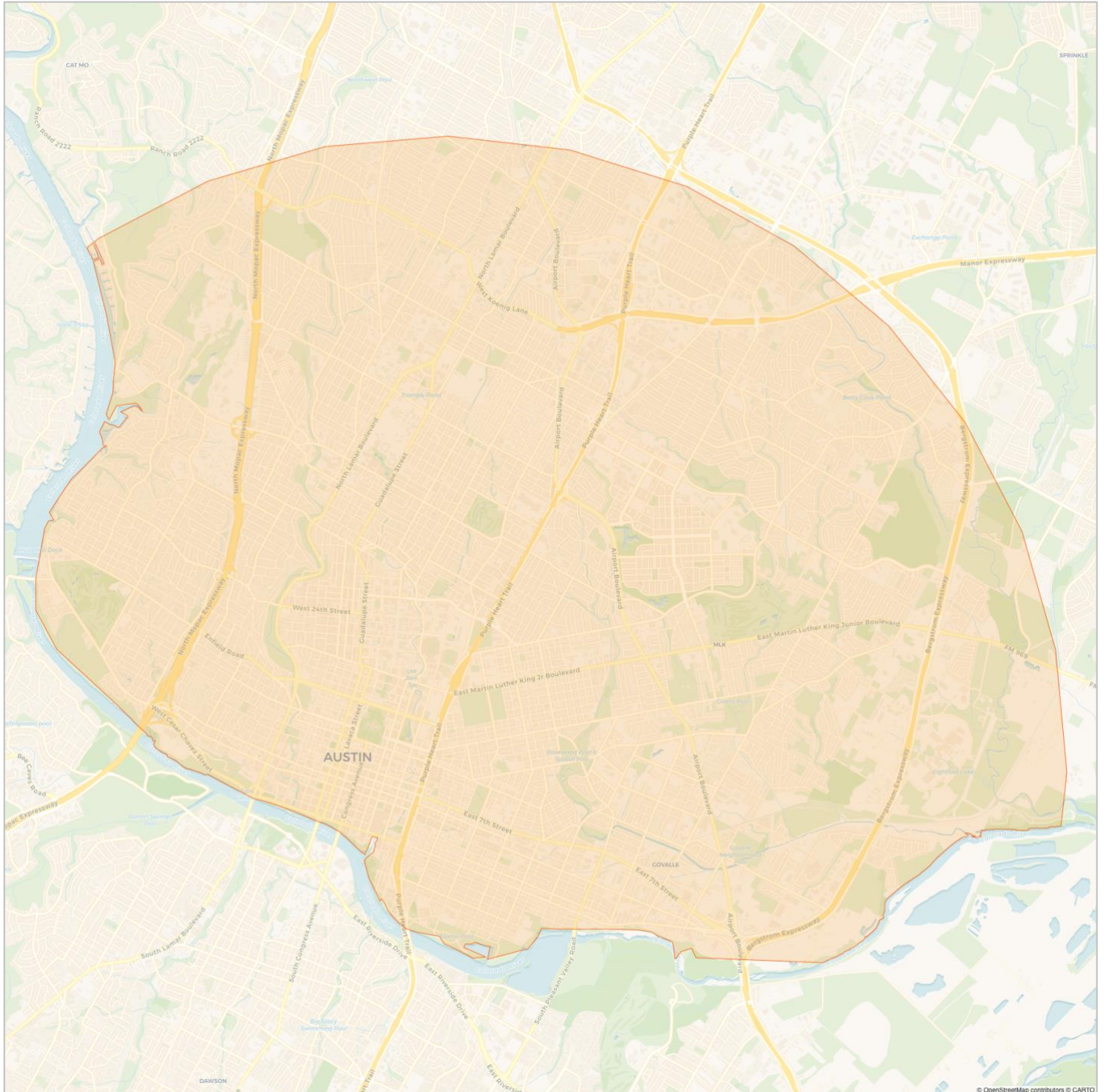


## RADIUS REPORT FOR A Custom Area

PREPARED FOR: Best Texas BBQ  
DATE: January 06, 2025

### MAP



## Custom Area

CITY  
Austin

COUNTY  
Travis County

How many  
**people** live  
here?

