

# Demographic Profile Expanded

## Census, Estimates & Projections



Lon: -97.670379 / Lat: 30.413379

January 2011

The Shops at Tech Ridge 12901 N I-35 Austin, TX 78753	1.00 Mile		3.00 Miles		5.00 Miles	
<b>Population</b>						
Estimated Population (2010)	10,804		96,894		236,239	
Census Population (1990)	1,565		42,635		110,780	
Census Population (2000)	5,223		70,303		178,702	
Projected Population (2015)	15,590		112,185		269,522	
Forecasted Population (2020)	21,348		135,437		319,943	
Historical Annual Growth 1990 to 2000	3,658	23.4 %	27,668	6.5 %	67,922	6.1 %
Historical Annual Growth 2000 to 2010	5,581	23.4 %	26,591	6.5 %	57,536	6.1 %
Projected Annual Growth 2010 to 2015	4,786	8.9 %	15,291	3.2 %	33,283	2.8 %
Est. Population Density (2010)	3,448.74 psm		3,437.35 psm		3,018.24 psm	
Trade Area Size	3.13 sq mi		28.19 sq mi		78.27 sq mi	
<b>Households</b>						
Estimated Households (2010)	3,746		37,170		91,865	
Census Households (1990)	603		17,587		46,452	
Census Households (2000)	1,955		28,913		72,423	
Projected Households (2015)	5,154		41,249		100,803	
Forecasted Households (2020)	6,931		48,085		116,533	
Households with Children (2010)	1,518	40.5 %	12,904	34.7 %	30,841	33.6 %
Average Household Size	2.88		2.61		2.57	
<b>Average Household Income</b>						
Est. Average Household Income (2010)	91,446		70,831		68,748	
Proj. Average Household Income (2015)	\$97,463		\$74,759		\$72,668	
Average Family Income (2010)	\$105,027		\$81,526		\$78,583	
<b>Median Household Income</b>						
Est. Median Household Income (2010)	\$78,189		\$62,537		\$59,052	
Proj. Median Household Income (2015)	\$83,220		\$65,674		\$61,936	
Median Family Income (2010)	\$86,752		\$72,291		\$68,144	
<b>Per Capita Income</b>						
Est. Per Capita Income (2010)	\$32,261		\$27,858		\$27,465	
Proj. Per Capita Income (2015)	\$32,581		\$28,043		\$27,783	
Per Capita Income Est. 5 year change	\$320.83	-1.0 %	\$185.00	-0.7 %	\$318.19	-1.1 %
<b>Other Income</b>						
Est. Disposable Income (2010)	\$62,288		\$51,517		\$48,967	
Proj. Disposable Income (2015)	\$65,782		\$53,695		\$51,008	
Disposable Income Est. 5 year change	\$3,493.13	5.6 %	\$2,177.49	4.2 %	\$2,041.73	4.2 %
Est. Average Household Net Worth (2010)	\$304,847		\$227,387		\$217,959	
<b>Daytime Demos</b>						
Total Number of Businesses (2010)	194		2,992		8,529	
Total Number of Employees (2010)	4,932		48,515		139,965	
Company Headqtrs: Businesses (2010)	0	0.2 %	8	0.3 %	23	0.3 %
Company Headqtrs: Employees (2010)	583	11.8 %	3,183	6.6 %	3,775	2.7 %
Unemployment Rate (2010)	3.73 %		3.86 %		4.08 %	
Employee Population Per Business	25.4 to 1		16.2 to 1		16.4 to 1	
Residential Population per Business	55.5 to 1		32.4 to 1		27.7 to 1	
Est. Adj. Daytime Demographics (Age16+)	7,186		66,701		185,206	

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Demographic Source: Applied Geographic Solutions / TIGER Geography

