

Radius Report

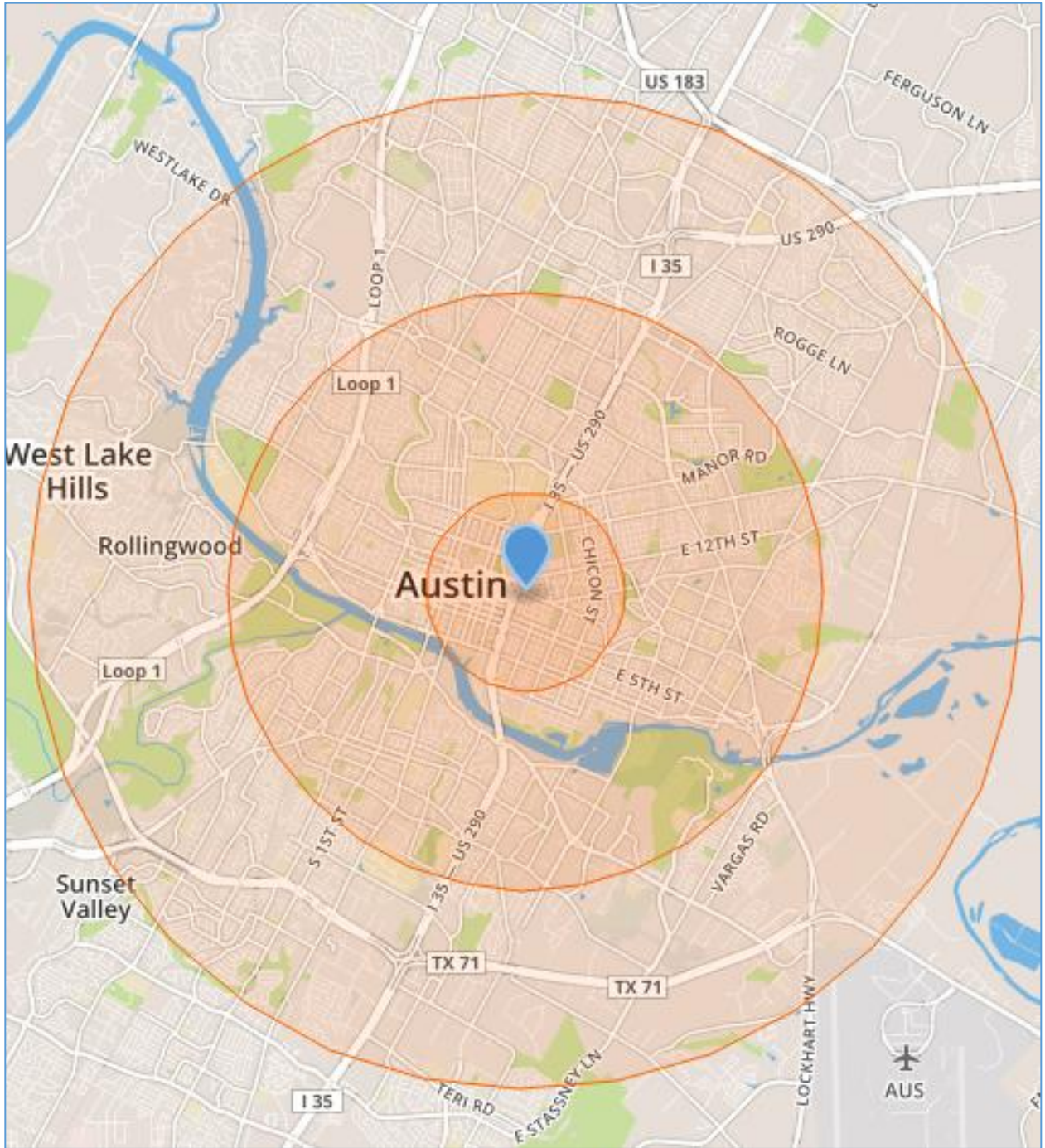
for 1, 3, and 5 miles around 900 E
11th St, Austin, TX 78702

Prepared for: Best Texas BBQ · December 20,
2016

CUBIT

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Map of 1, 3, and 5 miles around 900 E 11th St, Austin, TX 78702



