Trade Area Summary

Attribute Summary for Austin, TX 78748

Median Household Income

$112,034

Source: 2025/2029 Income (Esri)

Median Age

36.9

Source: 2025/2029 Age: 5 Year Increments (Esri)

Total Population

56,751

Source: 2025 Age: 1 Year Increments (Esri)

1st Dominant Segment

Modern Minds

Source: 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Modern Minds	City Greens	Up and Coming Families	Boomburbs	Flourishing Families
% of Households	8,050 (33.5%)	4,466 (18.6%)	1,790 (7.4%)	1,684 (7.0%)	1,194 (5.0%)
Life Stage Group	Contemporary Households	Mature and Retired Living	Family Portraits	Family Portraits	Family Portraits
Life Mode Group	Tech Trailblazers	Suburban Shine	Family Fabric	Family Prosperity	Family Prosperity
Urbanicity Group(s)	Urban Core Urban Vicinity Suburb	Urban Vicinity Suburb	Suburb	Suburb	Suburb
Residence Type	Multi-Units, Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples, Singles Living Alone	Married Couples, Singles Living Alone	Married Couples	Married Couples	Married Couples
Average Household Size	2.37	2.2	3.02	3.12	2.8
Median Age	34.6	41.4	33.6	34.5	39
Diversity Index	78.5	54.4	85.2	74.6	58.6
Median Household Income	$91,039	$97,516	$89,093	$131,202	$111,751
Median Net Worth	$121,498	$301,867	$247,071	$539,415	$499,190
Homeownership	41%	66%	73%	83%	85%
Rent Burdened Households	35%	33%	39%	33%	31%
Labor Force Participation Rate	76%	71%	70%	72%	69%
Unemployment Rate	3%	3%	4%	3%	3%
% with Bachelor's Degree or Higher	50%	54%	31%	49%	40%

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 78748

Consumer Segmentation

Top Tapestry Segments	Modern Minds	City Greens	Up and Coming Families	Boomburbs	Flourishing Families
Lifestyle Patterns	Consumers tend to place orders online from warehouse clubs and department stores. These residents spend money on clothing, travel, and dining out, including fast food.	Residents tend to bank and shop online, and they typically buy groceries in person. Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.	Households frequently use coupons for cleaning products, toiletries, and cosmetics. These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.	Residents tend to shop at club stores and make purchases using online platforms. Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.	For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items. Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.

Consumer Segment Details

About this segment

Modern Minds

Ranked	In this area	In the United States
1st	**33.5%**	**1.9%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above $300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

Key Statistics

- **Median age:** 34.6
- **Median household size:** 2.37
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** $91,039
- **Median net worth:** $121,498
- **Percentage of individuals with completion of a bachelor's degree or higher:** 49.6%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Core; Urban Vicinity
- **Median home value:** $429,764
- **Homeownership rate:** 41.4%
- **Rent burdened households (American Community Survey 2019-2023):** 34.5%
- **Labor force participation rate:** 76.1%
- **Unemployment rate:** 3.3%

Lifestyle Patterns

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.
- Individuals tend to explore new exercise and diet regimes and often opt for active vacations.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

City Greens

Ranked	In this area	In the United States
2nd	**18.6%**	**2.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Most residents in this segment live in metropolitan areas with populations exceeding 500,000. More than half of residents aged 25 and older hold a bachelor's or graduate degree. Married couples are predominant, though a significant proportion of households are nonfamily, including singles, households with no relatives, and cohabiting couples without children. More than half of households have dual incomes, with health care, education, and retail trade being key sectors. Homeownership rates are slightly above the national average, and most homes are valued between $200,000 and $500,000. Even with rents slightly higher than the national average, vacancy rates are relatively low. The housing stock is older, with many homes constructed before 1970. While single-family detached homes are common, there is also a higher-than-average presence of single-family attached units such as row houses, duplexes, and townhomes.

Key Statistics

- **Median age:** 41.4
- **Median household size:** 2.20
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** $97,516
- **Median net worth:** $301,867
- **Percentage of individuals with completion of a bachelor's degree or higher:** 54.1%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Vicinity
- **Median home value:** $395,657
- **Homeownership rate:** 65.9%
- **Rent burdened households (American Community Survey 2019-2023):** 33.1%
- **Labor force participation rate:** 71.4%
- **Unemployment rate:** 3.0%

Lifestyle Patterns

- Residents tend to bank and shop online, and they typically buy groceries in person.
- Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.
- They often pay for high-speed internet for streaming. Alongside online news consumption, public radio and television are popular.
- Residents tend to engage with a variety of causes. They vote regularly, participate in environmental groups, and recycle, and they often spend time outdoors.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Up and Coming Families

Ranked
3rd
dominant segment for this area

In this area
7.4%
of households fall into this segment

In the United States
1.9%
of households fall into this segment

Who Are They?

Residents in this segment tend to live in suburban neighborhoods in the South, particularly in Texas, Georgia, Florida, and North Carolina. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. Nearly one in three members of this segment hold a bachelor's or graduate degree. Key employment sectors include health care, retail, education, manufacturing, and construction. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence.

Key Statistics

- **Median age:** 33.6
- **Median household size:** 3.02
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** $89,093
- **Median net worth:** $247,071
- **Percentage of individuals with completion of a bachelor's degree or higher:** 31.0%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** $315,564
- **Homeownership rate:** 73.1%
- **Rent burdened households (American Community Survey 2019-2023):** 38.5%
- **Labor force participation rate:** 70.0%
- **Unemployment rate:** 4.1%

Lifestyle Patterns

- Households frequently use coupons for cleaning products, toiletries, and cosmetics.
- These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.
- They often install the latest technology, including smart home devices, TVs, and video game systems.
- These residents often carry mortgages and credit card balances and tend to seek financial advice from others.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Boomburbs

Ranked
4th
dominant segment for this area

In this area
7.0%
of households fall into this segment

In the United States
2.6%
of households fall into this segment

Who Are They?

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between $300,000 and $500,000. Nearly a third of households own three or more vehicles.

Key Statistics

- **Median age:** 34.5
- **Median household size:** 3.12
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** $131,202
- **Median net worth:** $539,415
- **Percentage of individuals with completion of a bachelor's degree or higher:** 49.2%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** $462,376
- **Homeownership rate:** 82.9%
- **Rent burdened households (American Community Survey 2019-2023):** 33.2%
- **Labor force participation rate:** 71.8%
- **Unemployment rate:** 3.0%

Lifestyle Patterns

- Residents tend to shop at club stores and make purchases using online platforms.
- Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.
- They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.
- Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading. They travel frequently, both domestically and internationally.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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Consumer Segment Details

About this segment

Flourishing Families

Ranked
5th
dominant segment for this area

In this area
5.0%
of households fall into this segment

In the United States
3.6%
of households fall into this segment

Who Are They?