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The Shops at Tech Ridge 12901 N I-35 Austin, TX 78753						
	1.00 Mile		3.00 Miles		5.00 Miles	
<b>Race &amp; Ethnicity</b>						
White (2010)	5,889	54.5 %	66,197	68.3 %	159,046	67.3 %
Black or African American (2010)	1,206	11.2 %	9,013	9.3 %	22,899	9.7 %
American Indian & Alaska Native (2010)	56	0.5 %	534	0.6 %	1,428	0.6 %
Asian (2010)	2,548	23.6 %	10,617	11.0 %	18,978	8.0 %
Hawaiian & Pacific Islander (2010)	6	0.1 %	90	0.1 %	293	0.1 %
Other Race (2010)	796	7.4 %	7,781	8.0 %	26,845	11.4 %
Multi Race (2010)	303	2.8 %	2,663	2.7 %	6,749	2.9 %
Not Hispanic or Latino Population (2010)	8,342	77.2 %	70,957	73.2 %	163,081	69.0 %
Hispanic or Latino Population (2010)	2,462	22.8 %	25,937	26.8 %	73,157	31.0 %
Not of Hispanic Origin Population (1990)	1,311	83.8 %	36,466	85.5 %	92,940	83.9 %
Hispanic Origin Population (1990)	254	16.2 %	6,169	14.5 %	17,840	16.1 %
Not Hispanic or Latino Population (2000)	4,355	83.4 %	55,788	79.4 %	132,024	73.9 %
Hispanic or Latino Population (2000)	868	16.6 %	14,515	20.6 %	46,678	26.1 %
Not Hispanic or Latino Population (2015)	11,786	75.6 %	80,181	71.5 %	182,347	67.7 %
Hispanic or Latino Population (2015)	3,804	24.4 %	32,004	28.5 %	87,175	32.3 %
Hist. Hispanic Ann Growth (1990 to 2010)	2,208	58.0 %	19,768	21.4 %	55,317	20.7 %
Proj. Hispanic Ann Growth (2010 to 2015)	1,342	10.9 %	6,067	4.7 %	14,018	3.8 %
<b>Age</b>						
Age 0 to 4 yrs (2010)	1,055	9.8 %	8,254	8.5 %	20,528	8.7 %
Age 5 to 9 yrs (2010)	863	8.0 %	7,276	7.5 %	17,877	7.6 %
Age 10 to 14 yrs (2010)	716	6.6 %	6,104	6.3 %	14,350	6.1 %
Age 15 to 19 yrs (2010)	554	5.1 %	4,732	4.9 %	11,721	5.0 %
Age 20 to 24 yrs (2010)	507	4.7 %	5,348	5.5 %	14,483	6.1 %
Age 25 to 29 yrs (2010)	1,070	9.9 %	10,598	10.9 %	26,840	11.4 %
Age 30 to 34 yrs (2010)	1,519	14.1 %	12,640	13.0 %	29,801	12.6 %
Age 35 to 39 yrs (2010)	1,152	10.7 %	9,989	10.3 %	23,414	9.9 %
Age 40 to 44 yrs (2010)	860	8.0 %	7,459	7.7 %	17,383	7.4 %
Age 45 to 49 yrs (2010)	690	6.4 %	6,276	6.5 %	14,647	6.2 %
Age 50 to 54 yrs (2010)	581	5.4 %	5,176	5.3 %	12,632	5.3 %
Age 55 to 59 yrs (2010)	424	3.9 %	4,372	4.5 %	10,599	4.5 %
Age 60 to 64 yrs (2010)	308	2.9 %	3,240	3.3 %	8,060	3.4 %
Population age 65-74 (2010)	290	2.7 %	3,165	3.3 %	8,177	3.5 %
Population age 75-84 (2010)	150	1.4 %	1,514	1.6 %	3,838	1.6 %
Population age 85+ (2010)	64	0.6 %	752	0.8 %	1,890	0.8 %
Median Age (2010)	31.2 yrs		31.9 yrs		31.5 yrs	
<b>Gender Age Distribution</b>						
Population Female (2010)	5,343	49.5 %	47,576	49.1 %	114,865	48.6 %
Age 0 to 19 yrs (2010)	1,571	29.4 %	12,838	27.0 %	31,340	27.3 %
Age 20 to 64 yrs (2010)	3,483	65.2 %	31,621	66.5 %	75,606	65.8 %
Age 65 yrs plus (2010)	289	5.4 %	3,117	6.6 %	7,919	6.9 %
Median Age Females (2010)	31.2 Yrs		32.2 Yrs		31.8 Yrs	
Population Male (2010)	5,461	50.5 %	49,318	50.9 %	121,373	51.4 %
Age 0 to 19 yrs (2010)	1,617	29.6 %	13,528	27.4 %	33,136	27.3 %
Age 20 to 64 yrs (2010)	3,629	66.4 %	33,477	67.9 %	82,252	67.8 %
Age 65 yrs plus (2010)	215	3.9 %	2,314	4.7 %	5,985	4.9 %
Median Age Males (2010)	31.2 yrs		31.7 yrs		31.3 yrs	