Demographics

Population

	1 mile		3 miles		5 miles	
Population	15,092		158,225		319,182	
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B01003</i>						

Age Breakdown

	1 mile		3 miles		5 miles	
Total Population	15,092		158,225		319,182	
9 & under	963	6%	13,989	9%	36,559	11%
10 to 19	2,273	15%	19,574	12%	36,891	12%
20 to 29	4,183	28%	53,483	34%	86,372	27%
30 to 39	2,695	18%	27,253	17%	57,669	18%
40 to 49	1,890	13%	16,664	11%	36,525	11%
50 to 59	1,397	9%	12,735	8%	30,246	9%
60 to 69	1,038	7%	8,996	6%	20,938	7%
70 & over	650	4%	5,529	3%	13,977	4%
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B01001</i>						

Race & Origin

	1 mile		3 miles		5 miles	
Total Population	15,092		158,225		319,182	
White	7,707	51%	84,918	54%	157,198	49%
Black	1,621	11%	11,816	7%	27,559	9%
American Indian	9	0%	316	0%	496	0%
Asian	764	5%	9,703	6%	14,162	4%
Pacific Islander	18	0%	72	0%	197	0%
Other race	25	0%	385	0%	683	0%
Two or more races	392	3%	3,415	2%	6,431	2%
Hispanic	4,552	30%	47,597	30%	112,452	35%
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B03002</i>						

Age by Gender Breakdown

	1 mile		3 miles		5 miles	
Total Population	15,092		158,225		319,182	
Total Male	7,987	53%	80,067	51%	161,782	51%
Male - 9 & under	519	3%	7,120	4%	18,683	6%
Male - 10 to 19	1,055	7%	8,898	6%	17,531	5%
Male - 20 to 29	2,195	15%	26,714	17%	43,365	14%
Male - 30 to 39	1,596	11%	14,904	9%	31,067	10%
Male - 40 to 49	1,050	7%	8,773	6%	19,050	6%
Male - 50 to 59	810	5%	6,721	4%	15,820	5%
Male - 60 to 69	490	3%	4,698	3%	10,650	3%
Male - 70 & over	269	2%	2,235	1%	5,613	2%
Total Female	7,105	47%	78,157	49%	157,399	49%
Female - 9 & under	444	3%	6,868	4%	17,875	6%
Female - 10 to 19	1,218	8%	10,676	7%	19,360	6%
Female - 20 to 29	1,987	13%	26,768	17%	43,007	13%
Female - 30 to 39	1,098	7%	12,348	8%	26,602	8%
Female - 40 to 49	839	6%	7,890	5%	17,474	5%
Female - 50 to 59	586	4%	6,013	4%	14,426	5%
Female - 60 to 69	548	4%	4,297	3%	10,287	3%
Female - 70 & over	381	3%	3,293	2%	8,364	3%
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B01001, B01003</i>						

Income

	1 mile		3 miles		5 miles	
Median Household Income (in 2015 inflation adjusted dollars)	\$65,542		\$45,281		\$47,209	
Households	6,280		64,989		129,718	
Less than \$25,000	1,423	23%	20,147	31%	36,823	28%
\$25,000 to \$49,999	1,150	18%	14,165	22%	30,559	24%
\$50,000 to \$74,999	984	16%	9,874	15%	20,233	16%
\$75,000 to \$99,999	630	10%	5,762	9%	12,690	10%
\$100,000 to \$199,999	1,231	20%	9,942	15%	19,677	15%
\$200,000 or more	861	14%	5,096	8%	9,733	8%
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B19001, B19013</i>						

Households

	1 mile		3 miles		5 miles	
Total Households	6,280		64,989		129,718	
Family households	2,196	35%	22,324	34%	54,089	42%
Married couple family	1,360	22%	14,371	22%	35,354	27%
With own children under 18	347	6%	5,747	9%	15,467	12%
Other family	836	13%	7,953	12%	18,735	14%
Single male householder with own children under 18	109	2%	995	2%	2,097	2%
Single female householder with own children under 18	278	4%	3,187	5%	7,748	6%
Nonfamily households	4,084	65%	42,665	66%	75,628	58%
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B11001, B11003</i>						