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Key Statistics

- **Median age:** 39.0
- **Median household size:** 2.80
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** $111,751
- **Median net worth:** $499,190
- **Percentage of individuals with completion of a bachelor's degree or higher:** 40.2%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** $379,560
- **Homeownership rate:** 85.2%
- **Rent burdened households (American Community Survey 2019-2023):** 31.1%
- **Labor force participation rate:** 69.4%
- **Unemployment rate:** 3.1%

Lifestyle Patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

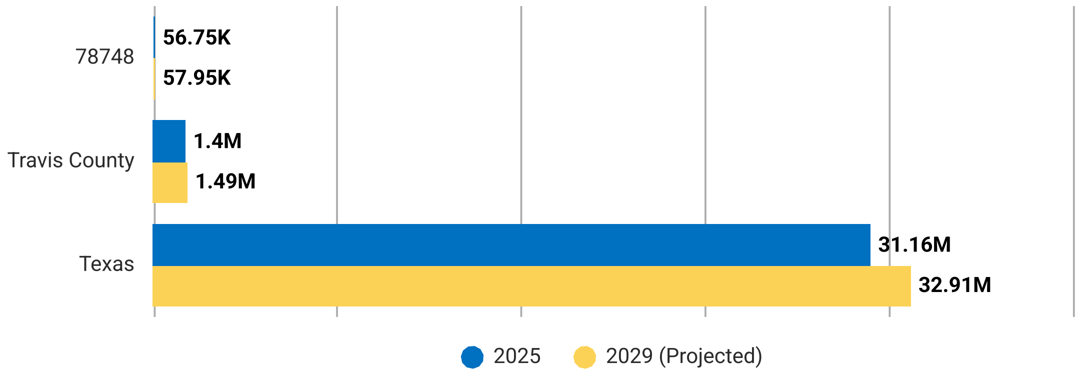
The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Population

Source: U.S. Census American Community Survey via Esri, 2025
Update Frequency: Annually

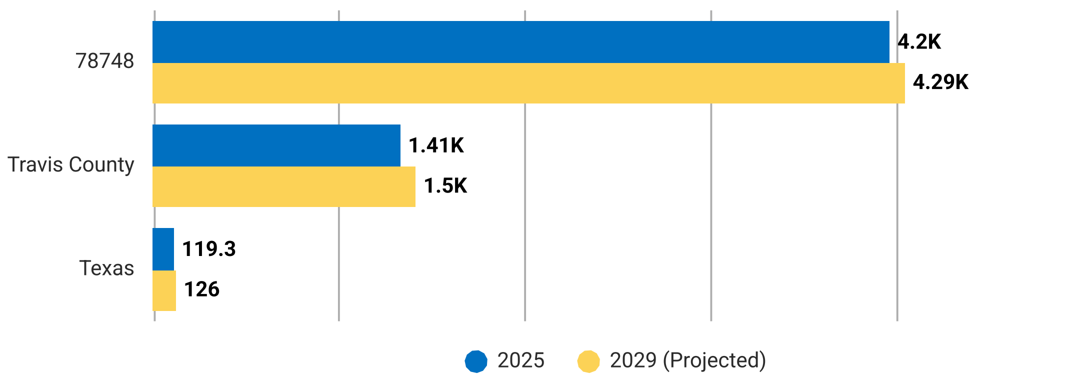
Total Population

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



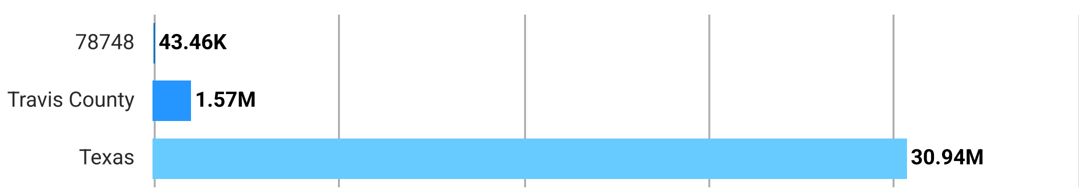
Population Density

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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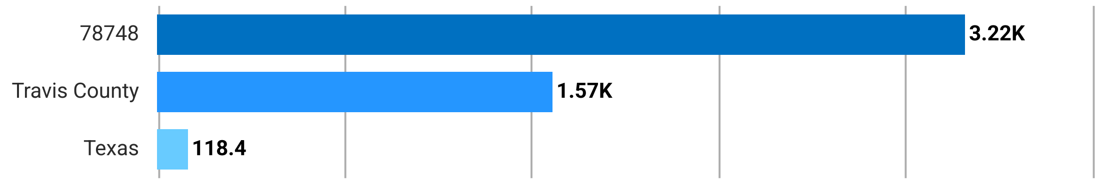
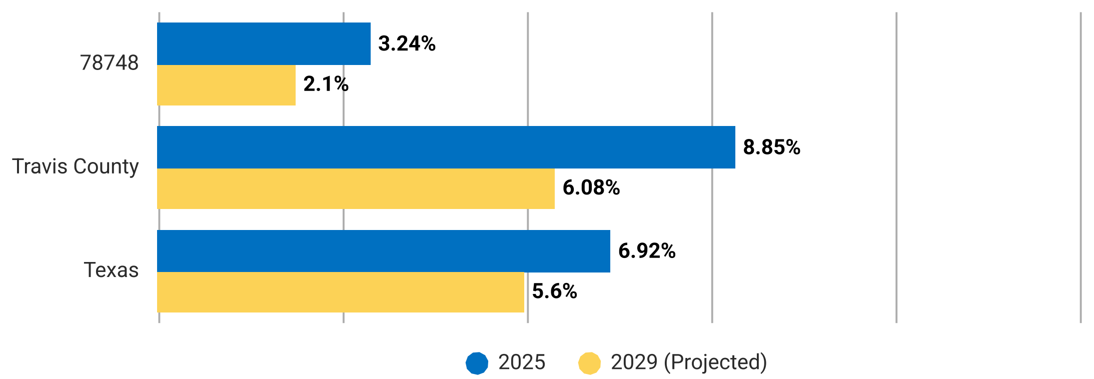
Daytime Population Density

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.