5 MIN  
**205K**

CITY: 968K COUNTY: 1,308K

How much  
**money** do  
they make?

5 MIN  
**\$92K**

CITY: \$91K COUNTY: \$97K

*median household income*

How **old** are they?

5 MIN  
**33**

CITY: 35 COUNTY: 36

*median age in years*



# DEMOGRAPHICS

## Population

	Custom Area
Population	204,743
Population Density (people per sq mi)	5,123

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B01003

## Income

		Custom Area
Median Household Income (in 2023 inflation adjusted dollars)		\$92,135
Average Household Income (in 2023 inflation adjusted dollars)		\$138,901
Families in Poverty	3,204	9%
Households		95,473
Less than \$25,000	16,256	17%
\$25,000 to \$49,999	13,212	14%
\$50,000 to \$74,999	11,861	12%
\$75,000 to \$99,999	9,348	10%
\$100,000 to \$199,999	26,479	28%
Over \$200,000	18,318	19%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B19001, B19013, B19025, B17010

## Age

		Custom Area
Median Age		33
Population		204,743
Ages 9 & under	15,899	8%
Ages 10 to 19	24,507	12%
Ages 20 to 29	48,327	24%
Ages 30 to 39	43,155	21%
Ages 40 to 49	24,845	12%
Ages 50 to 59	19,233	9%
Ages 60 to 69	15,421	8%
Ages 70 & over	13,356	7%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B01001

## Race & Ethnicity

Custom Area		
Population	204,743	
White	111,542	54%
Black	17,043	8%
American Indian	301	0%
Asian	13,406	7%
Pacific Islander	79	0%
Other race	718	0%
Two or more races	7,121	3%
Hispanic or Latino	54,532	27%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B03002

## Educational Attainment

Custom Area		
Population Aged 25 & Over	140,822	
No high school diploma	8,994	6%
High school graduate or equal	15,946	11%
Some college	18,235	13%
Associate's degree	4,812	3%
Bachelor's degree	54,998	39%
Advanced degree	37,839	27%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B15002

## Employment Status

Custom Area		
Population Aged 16 & Over	180,993	
In labor force	129,258	71%
Civilian labor force	129,130	71%
Employed	122,973	68%
Unemployed	6,158	3%
In armed forces	128	0%
Not in labor force	51,734	29%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B23025

## Households

### Custom Area

Households	95,473	
Family households	36,093	38%
Married couples	26,783	28%
With kids under 18	9,152	10%
Other family types	9,310	10%
Single dad households with kids	1,125	1%
Single mom households with kids	3,058	3%
Non-family households	59,380	62%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B11001, B11003

## Homes

### Custom Area

Homes	102,876	
Occupied Homes	95,473	
Owner occupied units	39,022	41%
Renter occupied units	56,451	59%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B25024, B25003

## Housing Unit Value

### Custom Area

Median Home Value	\$652,819	
Owner Occupied Homes	39,022	
Under \$100,000	951	2%
\$100,000 to \$199,999	956	2%
\$200,000 to \$299,999	1,946	5%
\$300,000 to \$399,999	3,505	9%
\$400,000 to \$499,999	5,032	13%
\$500,000 to \$749,999	11,650	30%
\$750,000 to \$999,999	5,770	15%
\$1,000,000 to \$1,499,999	4,899	13%
\$1,500,000 to \$1,999,999	1,399	4%
Over \$2,000,000	2,915	7%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B25075