Educational Attainment

	1 mile		3 miles		5 miles	
Total Population 25 years & Over	10,048		92,969		200,090	
No high school diploma	1,317	13%	11,454	12%	29,027	15%
High school graduate or equal	1,244	12%	11,905	13%	30,856	15%
Some college	1,657	16%	14,169	15%	32,544	16%
Associate's degree	387	4%	4,067	4%	8,537	4%
Bachelor's degree	3,006	30%	30,869	33%	60,512	30%
Masters, doctorate, professional	2,434	24%	20,503	22%	38,612	19%
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B15002</i>						

Employment Status

	1 mile		3 miles		5 miles	
Total Population 16 years & Over	13,740		138,960		266,693	
In labor force	9,057	66%	95,306	69%	188,092	71%
Civilian labor force	9,056	66%	95,280	69%	187,929	70%
Employed	8,476	62%	88,461	64%	175,179	66%
Unemployed	580	4%	6,819	5%	12,750	5%
In armed forces	1	0%	26	0%	162	0%
Not in labor force	4,682	34%	43,654	31%	78,601	29%
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B23025</i>						

Housing Units

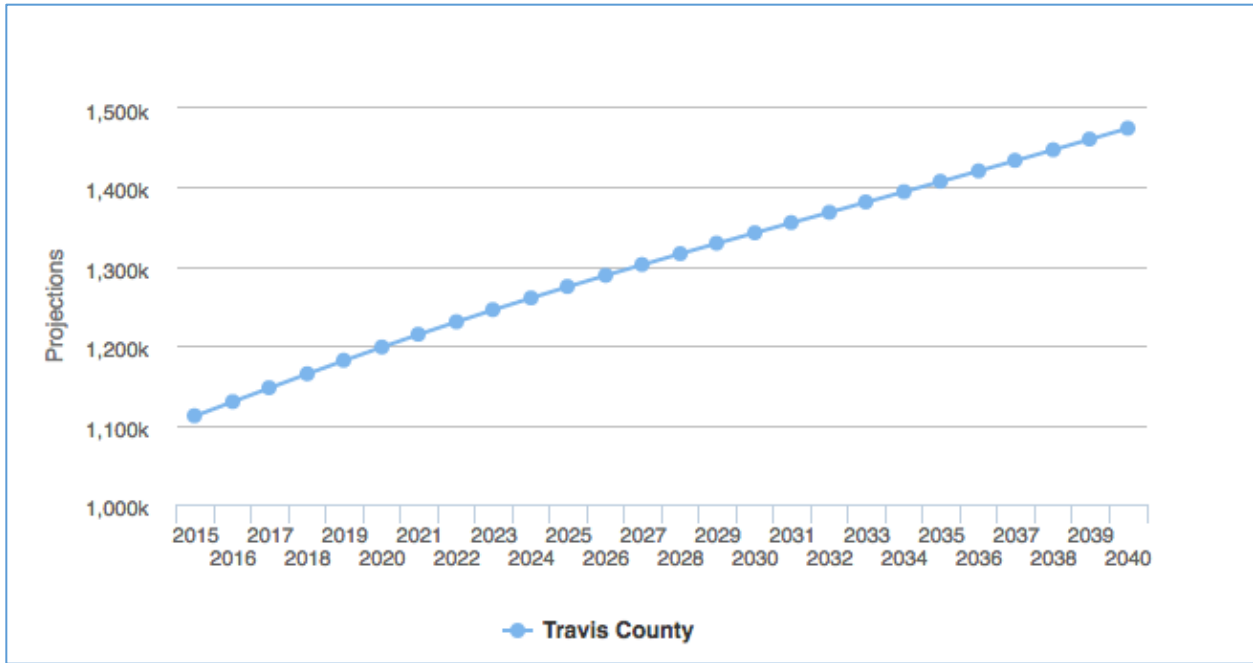
	1 mile		3 miles		5 miles	
Housing Units	7,661		73,528		143,276	
Occupied Housing Units	6,280		64,989		129,718	
Owner occupied units	2,361	38%	20,510	32%	46,832	36%
Renter occupied units	3,919	62%	44,479	68%	82,886	64%
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B25024, B25003</i>						