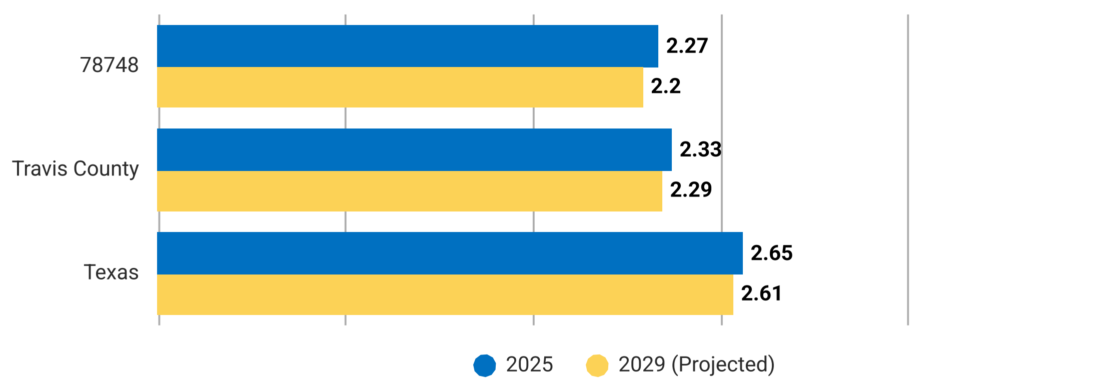
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



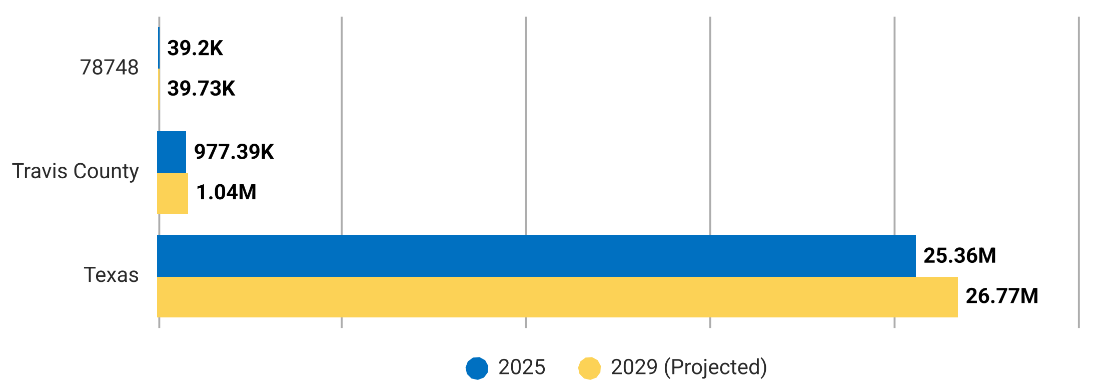
Average Household Size

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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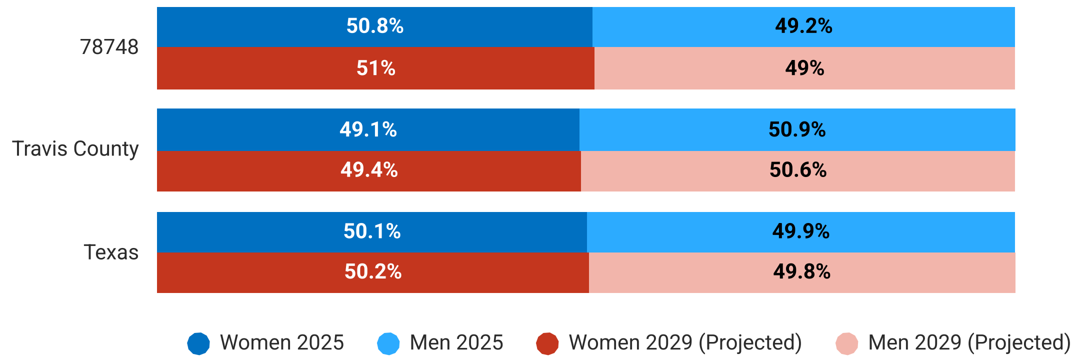
Female / Male Ratio

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



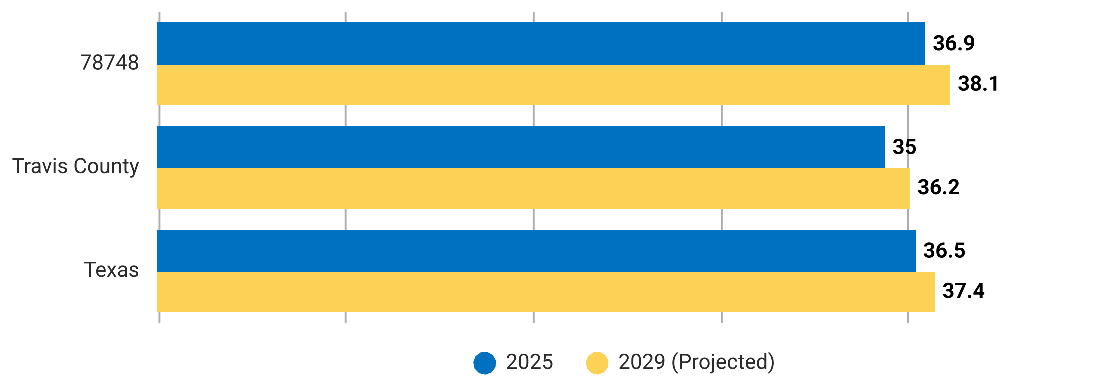
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Median Age

