

## MARKETING PROFILE

2110 S Congress Ave, Austin, Texas, 78704 (Ring of 1 mile)



Rings: 1 mile radii

### KEY FACTS

18,409

Population

32.9

Median Age



1.9

Average Household Size

\$58,022

Median Household Income

### ANNUAL HOUSEHOLD SPENDING



\$2,505

Apparel & Services



\$209

Computers & Hardware



\$3,911

Eating Out



\$5,618

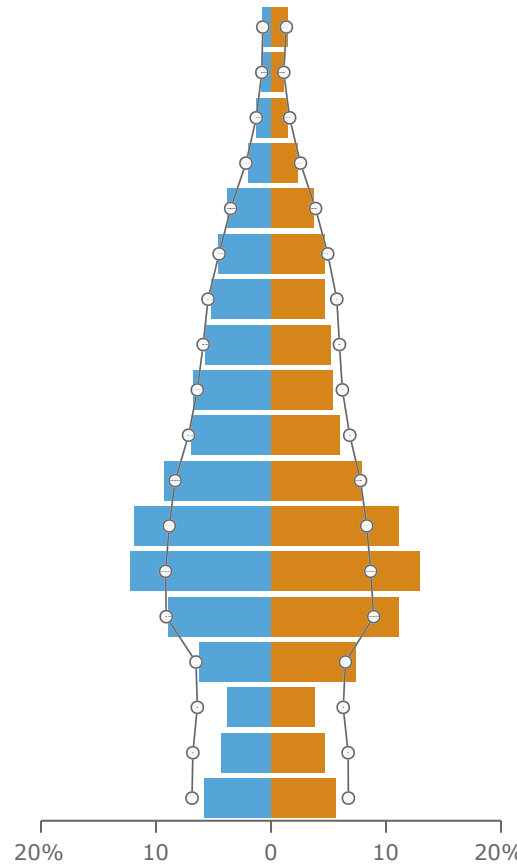
Groceries



\$5,435

Health Care

### Age Pyramid



The largest group:  
2017 Female  
Population Age 25-29  
(Esri)

The smallest group:  
2017 Male Population  
Age 85+ (Esri)

Dots show comparison to  
Travis County

### EDUCATION

6%

No High School Diploma



11%

High School Graduate



19%

Some College



64%

Bachelor's/Grad/Prof Degree

### ANNUAL LIFESTYLE SPENDING



\$2,215

Travel



\$68

Theatre/Operas/  
Concerts



\$95

Movies/Museums/  
Parks



\$65

Sports Events



\$6

Online Games

### Tapestry Segments



8B

**Emerald City**

2,524 households

28.1%

of Households



3B

**Metro Renters**

2,418 households

26.9%

of Households



11B

**Young and Restless**

1,217 households

13.6%

of Households