Housing Unit Value

	1 mile		3 miles		5 miles	
Owner Occupied Housing Units	2,361		20,510		46,832	
Less than \$100,000	114	5%	1,276	6%	4,279	9%
\$100,000 to \$199,999	411	17%	3,360	16%	10,022	21%
\$200,000 to \$299,999	489	21%	3,597	18%	8,772	19%
\$300,000 to \$399,999	450	19%	3,577	17%	7,096	15%
\$400,000 to \$499,999	346	15%	2,592	13%	4,497	10%
\$500,000 or more	547	23%	6,106	30%	12,162	26%
<i>Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B25075</i>						

Population Projections

Texas



Year	Travis County
2015	1,111,829
2016	1,129,582
2017	1,147,163
2018	1,164,741
2019	1,181,782
2020	1,198,485
2021	1,214,709
2022	1,230,444
2023	1,245,752
2024	1,260,516
2025	1,274,999
2026	1,289,077
2027	1,302,765

2028	1,316,431
2029	1,329,693
2030	1,342,829
2031	1,355,732
2032	1,368,693
2033	1,381,736
2034	1,394,655
2035	1,407,810
2036	1,420,961
2037	1,434,207
2038	1,447,650
2039	1,461,153
2040	1,474,822

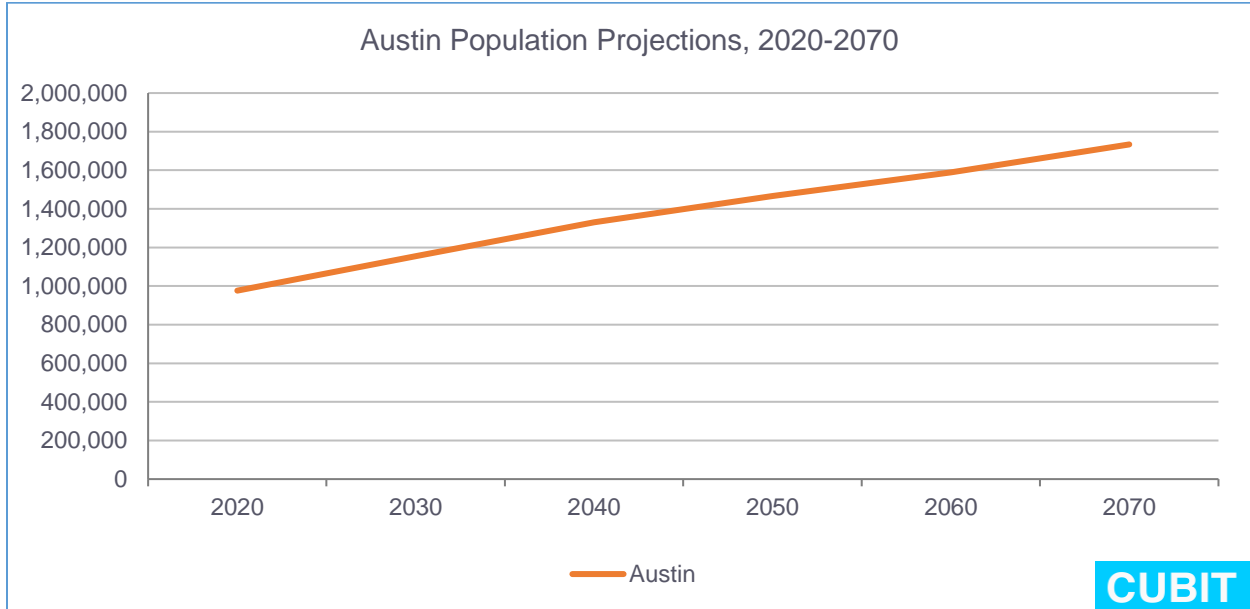
Source: Texas State Data Center, Office of the State Demographer, Projections of the Population of Texas and Counties in Texas by Age, Sex and Race/Ethnicity for 2010-2050, 2014.

All data above (pages 2 – 7/8) are included in the \$49 Radius Report.

Data below are add-on data. In most cases, there are additional fees for add-on data.