## Detailed Age

Custom Area		
Population	204,743	
Male:	105,545	52%
Under 5 years	4,185	2%
5 to 9 years	3,998	2%
10 to 14 years	3,302	2%
15 to 17 years	1,953	1%
18 and 19 years	6,054	3%
20 years	2,750	1%
21 years	3,036	1%
22 to 24 years	6,055	3%
25 to 29 years	12,681	6%
30 to 34 years	12,994	6%
35 to 39 years	10,571	5%
40 to 44 years	7,743	4%
45 to 49 years	5,852	3%
50 to 54 years	5,767	3%
55 to 59 years	4,886	2%
60 and 61 years	2,084	1%
62 to 64 years	2,449	1%
65 and 66 years	1,324	1%
67 to 69 years	2,268	1%
70 to 74 years	2,714	1%
75 to 79 years	1,293	1%
80 to 84 years	664	0%
85 years and over	921	0%
Female:	99,198	48%
Under 5 years	3,851	2%
5 to 9 years	3,865	2%
10 to 14 years	2,749	1%
15 to 17 years	2,833	1%
18 and 19 years	7,615	4%
20 years	3,125	2%
21 years	2,980	1%
22 to 24 years	5,568	3%
25 to 29 years	12,132	6%
30 to 34 years	11,538	6%
35 to 39 years	8,053	4%
40 to 44 years	6,327	3%
45 to 49 years	4,922	2%
50 to 54 years	4,569	2%
55 to 59 years	4,011	2%
60 and 61 years	1,485	1%
62 to 64 years	2,512	1%
65 and 66 years	1,038	1%
67 to 69 years	2,262	1%
70 to 74 years	3,114	2%
75 to 79 years	1,773	1%
80 to 84 years	1,142	1%
85 years and over	1,735	1%

Source: U.S. Census Bureau, 2023 American Community Survey, Tables B01001, B01003. The numbers in the above table may not total up due to rounding.

# POPULATION PROJECTIONS

State and county population projections.

Geography	2010 - 2020	2020 - 2030 Projected	Is Projected To:
Texas	<div>16%</div> <div>25,145,561 - 29,145,505</div>	<div>13%</div> <div>29,145,505 - 32,912,882</div>	Grow
Travis County	<div>26%</div> <div>1,024,266 - 1,290,188</div>	<div>22%</div> <div>1,290,188 - 1,572,639</div>	Grow

Source: Texas Demographic Center, Projections of the Total Population of Texas and Counties in Texas, 2020-2060, October 2022.  
U.S. Census Bureau, Decennial Censuses 2010, and 2020.

## Methodology

### RADIUS ESTIMATES

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First, we subtract the 2023 US Census Bureau's water areas from the 2023 block groups. Then we calculate the project's radiuses, the block groups minus water areas that intersect the radiuses, and the percent of each block group's area that's in the radiuses (overlap). Next, the overlap percent is multiplied by the Census demographics for each block group. Finally, we sum the overlap times the demographics for all block groups that intersect a radius to produce the demographic estimate for the radius.

The benefits of this methodology are that it allows for:

1. the use of the **most current data** for small area geographies from the US Census Bureau;
2. the estimation of demographics for radius distances using dissimilar shaped Census block groups;
3. **data comparability** (because estimates for small radiuses and large radiuses use the same methodology, geographies and datasets); and
4. improved estimates along coastlines and large water bodies by removing water areas.

This methodology assumes that the **population is equally distributed** throughout a block group. This assumption can result in unlikely estimates for small radiuses (i.e. 1 mile) in rural areas with low population densities and thus, large geographic area block groups.

### MEDIAN ESTIMATES

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To estimate median values, we use a simple method explained in the book "Beginning Statistics: An Introduction for Social Scientists" by Diamond I and Jefferies J. Here's how it works:

1. We pull grouped data for your area of interest and order the groups from smallest to largest. This helps us see which group the middle value, or median, is in.
2. We figure out exactly where the middle value sits within its group. We look at how far into the group it is, as a percentage, starting from the bottom end.
3. Then, we check how big the gap is between the smallest and largest numbers in that group.
4. We use the percentage to find a part of that gap. This percentage tells us how much to add to the smallest number in the group to get the median.

If you have any questions, you can reach Cubit at 1.800.939.2130 or at [www.cubitplanning.com](http://www.cubitplanning.com).

#### CUBIT

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