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



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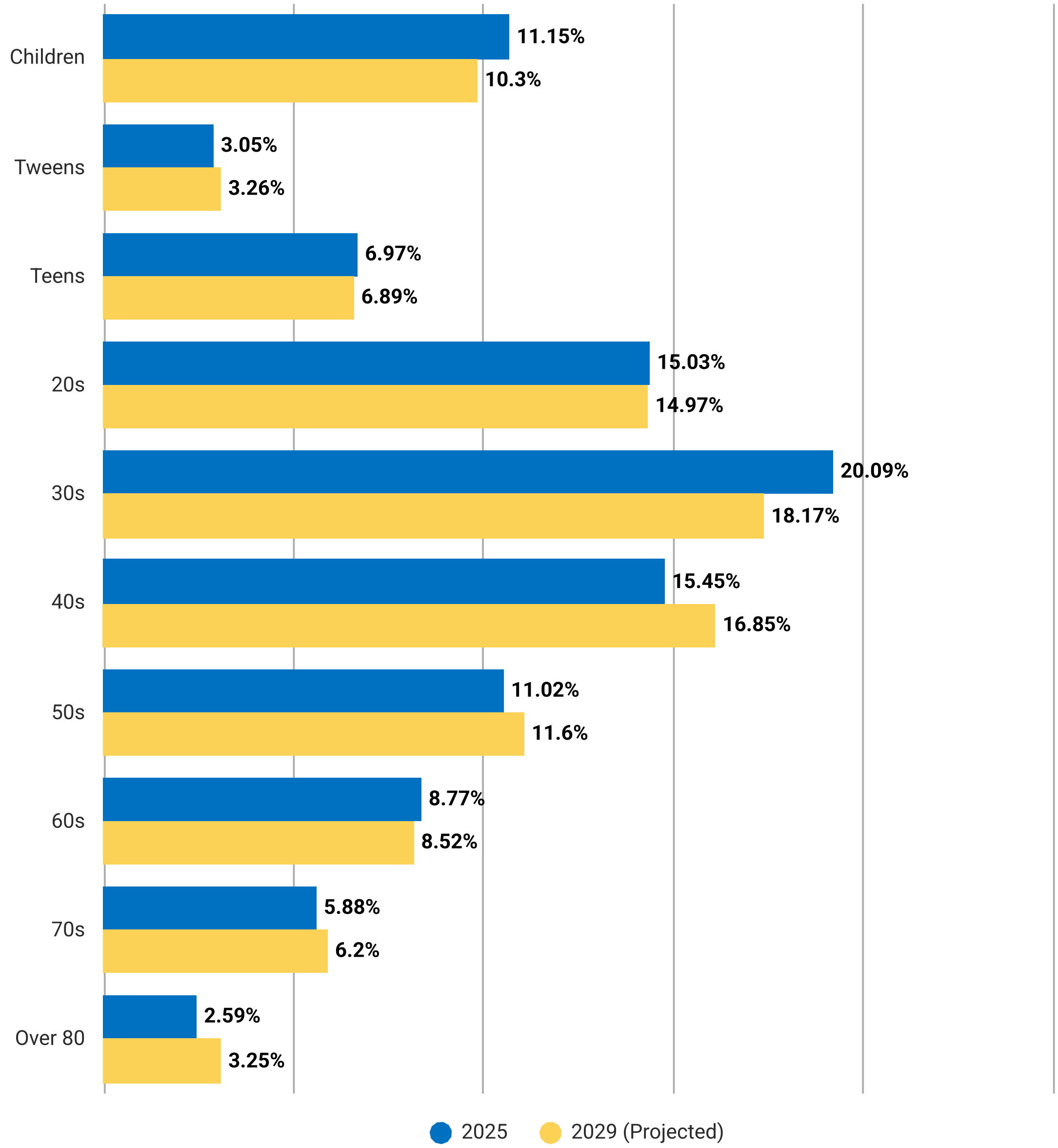
Population by Age

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



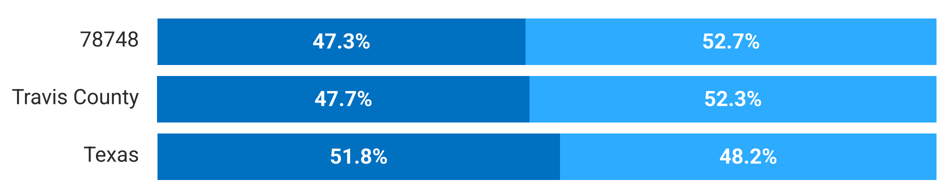
Married

Source: U.S. Census American Community Survey via Esri, 2025

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

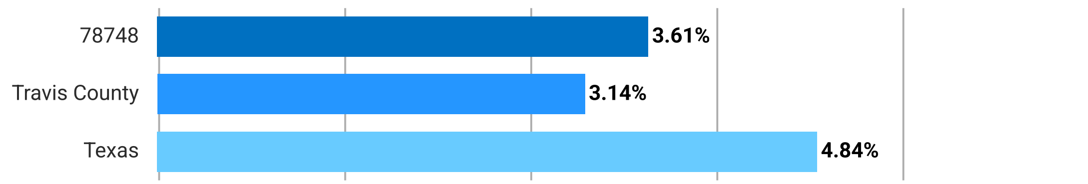
This chart shows the number of people in an area who have never been married, compared with other geographies.

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.

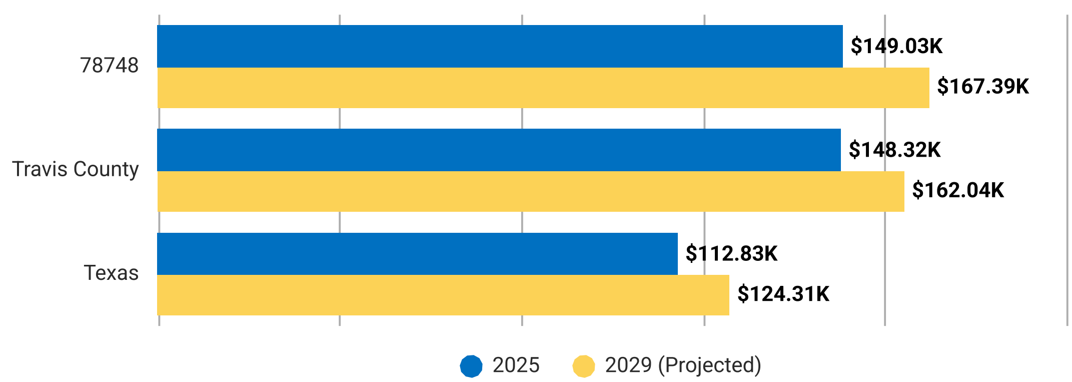
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