City Population Projections

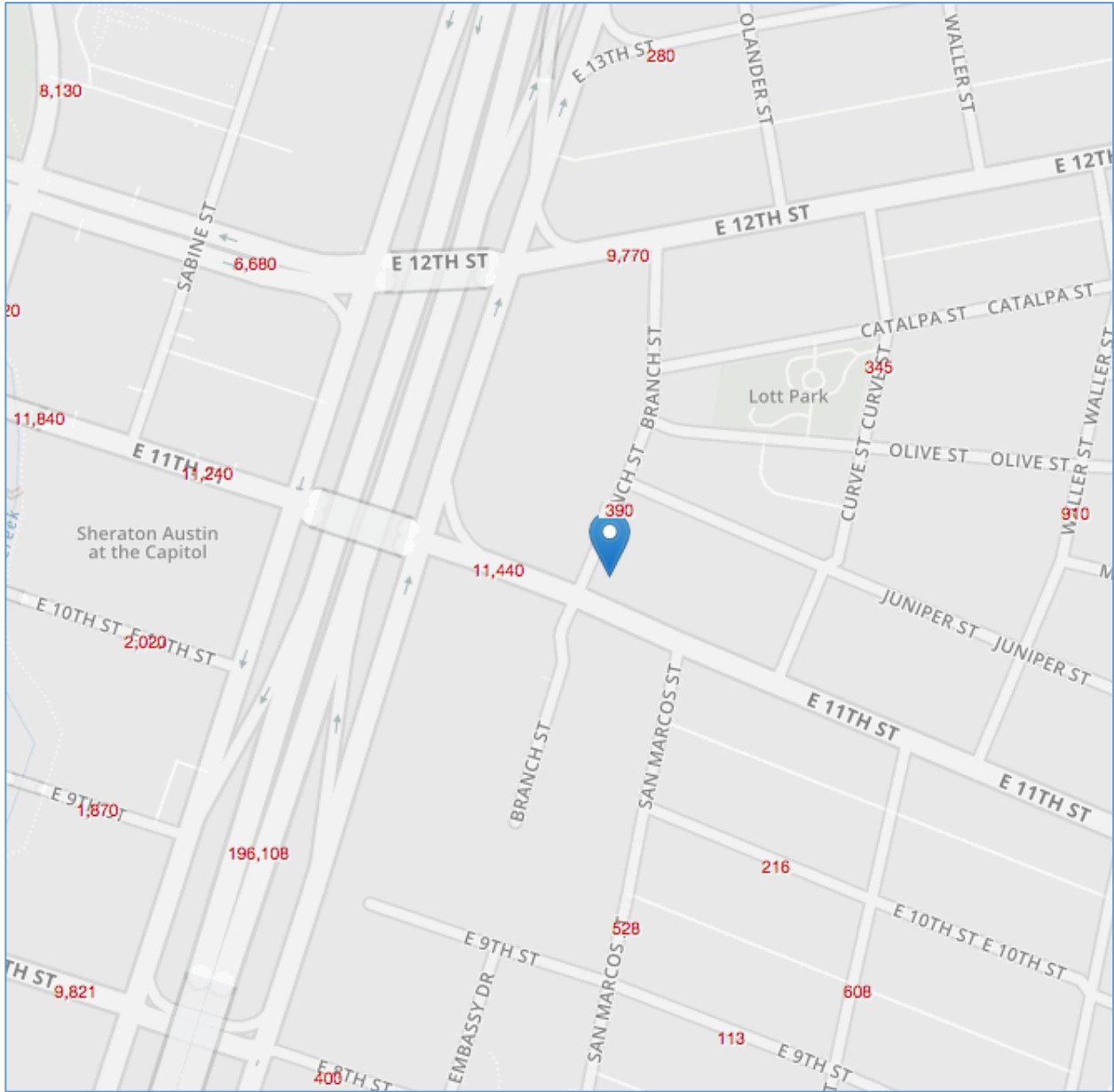
City population projections cost \$25. Select "City Population Projections + \$25" when ordering your report.