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<b>Household Income Distribution</b>						
HH Income \$200,000 or More (2010)	222	5.9 %	809	2.2 %	2,111	2.3 %
HH Income \$150,000 to 199,999 (2010)	238	6.3 %	1,439	3.9 %	3,334	3.6 %
HH Income \$100,000 to 149,999 (2010)	676	18.0 %	4,977	13.4 %	11,829	12.9 %
HH Income \$75,000 to 99,999(2010)	754	20.1 %	6,281	16.9 %	14,096	15.3 %
HH Income \$50,000 to 74,999(2010)	839	22.4 %	9,594	25.8 %	22,392	24.4 %
HH Income \$35,000 to 49,999(2010)	583	15.6 %	6,568	17.7 %	15,303	16.7 %
HH Income \$25,000 to 34,999(2010)	224	6.0 %	3,491	9.4 %	9,737	10.6 %
HH Income \$15,000 to 24,999(2010)	79	2.1 %	2,192	5.9 %	6,869	7.5 %
HH Income \$0 to 14,999 (2010)	133	3.6 %	1,820	4.9 %	6,194	6.7 %
HH Income \$35000+ (2010)	3,311	88.4 %	29,668	79.8 %	69,065	75.2 %
HH Income \$75000+ (2010)	1,889	50.4 %	13,506	36.3 %	31,370	34.1 %
<b>Housing</b>						
Total Housing Units (2010)	4,152		40,414		99,702	
Housing Units Occupied (2010)	3,746	90.2 %	37,170	92.0 %	91,865	92.1 %
<i>Housing Units, Owner Occupied (2010)</i>	2,578	62.1 %	21,879	54.1 %	46,791	46.9 %
<i>Housing Units, Renter Occupied (2010)</i>	1,169	28.1 %	15,291	37.8 %	45,074	45.2 %
Housing Units, Vacant (2010)	406	9.8 %	3,245	8.0 %	7,837	7.9 %
Median Years in Residence (2010)	3 yrs		3 yrs		2 yrs	
<b>Marital Status</b>						
Never Married (2010)	2,273	27.8 %	23,307	30.9 %	59,198	32.2 %
Now Married (2010)	4,772	58.3 %	38,309	50.9 %	88,709	48.3 %
Separated (2010)	250	3.1 %	2,684	3.6 %	8,439	4.6 %
Widowed (2010)	161	2.0 %	2,150	2.9 %	5,480	3.0 %
Divorced (2010)	724	8.9 %	8,882	11.8 %	21,739	11.8 %
<b>Household Type</b>						
Population Family (2010)	9,182	85.0 %	76,330	78.8 %	181,988	77.0 %
Population Non-Family (2010)	1,570	14.5 %	19,950	20.6 %	52,867	22.4 %
Population Group Qtrs (2010)	52	0.5 %	614	0.6 %	1,384	0.6 %
Family Household (2010)	2,480	66.2 %	21,987	59.2 %	52,601	57.3 %
Married Couple Family With Kids (2010)	1,113	43.2 %	8,531	39.0 %	19,573	41.8 %
Average Family Household Size (2010)	3.70		3.47		3.46	
Non-Family Household (2010)	1,267	33.8 %	15,183	40.8 %	39,264	42.7 %
<b>Household Size</b>						
1 Person Household (2010)	980	26.2 %	11,745	31.6 %	30,559	33.3 %
2 Person Households (2010)	892	23.8 %	9,723	26.2 %	23,777	25.9 %
3 Person Households (2010)	535	14.3 %	5,205	14.0 %	12,225	13.3 %
4 Person Households (2010)	765	20.4 %	6,041	16.3 %	14,281	15.5 %
5 Person Households (2010)	328	8.8 %	2,690	7.2 %	6,568	7.1 %
6+ Person Households (2010)	247	6.6 %	1,765	4.7 %	4,455	4.8 %
<b>Household Vehicles</b>						
Total Vehicles Available (2010)	7,110		65,318		158,555	
Household: 0 Vehicles Available (2010)	122	1.7 %	1,232	1.9 %	4,556	2.9 %
Household: 1 Vehicles Available (2010)	1,166	16.4 %	14,539	22.3 %	37,683	23.8 %
Household: 2+ Vehicles Available (2010)	2,458	34.6 %	21,399	32.8 %	49,627	31.3 %
Average Vehicles Per Household (2010)	2		2		2	

