



Community Profile

44584-Marketplace at Westlake
 3700 Bee Caves Rd
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 30.27965
 Longitude: -97.80704

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,248	48,783	176,341
2010 Total Population	5,032	48,828	189,861
2019 Total Population	5,793	54,291	226,497
2019 Group Quarters	0	141	16,210
2024 Total Population	6,224	57,414	245,691
2019-2024 Annual Rate	1.45%	1.12%	1.64%
2019 Total Daytime Population	15,295	82,795	431,673
Workers	12,194	59,640	330,097
Residents	3,101	23,155	101,576
Household Summary			
2000 Households	1,872	22,043	76,278
2000 Average Household Size	2.80	2.20	2.14
2010 Households	1,894	22,386	84,174
2010 Average Household Size	2.66	2.17	2.06
2019 Households	2,186	24,911	103,324
2019 Average Household Size	2.65	2.17	2.04
2024 Households	2,350	26,379	113,266
2024 Average Household Size	2.65	2.17	2.03
2019-2024 Annual Rate	1.46%	1.15%	1.85%
2010 Families	1,456	11,784	35,420
2010 Average Family Size	3.05	2.94	2.89
2019 Families	1,656	12,903	41,514
2019 Average Family Size	3.06	2.96	2.89
2024 Families	1,766	13,511	44,664
2024 Average Family Size	3.07	2.97	2.90
2019-2024 Annual Rate	1.29%	0.93%	1.47%
Housing Unit Summary			
2000 Housing Units	1,909	23,229	79,987
Owner Occupied Housing Units	77.4%	51.7%	41.4%
Renter Occupied Housing Units	20.7%	43.2%	54.0%
Vacant Housing Units	1.9%	5.1%	4.6%
2010 Housing Units	1,988	24,190	92,317
Owner Occupied Housing Units	80.1%	52.2%	39.7%
Renter Occupied Housing Units	15.1%	40.3%	51.5%
Vacant Housing Units	4.7%	7.5%	8.8%
2019 Housing Units	2,312	26,878	111,240
Owner Occupied Housing Units	77.6%	52.8%	39.1%
Renter Occupied Housing Units	17.0%	39.9%	53.7%
Vacant Housing Units	5.4%	7.3%	7.1%
2024 Housing Units	2,480	28,419	121,516
Owner Occupied Housing Units	77.9%	52.6%	38.5%
Renter Occupied Housing Units	16.9%	40.2%	54.7%
Vacant Housing Units	5.2%	7.2%	6.8%
Median Household Income			
2019	\$157,335	\$113,570	\$81,569
2024	\$158,127	\$122,040	\$91,631
Median Home Value			
2019	\$691,983	\$654,415	\$518,276
2024	\$698,901	\$665,682	\$525,409
Per Capita Income			
2019	\$82,194	\$78,393	\$57,870
2024	\$84,676	\$84,435	\$63,752
Median Age			
2010	43.7	37.7	30.9
2019	46.1	39.3	32.7
2024	46.6	40.0	33.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	2,186	24,911	103,324
<\$15,000	1.8%	3.7%	11.1%
\$15,000 - \$24,999	2.0%	3.7%	6.0%
\$25,000 - \$34,999	1.6%	4.3%	5.5%
\$35,000 - \$49,999	3.9%	7.2%	9.1%
\$50,000 - \$74,999	8.4%	13.2%	15.0%
\$75,000 - \$99,999	7.1%	11.5%	10.6%
\$100,000 - \$149,999	21.8%	17.7%	16.3%
\$150,000 - \$199,999	17.1%	12.5%	9.7%
\$200,000+	36.2%	26.1%	16.8%
Average Household Income	\$218,558	\$169,601	\$126,323
2024 Households by Income			
Household Income Base	2,350	26,379	113,266
<\$15,000	1.8%	3.1%	9.6%
\$15,000 - \$24,999	2.0%	3.1%	5.2%
\$25,000 - \$34,999	1.6%	3.6%	4.8%
\$35,000 - \$49,999	3.7%	6.3%	8.2%
\$50,000 - \$74,999	8.6%	12.7%	14.7%
\$75,000 - \$99,999	6.9%	11.2%	10.6%
\$100,000 - \$149,999	21.4%	18.6%	18.0%
\$150,000 - \$199,999	18.1%	14.3%	11.4%
\$200,000+	35.8%	27.1%	17.7%
Average Household Income	\$225,256	\$182,253	\$137,773
2019 Owner Occupied Housing Units by Value			
Total	1,793	14,185	43,526
<\$50,000	0.4%	0.3%	0.5%
\$50,000 - \$99,999	0.3%	0.1%	0.3%
\$100,000 - \$149,999	0.1%	0.2%	0.7%
\$150,000 - \$199,999	0.2%	0.5%	2.4%
\$200,000 - \$249,999	0.6%	1.8%	5.0%
\$250,000 - \$299,999	0.1%	1.3%	6.2%
\$300,000 - \$399,999	7.5%	9.6%	16.4%
\$400,000 - \$499,999	10.4%	16.1%	16.7%
\$500,000 - \$749,999	39.7%	32.5%	25.7%
\$750,000 - \$999,999	19.0%	18.3%	12.5%
\$1,000,000 - \$1,499,999	15.3%	11.7%	7.7%
\$1,500,000 - \$1,999,999	2.7%	3.3%	2.3%
\$2,000,000 +	3.7%	4.2%	3.7%
Average Home Value	\$812,458	\$777,466	\$655,551
2024 Owner Occupied Housing Units by Value			
Total	1,931	14,942	46,778
<\$50,000	0.2%	0.1%	0.2%
\$50,000 - \$99,999	0.1%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.3%
\$150,000 - \$199,999	0.1%	0.3%	1.4%
\$200,000 - \$249,999	0.4%	1.1%	3.9%
\$250,000 - \$299,999	0.1%	0.9%	5.2%
\$300,000 - \$399,999	7.1%	8.9%	17.0%
\$400,000 - \$499,999	11.1%	18.0%	19.3%
\$500,000 - \$749,999	38.9%	31.2%	25.1%
\$750,000 - \$999,999	20.9%	20.0%	13.3%
\$1,000,000 - \$1,499,999	14.8%	11.7%	7.8%
\$1,500,000 - \$1,999,999	2.6%	3.4%	2.4%
\$2,000,000 +	3.8%	4.4%	4.0%
Average Home Value	\$817,744	\$791,569	\$674,408