Year	Austin
2020	976,418
2030	1,153,977
2040	1,330,492
2050	1,466,936
2060	1,589,164
2070	1,733,756

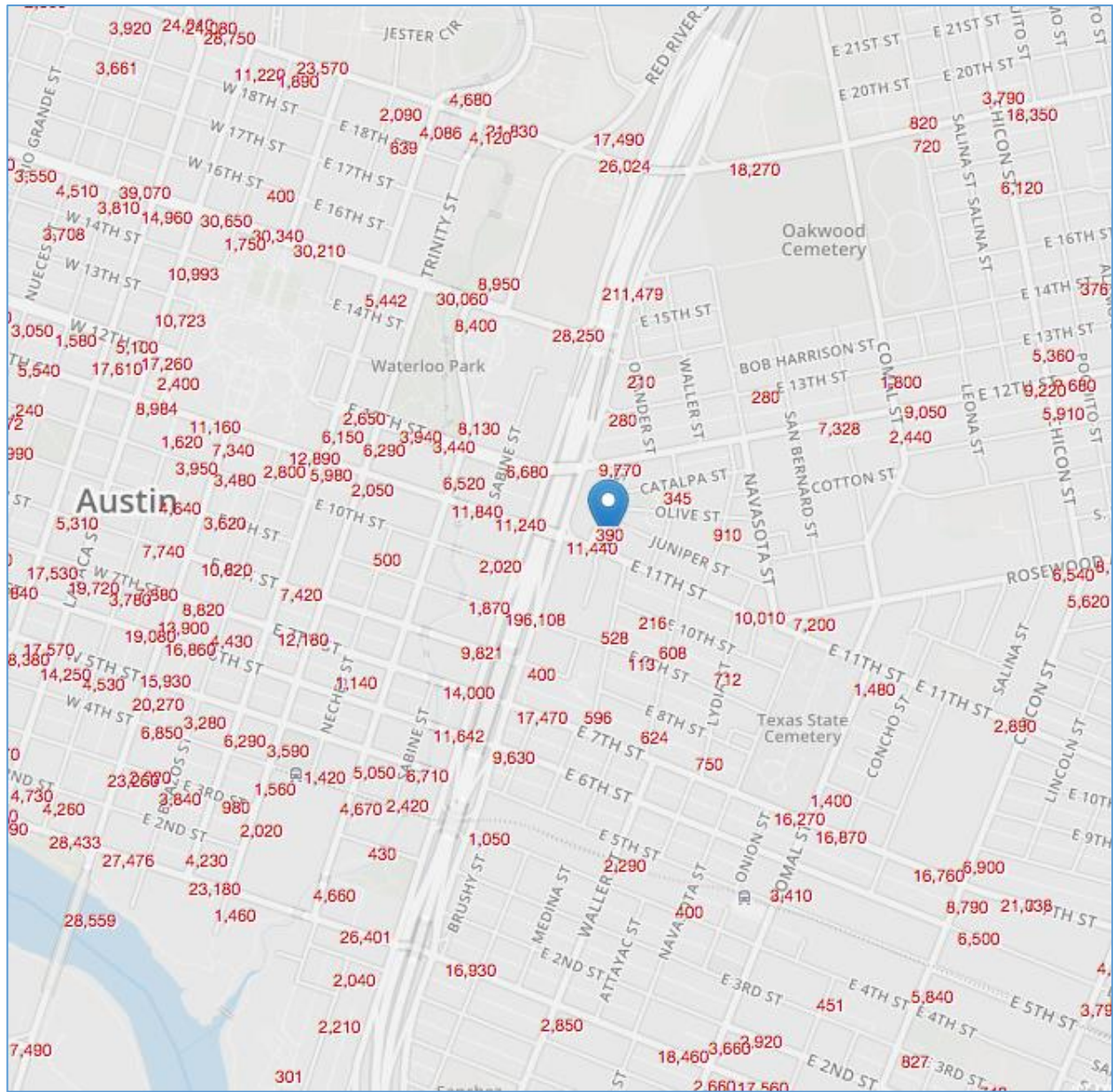
Source: Texas Water Development Board. 2016 Regional Water Plan - Population Projections for 2020-2070. Downloaded May 2017.

Traffic Counts 2016 24-hour average daily traffic count estimates



Source: Kalibrate Technologies Current Year Estimates TrafficMetrix ®

Traffic Counts 2016 24-hour average daily traffic count estimates



Source: Kalibrate Technologies Current Year Estimates TrafficMetrix ®

Detailed Age Breakdown

There's no additional fee for this table. Select "Detailed Age table +Free" when ordering your report.