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The Shops at Tech Ridge 12901 N I-35 Austin, TX 78753		1.00 Mile		3.00 Miles		5.00 Miles	
<b>Labor Force</b>							
Est. Labor: Population Age 16+ (2010)		8,033		74,165		180,931	
Est. Civilian Employed (2010)		5,745	71.5 %	55,855	75.3 %	135,328	74.8 %
Est. Civilian Unemployed (2010)		299	3.7 %	2,860	3.9 %	7,387	4.1 %
Est. In Armed Forces (2010)		34	0.4 %	124	0.2 %	362	0.2 %
Est. Not in Labor Force (2010)		1,955	24.3 %	15,326	20.7 %	37,855	20.9 %
<b>Occupation (2000)</b>							
Occupation: Population 16+		2,879		42,604		105,845	
Mgmt, Business, & Financial Operations		505	17.5 %	6,753	15.9 %	15,986	15.1 %
Professional and Related		945	32.8 %	12,155	28.5 %	27,785	26.3 %
Service		235	8.1 %	4,233	9.9 %	12,029	11.4 %
Sales and Office		722	25.1 %	11,953	28.1 %	29,377	27.8 %
Farming, Fishing, and Forestry		0	0.0 %	33	0.1 %	141	0.1 %
Construction, Extraction, & Maintenance		177	6.1 %	3,109	7.3 %	9,345	8.8 %
Production, Transport, & Material Moving		295	10.3 %	4,368	10.3 %	11,182	10.6 %
Percent White Collar Workers			75.5 %		72.4 %		69.1 %
Percent Blue Collar Workers			24.5 %		27.6 %		30.9 %
<b>Consumer Expenditure (in Millions)</b>							
Total Household Expenditure (2010)		\$249		\$2,059		\$4,979	
Total Non-Retail Expenditures (2010)		\$144	57.9 %	\$1,189	57.7 %	\$2,872	57.7 %
Total Retail Expenditures (2010)		\$105	42.1 %	\$870	42.3 %	\$2,107	42.3 %
Apparel (2010)		\$12	4.8 %	\$99	4.8 %	\$238	4.8 %
Contributions (2010)		\$10	3.9 %	\$74	3.6 %	\$179	3.6 %
Education (2010)		\$6	2.6 %	\$49	2.4 %	\$118	2.4 %
Entertainment (2010)		\$14	5.6 %	\$115	5.6 %	\$278	5.6 %
Food And Beverages (2010)		\$37	15.0 %	\$315	15.3 %	\$764	15.4 %
Furnishings And Equipment (2010)		\$11	4.6 %	\$92	4.4 %	\$220	4.4 %
Gifts (2010)		\$7	2.7 %	\$53	2.6 %	\$129	2.6 %
Health Care (2010)		\$14	5.8 %	\$125	6.1 %	\$303	6.1 %
Household Operations (2010)		\$9	3.8 %	\$73	3.6 %	\$177	3.6 %
Miscellaneous Expenses (2010)		\$4	1.6 %	\$35	1.7 %	\$84	1.7 %
Personal Care (2010)		\$4	1.4 %	\$30	1.5 %	\$73	1.5 %
Personal Insurance (2010)		\$3	1.1 %	\$21	1.0 %	\$50	1.0 %
Reading (2010)		\$1	0.3 %	\$7	0.3 %	\$16	0.3 %
Shelter (2010)		\$48	19.3 %	\$395	19.2 %	\$954	19.2 %
Tobacco (2010)		\$1	0.6 %	\$13	0.6 %	\$33	0.7 %
Transportation (2010)		\$50	20.0 %	\$419	20.4 %	\$1,010	20.3 %
Utilities (2010)		\$17	6.7 %	\$145	7.0 %	\$352	7.1 %
<b>Educational Attainment</b>							
Adult Population (25 Years+)(2010)		7,109		65,181		157,280	
Elementary (0 to 8)(2010)		340	4.8 %	3,360	5.2 %	10,596	6.7 %
Some High School (9 to 11)(2010)		389	5.5 %	3,175	4.9 %	8,456	5.4 %
High School Graduate (12)(2010)		1,444	20.3 %	13,644	20.9 %	32,218	20.5 %
Some College (13 to 16)(2010)		1,412	19.9 %	13,973	21.4 %	33,285	21.2 %
Associate Degree Only(2010)		443	6.2 %	4,744	7.3 %	11,355	7.2 %
Bachelor Degree Only(2010)		2,167	30.5 %	17,959	27.6 %	41,599	26.4 %
Graduate Degree(2010)		914	12.9 %	8,325	12.8 %	19,770	12.6 %

