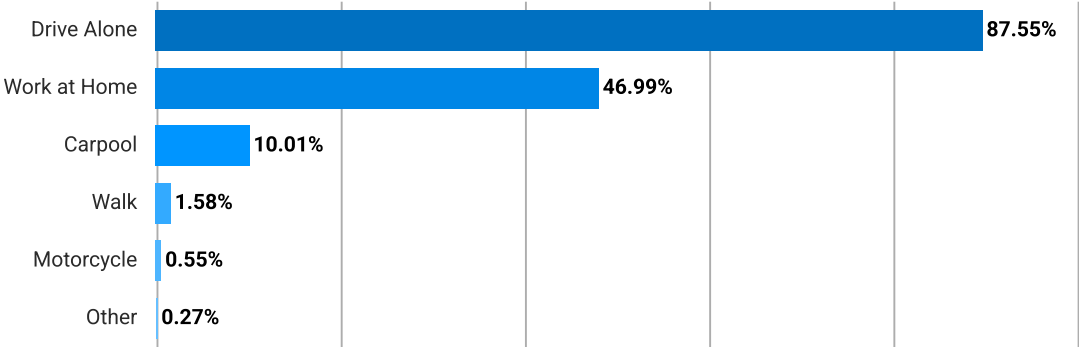


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



Austin, TX 78736

Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

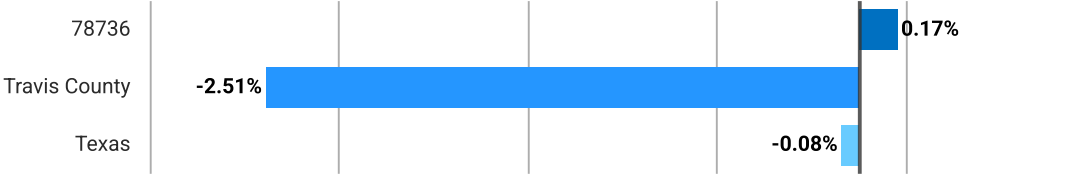


12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

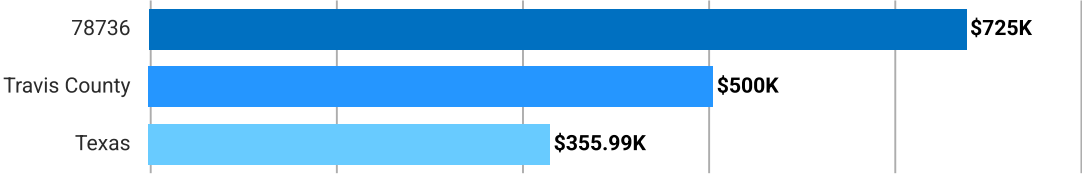


Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

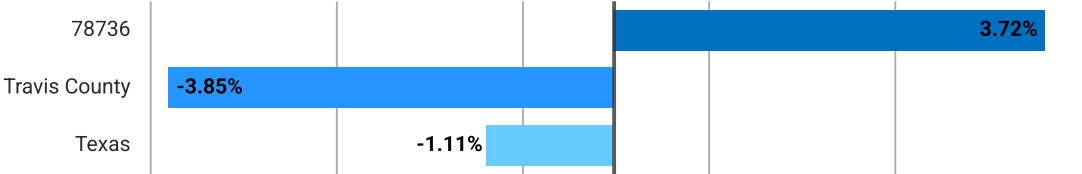


12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- Up to 6,000 / day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000
- Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 44,772	2 40,342	3 35,842	4 29,290	5 26,467
West US Highway 290	US Hwy 290	West US Highway 290		
2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts
Cross: Oak Meadow Dr	Cross: Convict Hill Rd	Cross: Spring Valley Rd	Cross: -	Cross: -
Cross Dir: NE	Cross Dir: SW	Cross Dir: NE	Cross Dir: -	Cross Dir: -
Distance: 0.04 miles	Distance: 0.09 miles	Distance: 0.06 miles	Distance: -	Distance: -
Historical counts	Historical counts	Historical counts	Historical counts	Historical counts
Year ▲ Count Type	Year ▲ Count Type	Year ▲ Count Type	Year ▲ Count Type	Year ▲ Count Type
2022 ▲ 47,115 AADT	2013 ▲ 34,858 AADT	2022 ▲ 39,366 AADT	2015 ▲ 28,533 AADT	2015 ▲ 25,783 AADT
2021 ▲ 44,735 AADT	2010 ▲ 40,000 AADT	2021 ▲ 38,810 AADT		
2020 ▲ 33,934 AADT	2005 ▲ 40,660 AADT	2020 ▲ 28,599 AADT		
2019 ▲ 47,037 AADT	2003 ▲ 41,000 ADT	2019 ▲ 37,680 AADT		
2018 ▲ 48,197 AADT		2018 ▲ 37,680 AADT		

AADT - Annual Average Daily Traffic ADT - Average Daily Traffic AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

Austin, TX 78736

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