	1 mile		3 miles		5 miles	
Total Population	15,092		158,225		319,182	
Male:	7,987	53%	80,067	Male:	7,987	53%
Under 5 years	295	2%	3,711	Under 5 years	295	2%
5 to 9 years	223	1%	3,408	5 to 9 years	223	1%
10 to 14 years	191	1%	2,033	10 to 14 years	191	1%
15 to 17 years	122	1%	1,241	15 to 17 years	122	1%
18 and 19 years	740	5%	5,623	18 and 19 years	740	5%
20 years	220	1%	4,331	20 years	220	1%
21 years	186	1%	3,901	21 years	186	1%
22 to 24 years	585	4%	7,476	22 to 24 years	585	4%
25 to 29 years	1,202	8%	11,005	25 to 29 years	1,202	8%
30 to 34 years	966	6%	9,206	30 to 34 years	966	6%
35 to 39 years	630	4%	5,697	35 to 39 years	630	4%
40 to 44 years	614	4%	4,564	40 to 44 years	614	4%
45 to 49 years	435	3%	4,209	45 to 49 years	435	3%
50 to 54 years	387	3%	3,484	50 to 54 years	387	3%
55 to 59 years	423	3%	3,236	55 to 59 years	423	3%
60 and 61 years	106	1%	940	60 and 61 years	106	1%
62 to 64 years	175	1%	1,843	62 to 64 years	175	1%
65 and 66 years	55	0%	946	65 and 66 years	55	0%
67 to 69 years	151	1%	968	67 to 69 years	151	1%
70 to 74 years	118	1%	992	70 to 74 years	118	1%
75 to 79 years	58	0%	438	75 to 79 years	58	0%
80 to 84 years	43	0%	402	80 to 84 years	43	0%
85 years and over	49	0%	402	85 years and over	49	0%

Female:	7,105	47%	78,157	49%	157,399	49%
Under 5 years	264	2%	3,661	2%	9,388	3%
5 to 9 years	179	1%	3,206	2%	8,487	3%
10 to 14 years	146	1%	2,324	1%	6,741	2%
15 to 17 years	89	1%	1,251	1%	3,864	1%
18 and 19 years	983	7%	7,100	4%	8,754	3%
20 years	207	1%	4,195	3%	5,228	2%
21 years	183	1%	4,753	3%	6,244	2%
22 to 24 years	422	3%	7,033	4%	11,433	4%
25 to 29 years	1,173	8%	10,786	7%	20,100	6%
30 to 34 years	706	5%	7,330	5%	15,572	5%
35 to 39 years	391	3%	5,018	3%	11,030	3%
40 to 44 years	413	3%	4,359	3%	9,510	3%
45 to 49 years	425	3%	3,531	2%	7,964	2%
50 to 54 years	324	2%	3,106	2%	7,257	2%
55 to 59 years	262	2%	2,906	2%	7,168	2%
60 and 61 years	69	0%	696	0%	2,187	1%
62 to 64 years	213	1%	1,693	1%	4,009	1%
65 and 66 years	166	1%	964	1%	1,869	1%
67 to 69 years	98	1%	943	1%	2,221	1%
70 to 74 years	82	1%	1,115	1%	2,700	1%
75 to 79 years	99	1%	792	1%	1,946	1%
80 to 84 years	73	0%	566	0%	1,729	1%
85 years and over	126	1%	818	1%	1,987	1%

Source: U.S. Census Bureau, 2011-2015 American Community Survey, Tables B01001, B01003. The numbers in the above table do not total up due to rounding.