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	1.00 Mile		3.00 Miles		5.00 Miles	
<b>Units In Structure</b>						
1 Detached Unit (2000)	1,108	53.5 %	14,946	49.9 %	33,525	44.7 %
1 Attached Unit (2000)	86	4.1 %	1,621	5.4 %	3,509	4.7 %
2 to 4 Units (2000)	81	3.9 %	2,032	6.8 %	6,625	8.8 %
5 to 9 Units (2000)	49	2.4 %	1,452	4.8 %	5,282	7.0 %
10 to 19 Units (2000)	177	8.6 %	2,729	9.1 %	7,289	9.7 %
20 to 49 Units (2000)	194	9.4 %	2,174	7.3 %	5,316	7.1 %
50 or more Units (2000)	286	13.8 %	3,605	12.0 %	10,601	14.1 %
Mobile Home or Trailer (2000)	90		1,393		2,842	
Other Structure (2000)	0		28		56	
<b>Homes Built By Year</b>						
Homes Built 1999 to 2000	220	10.6 %	1,914	6.4 %	3,614	4.8 %
Homes Built 1995 to 1998	940	45.4 %	6,830	22.8 %	14,958	19.9 %
Homes Built 1990 to 1994	376	18.1 %	3,715	12.4 %	8,574	11.4 %
Homes Built 1980 to 1989	353	17.1 %	11,583	38.6 %	25,715	34.3 %
Homes Built 1970 to 1979	140	6.7 %	4,111	13.7 %	15,059	20.1 %
Homes Built 1960 to 1969	29	1.4 %	1,154	3.9 %	5,146	6.9 %
Homes Built 1950 to 1959	12	0.6 %	462	1.5 %	1,350	1.8 %
Homes Built Before 1949	2	0.1 %	209	0.7 %	631	0.8 %
<b>Home Values (2000)</b>						
Home Values \$1,000,000+	0	0.0 %	1	0.0 %	16	0.1 %
Home Values \$500,000-\$999,999	0	0.0 %	7	0.1 %	16	0.1 %
Home Values \$400,000-\$499,999	0	0.0 %	4	0.0 %	30	0.1 %
Home Values \$300,000-\$399,999	0	0.0 %	11	0.1 %	116	0.4 %
Home Values \$200,000-\$299,999	204	19.4 %	540	4.2 %	1,092	3.7 %
Home Values \$150,000-\$199,999	211	20.1 %	1,688	13.0 %	3,951	13.5 %
Home Values \$100,000-\$149,999	489	46.6 %	6,057	46.6 %	13,815	47.3 %
Home Values \$70,000-\$99,999	133	12.7 %	4,053	31.2 %	8,805	30.1 %
Home Values \$50,000-\$69,999	9	0.9 %	504	3.9 %	1,084	3.7 %
Home Values \$25,000-\$49,999	3	0.3 %	103	0.8 %	213	0.7 %
Home Values \$0-\$24,999	0	0.0 %	43	0.3 %	81	0.3 %
Owner Occupied Median Home Value	\$143,923		\$115,623		\$117,208	
Renter Occupied Median Rent	\$778		\$750		\$705	
<b>Transportation to Work (2000)</b>						
Drive to Work Alone	2,423	84.0 %	35,441	83.1 %	84,086	79.3 %
Drive to Work in Carpool	365	12.7 %	5,129	12.0 %	14,786	14.0 %
Travel to Work - Public Transportation	7	0.2 %	308	0.7 %	2,113	2.0 %
Drive to Work Motorcycle	2	0.1 %	96	0.2 %	233	0.2 %
Walk or Bicycle to Work	14	0.5 %	453	1.1 %	1,613	1.5 %
Other Means	1	0.0 %	108	0.3 %	674	0.6 %
Work at Home	72	2.5 %	1,110	2.6 %	2,478	2.3 %
<b>Travel Time (2000)</b>						
Travel to Work in 14 Minutes or Less	684	24.3 %	10,880	26.2 %	27,941	27.0 %
Travel to Work in 15 to 29 Minutes	1,445	51.4 %	20,143	48.5 %	47,659	46.0 %
Travel to Work in 30 to 59 Minutes	594	21.1 %	9,222	22.2 %	24,356	23.5 %
Travel to Work in 60 Minutes or More	88	3.1 %	1,289	3.1 %	3,549	3.4 %
Average Travel Time to Work	21 mins		21 mins		21 mins	

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