


Comparative Demographics | Driftwood vs. Austin

ANNUAL POPULATION GROWTH

Driftwood
78% HIGHER
than
Austin


78%



% HOME VALUES \$500,000+

Driftwood
85% HIGHER
than
Austin


85%



% HOUSEHOLD INCOMES \$100,000+

Driftwood
92% HIGHER
than
Austin


92%



% HOUSEHOLD NET WORTH \$500,000+

Driftwood
223% HIGHER
than
Austin


223%



CRIME INDEX

Driftwood
79% LOWER
than
Austin


79%



% ADULTS AT LEAST BACHELOR'S DEGREE

Driftwood
14% HIGHER
than
Austin


14%



% HOMES WITH CHILDREN

Driftwood
14% LOWER
than
Austin


14%



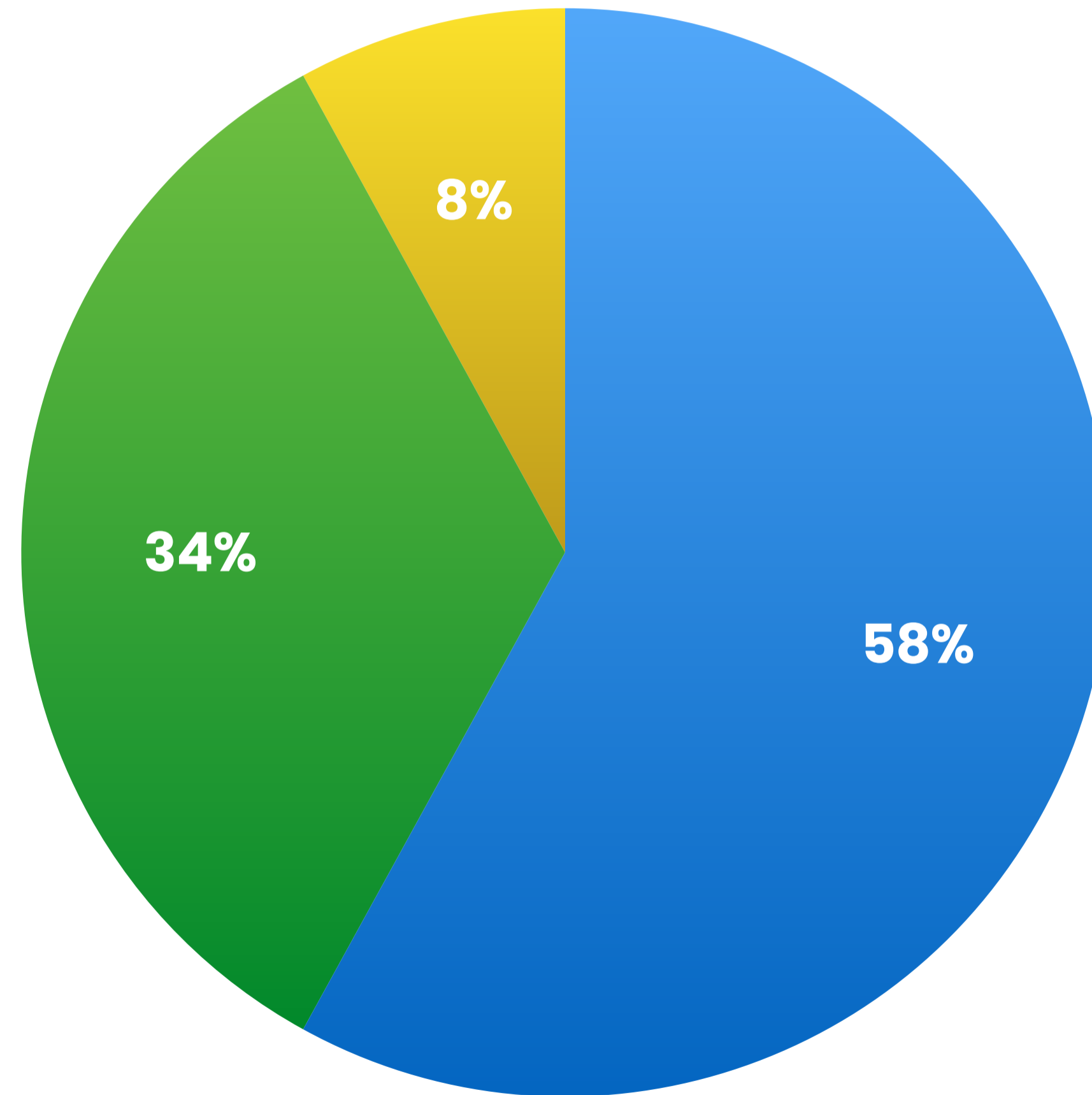
% HOMES OWNER OCCUPIED

Driftwood
89% HIGHER
than
Austin

89%



Lifestyles & Choices | Driftwood



58% Savvy Suburbanites

- 2.8 avg. household size
- 44 median age
- 48% college graduates
- 90%+ owner occupied homes
- Many empty nesters
- Well connected via internet
- Enjoy good food and wine

8% Professional Pride

- 3.1 avg. household size
- 41 median age
- Well educated
- Invest in stocks
- Long commutes
- Over 80% married
- Latest home trends

34% Exurbanites

- 2.5 avg. household size
- 50 median age
- Empty nesters
- 80% some college
- Approaching retirement but active
- Affluent & urbane lifestyle
- Active internet users

Infographics | Driftwood

KEY FACTS

4,993

Population



Average Household Size

48.4

Median Age

\$117,902

Median Household Income

BUSINESS



95

Total Businesses



1,271

Total Employees

INCOME



\$117,902

Median Household Income



\$53,533

Per Capita Income



\$500,001

Median Net Worth

EDUCATION

5%

No High School Diploma



18%

High School Graduate



20%

Some College



56%

Bachelor's/Grad/Prof Degree

EMPLOYMENT



White Collar

84%



Blue Collar

8%



Services

8%



2.9%
Unemployment Rate

Households By Income

The largest group: \$100,000 - \$149,999 (23.9%)

The smallest group: <\$15,000 (4.1%)

Indicator	Value	Difference
<\$15,000	4.1%	-7.0%
\$15,000 - \$24,999	4.1%	-3.8%
\$25,000 - \$34,999	5.3%	-2.3%
\$35,000 - \$49,999	7.0%	-4.3%
\$50,000 - \$74,999	8.9%	-8.1%
\$75,000 - \$99,999	9.4%	-3.8%
\$100,000 - \$149,999	23.9%	+6.5%
\$150,000 - \$199,999	19.8%	+12.4%
\$200,000+	17.4%	+10.4%

Bars show deviation from
Hays County