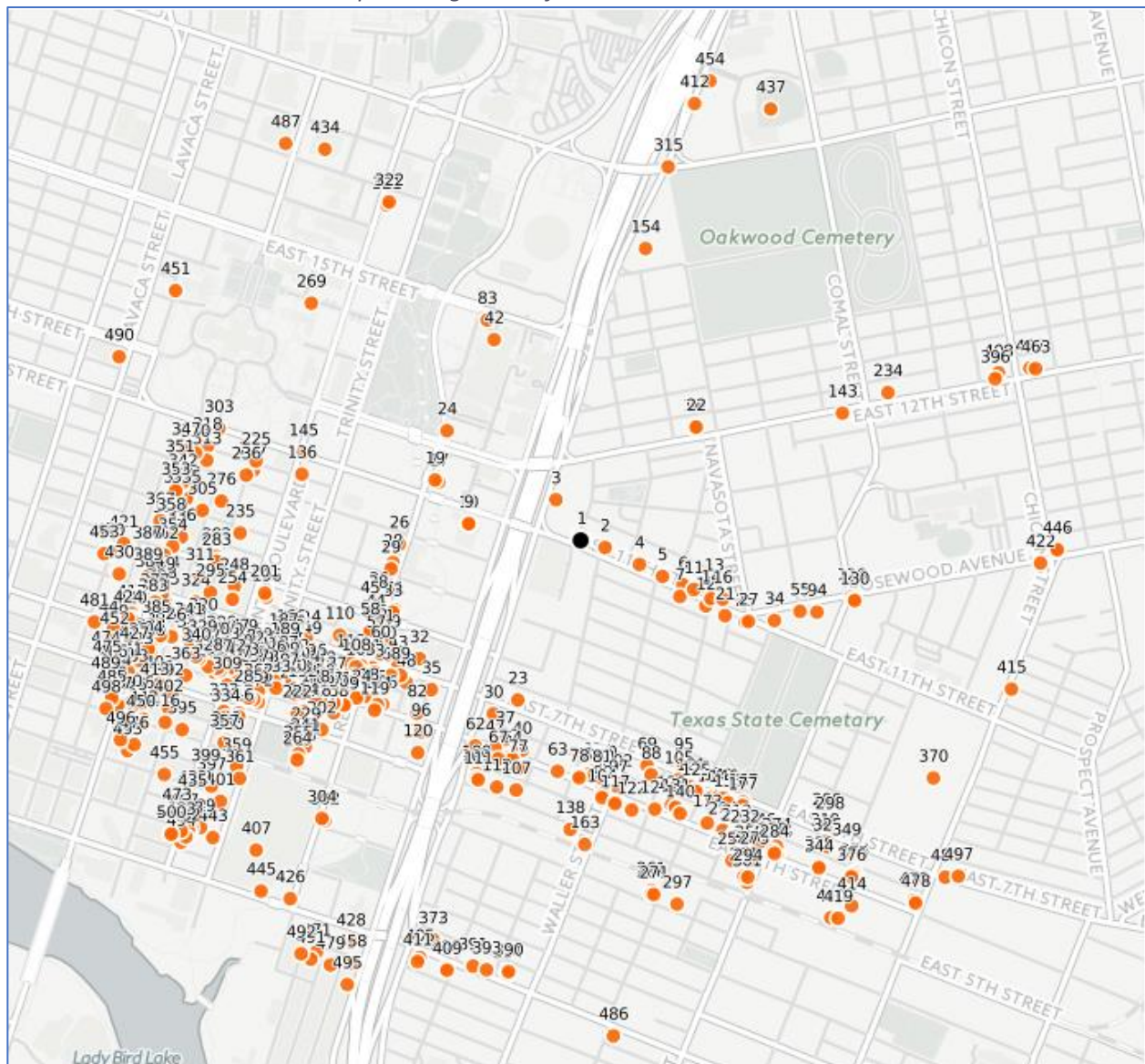
Map of 500 Restaurants around 900 E 11th St, Austin, TX 78702

Competitor Maps & Lists cost \$199 and add an additional day of work (2 business day turn around). You'll get an interactive map and an Excel file with the names & addresses of the competitors. Select "Competitor list & map +\$199 and 1 business day" when ordering your report.

Interactive Map:

https://cubit.cartodb.com/viz/555f74bc-0939-11e5-9002-0e0c41326911/embed_map

- Hopefully helpful Hints. Click on Visible Layers. Turn off all layers except for Restaurants. Zoom in. You can click on each point to get data for each restaurant.



Methodology

First, a geographic information system (GIS) analysis calculates the project's radius(es). The GIS analysis then identifies the 2015 US Census Bureau block groups that intersect the project's radiuses. Then, the GIS analysis calculates the percent of each block group within each radius distance (overlap). Next, the overlap percent is multiplied by the demographics for each block group. Finally, the radius demographic estimate equals the sum of the overlap multiplied by the demographics for all block groups that intersect a 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; and
3. **data comparability** (because estimates for small radiuses and large radiuses use the same methodology, geographies and datasets).

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.

If you have any questions, you can reach Cubit at 1.800.939.2130 or at www.cubitplanning.com.