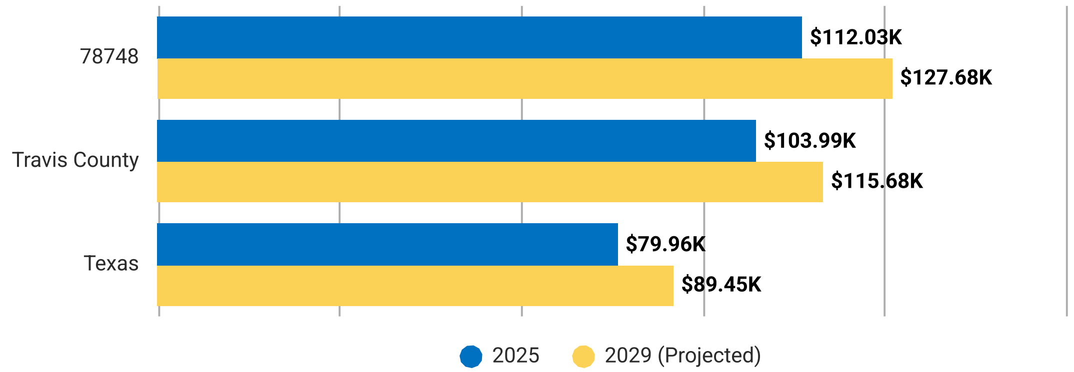
Average Household Income

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



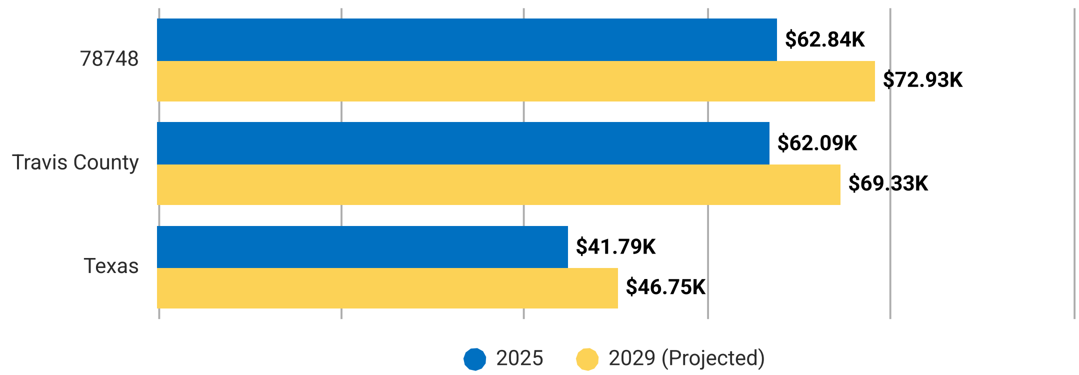
Median Household Income

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.

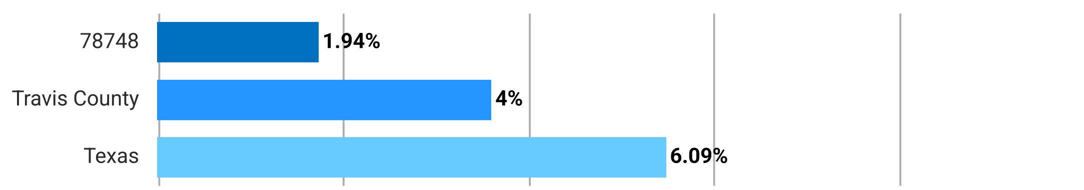
Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

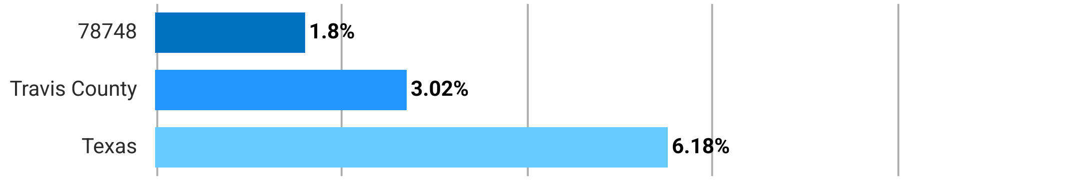
Less than 9th Grade

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



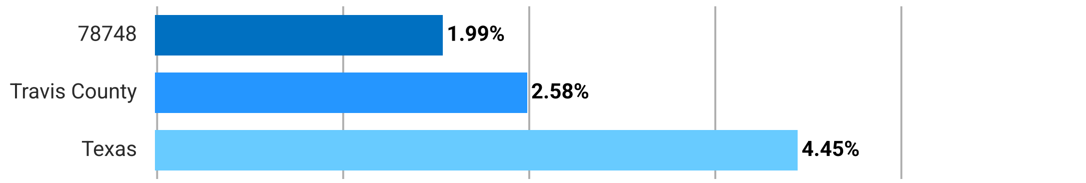
Some High School

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.



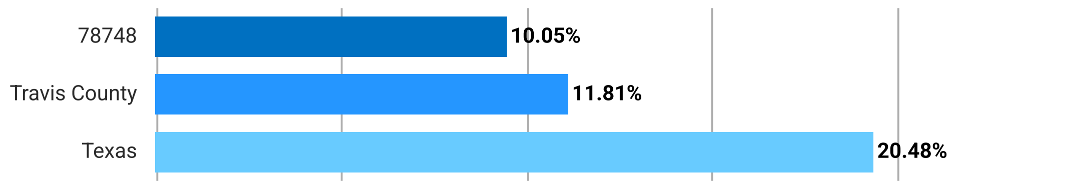
High School GED

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.

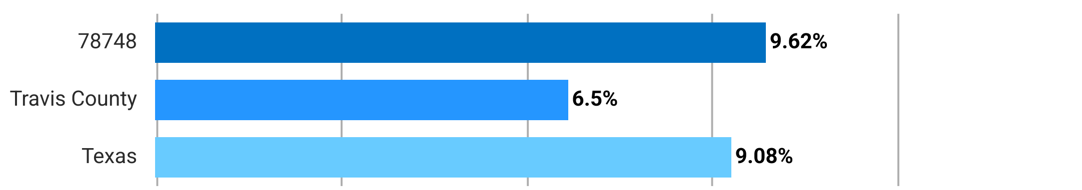


Some College

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.

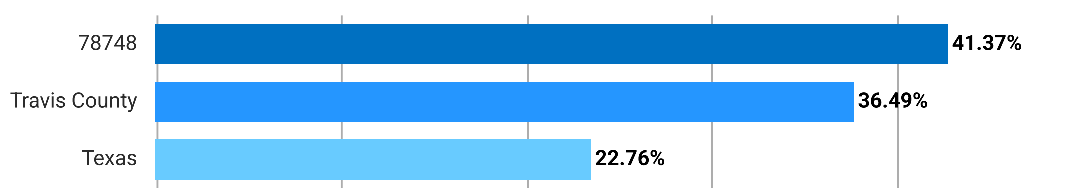
Associate Degree

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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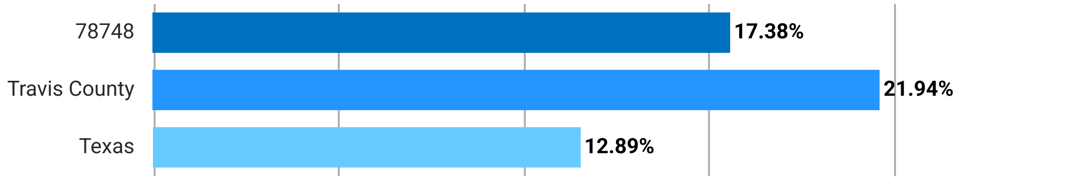
Grad/Professional Degree

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



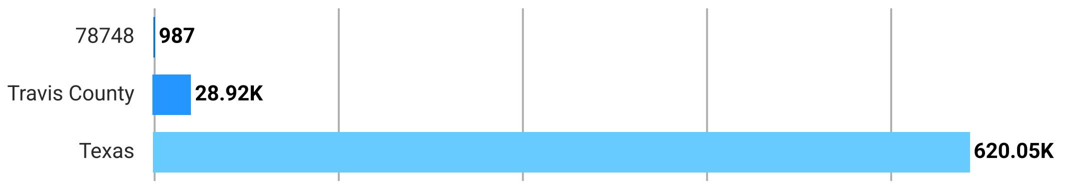
Economy

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, 2025

Update Frequency: Annually

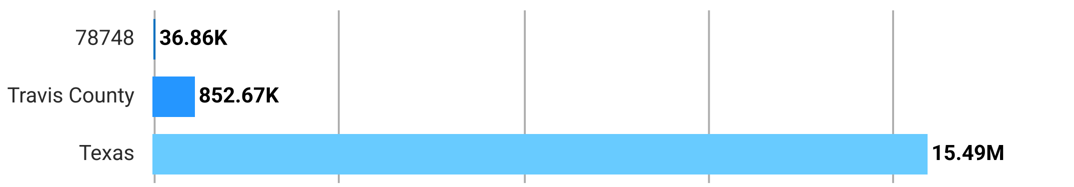


Employment Number

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

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

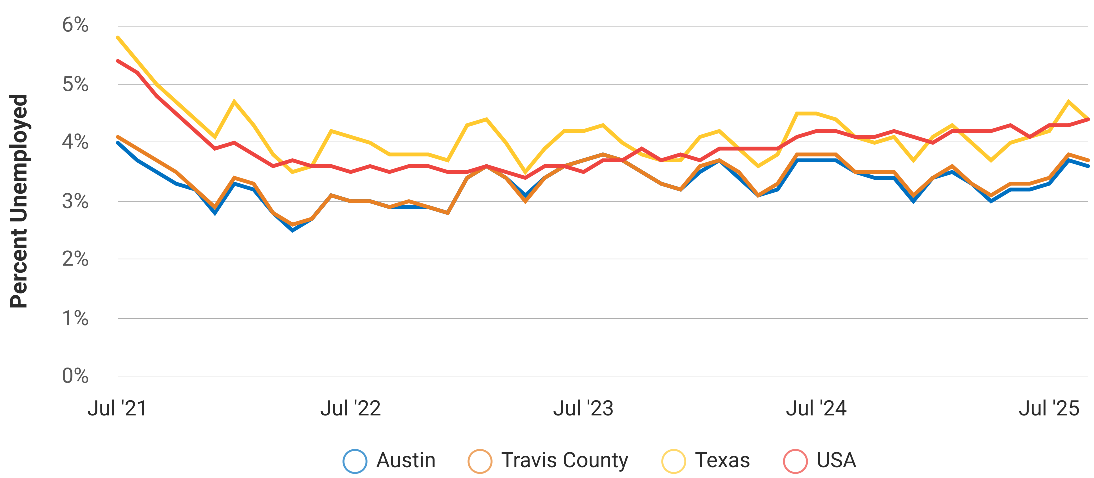


Unemployment Rate

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

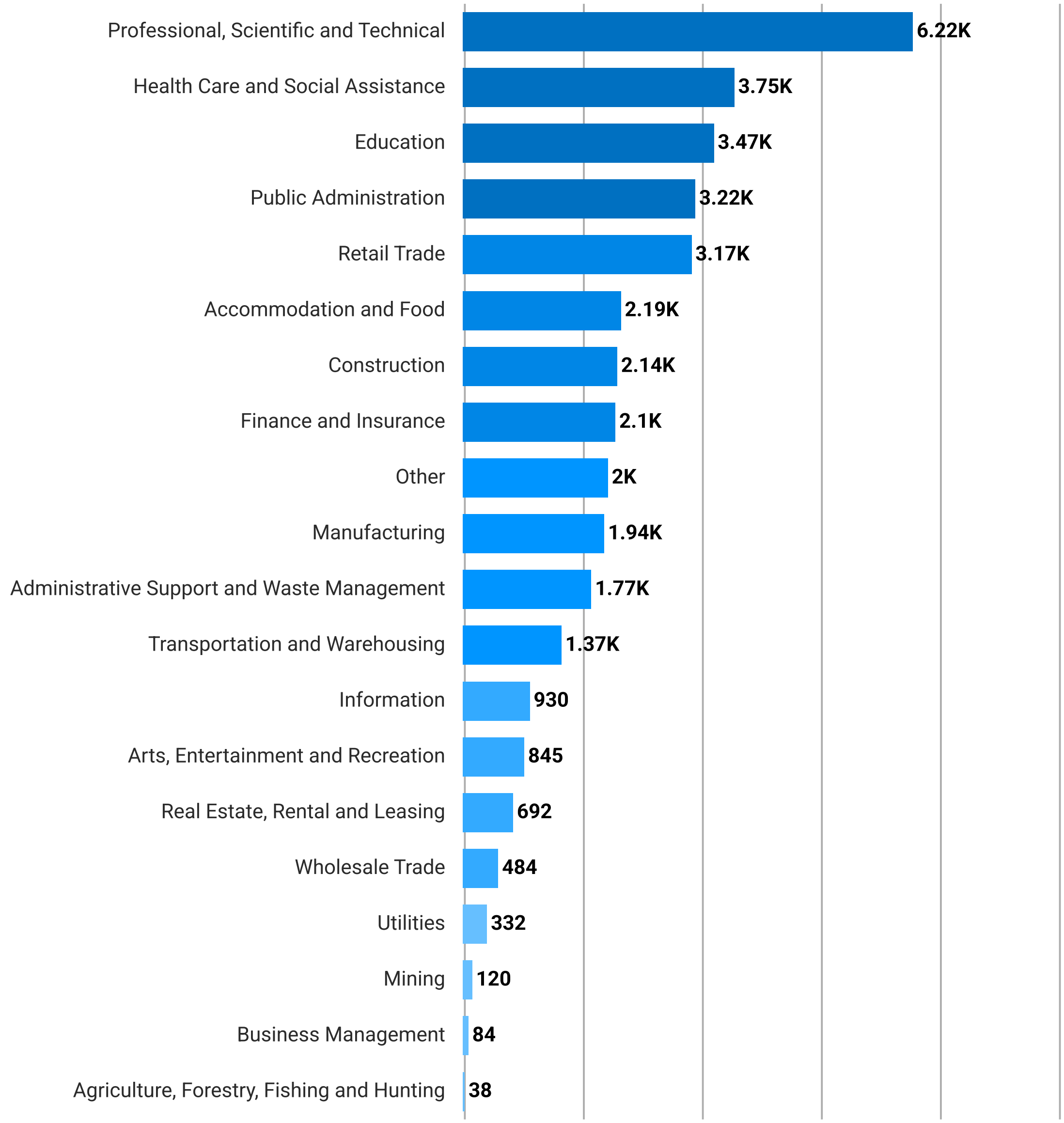


Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



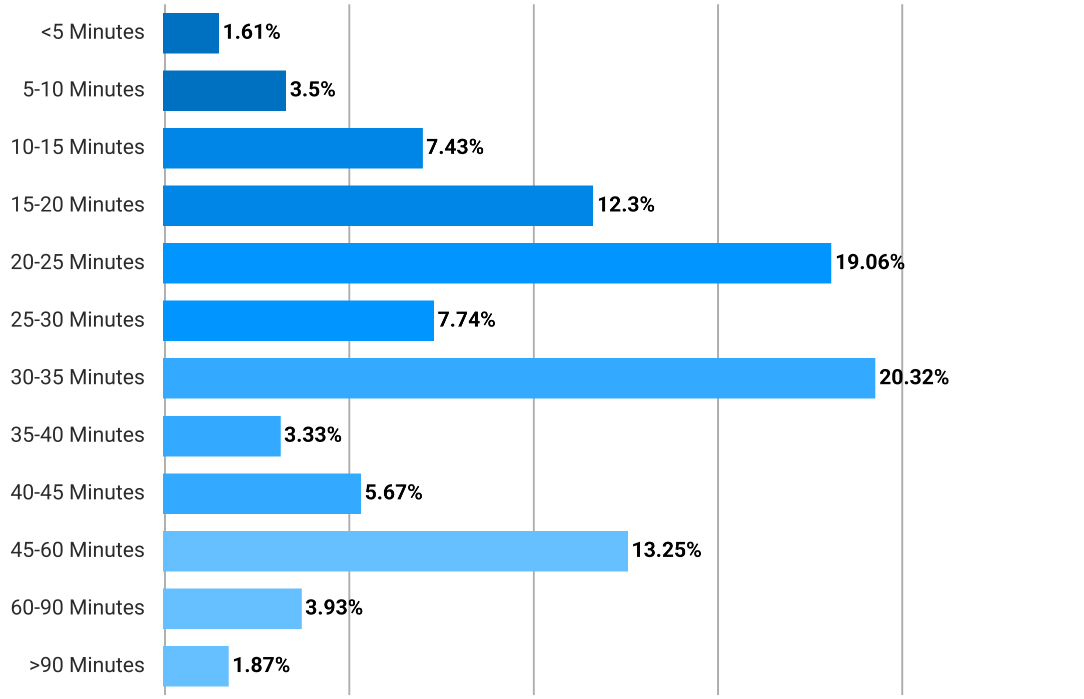
Commute to Work

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, 2025

Update Frequency: Annually

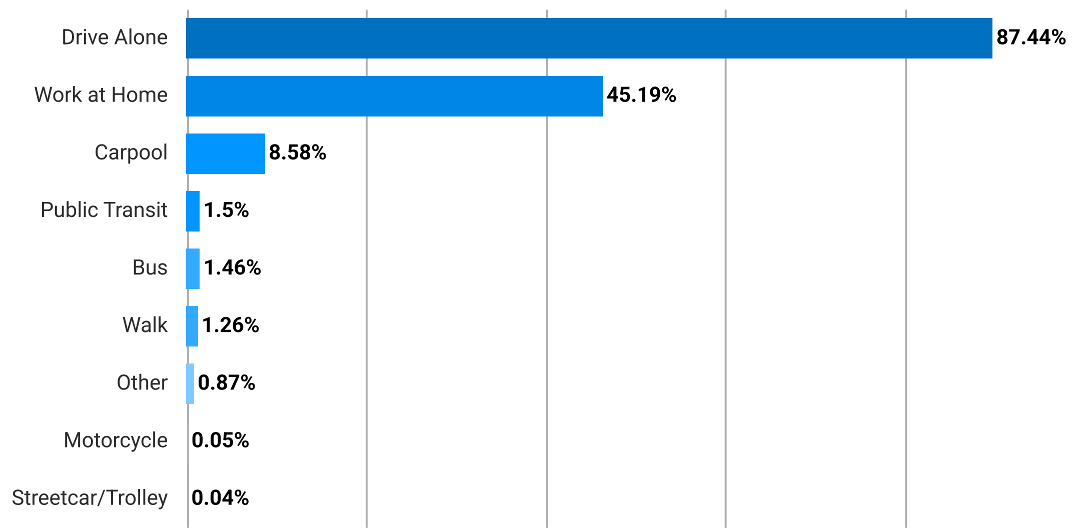


How People Get to Work

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, 2025

Update Frequency: Annually



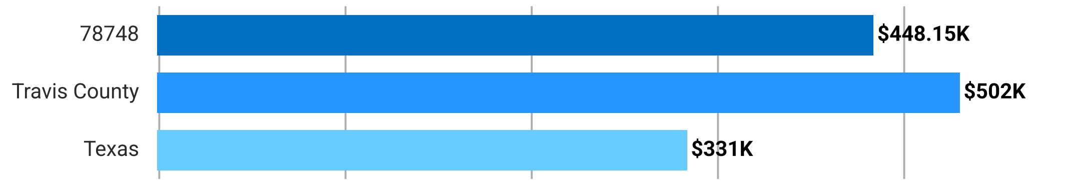
Home Values

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

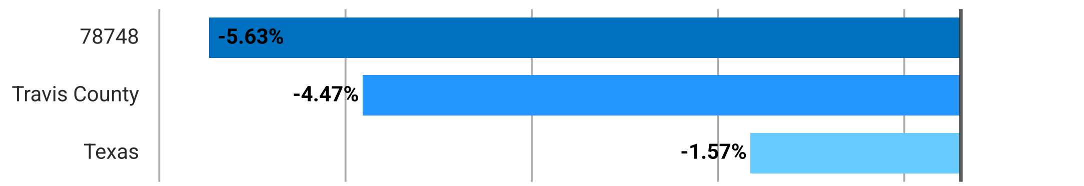


12 mo. Change in Median Estimated Home Value

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

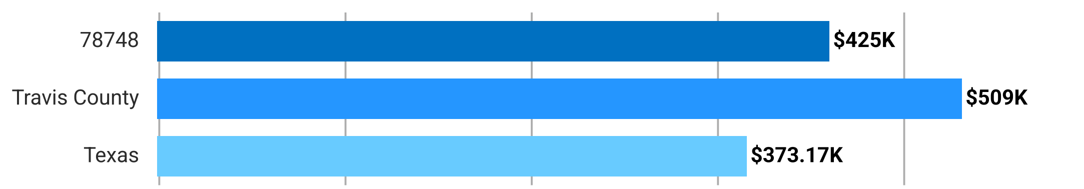


Median Listing Price

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

Source: Listing data

Update Frequency: Monthly

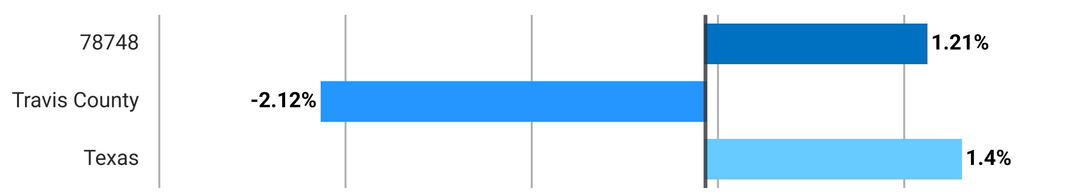


12 mo. Change in Median Listing Price

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.

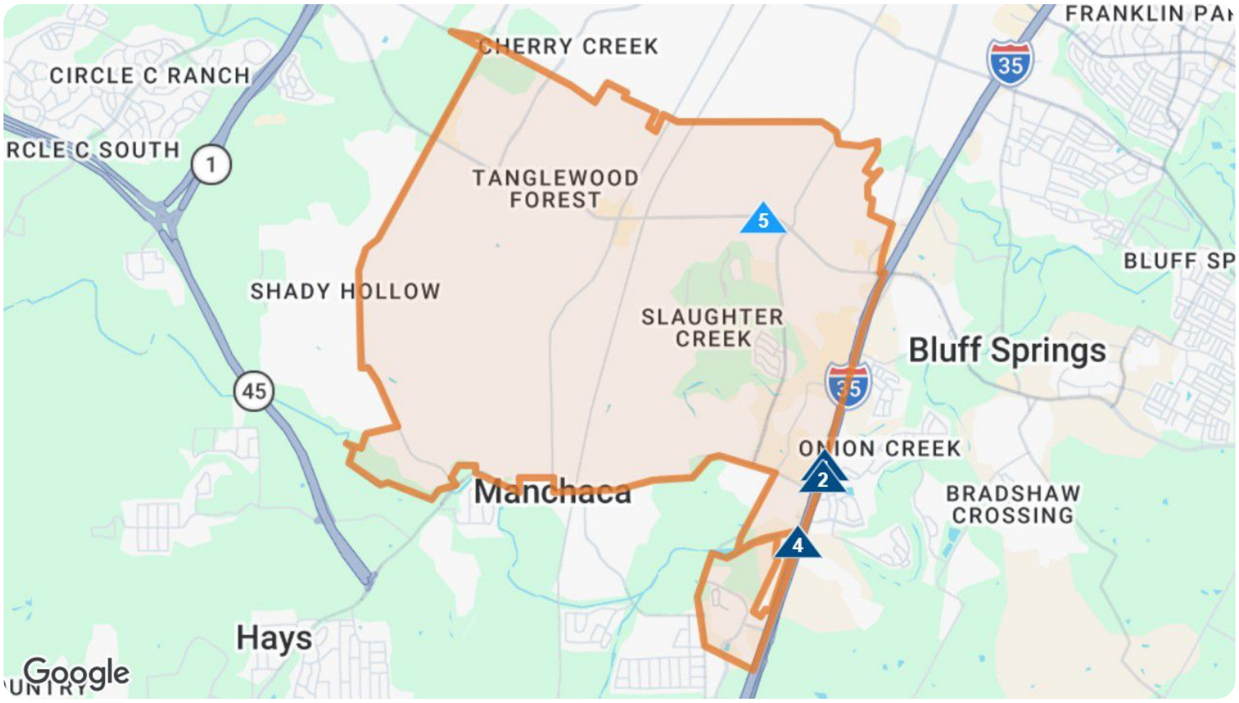
Source: Listing data

Update Frequency: Monthly



Austin, TX 78748

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 — 140,312
I- 35
2025 Est. daily traffic counts

Cross: Onion Creek Pkwy
Cross Dir: S
Distance: 0.51 miles

Historical counts

Year	Count	Type
2013	139,695	AADT

2 — 139,766
Purple Heart Trail
2025 Est. daily traffic counts

Cross: S I- 35 Svc Rd
Cross Dir: S
Distance: 0.08 miles

Historical counts

Year	Count	Type
2022	133,131	AADT
2021	130,669	AADT
2020	131,775	AADT
2019	158,679	AADT
2018	154,911	AADT

3 — 136,460
TX 121
2025 Est. daily traffic counts

Cross: I- 35 S Svc Rd
Cross Dir: SE
Distance: 0.04 miles

Historical counts

Year	Count	Type
2020	126,594	AADT
2019	147,374	AADT

4 — 130,904
Purple Heart Trail
2025 Est. daily traffic counts

Cross: Onion Creek Pkwy
Cross Dir: N
Distance: 0.23 miles

Historical counts

Year	Count	Type
2022	142,206	AADT
2021	138,055	AADT
2013	124,336	AADT
2010	118,000	AADT
2005	97,940	AADT

5 — 50,836
W Slaughter Ln
2025 Est. daily traffic counts

Cross: Simonetti Dr
Cross Dir: W
Distance: 0.05 miles

Historical counts

Year	Count	Type
2010	45,110	ADT
2005	55,070	ADT

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

About RPR

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- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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