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,033	48,833	189,858
0 - 4	5.3%	5.2%	4.7%
5 - 9	7.6%	6.0%	4.5%
10 - 14	8.7%	6.2%	4.2%
15 - 24	11.1%	10.7%	24.5%
25 - 34	6.3%	17.8%	19.1%
35 - 44	13.0%	14.9%	13.0%
45 - 54	19.6%	15.4%	11.9%
55 - 64	17.3%	13.6%	10.0%
65 - 74	6.8%	5.6%	4.3%
75 - 84	3.6%	3.0%	2.5%
85 +	0.7%	1.7%	1.4%
18 +	72.4%	78.9%	84.1%
2019 Population by Age			
Total	5,793	54,293	226,496
0 - 4	4.8%	4.7%	4.2%
5 - 9	6.1%	5.0%	4.1%
10 - 14	7.9%	5.7%	4.2%
15 - 24	12.4%	11.8%	23.4%
25 - 34	7.0%	15.9%	18.0%
35 - 44	10.3%	14.5%	13.5%
45 - 54	14.4%	13.3%	10.8%
55 - 64	17.9%	14.0%	10.4%
65 - 74	12.8%	9.7%	6.9%
75 - 84	4.9%	3.7%	2.9%
85 +	1.5%	1.7%	1.5%
18 +	76.5%	81.1%	84.9%
2024 Population by Age			
Total	6,221	57,411	245,690
0 - 4	4.8%	4.7%	4.3%
5 - 9	6.2%	4.9%	4.0%
10 - 14	6.8%	5.1%	3.9%
15 - 24	10.7%	11.3%	23.2%
25 - 34	8.6%	16.5%	18.0%
35 - 44	11.0%	14.6%	13.5%
45 - 54	13.2%	12.6%	10.8%
55 - 64	15.6%	12.8%	9.7%
65 - 74	14.5%	10.6%	7.5%
75 - 84	6.7%	5.0%	3.7%
85 +	1.9%	1.8%	1.6%
18 +	78.2%	82.1%	85.4%
2010 Population by Sex			
Males	2,474	24,037	95,471
Females	2,557	24,791	94,390
2019 Population by Sex			
Males	2,855	26,793	114,021
Females	2,938	27,498	112,476
2024 Population by Sex			
Males	3,072	28,386	123,191
Females	3,151	29,027	122,500

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	5,032	48,828	189,862
White Alone	92.3%	89.2%	81.0%
Black Alone	0.5%	1.0%	3.0%
American Indian Alone	0.3%	0.4%	0.6%
Asian Alone	3.8%	5.7%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	1.5%	5.8%
Two or More Races	2.0%	2.2%	2.9%
Hispanic Origin	7.2%	9.1%	18.8%
Diversity Index	26.1	33.3	54.0
2019 Population by Race/Ethnicity			
Total	5,794	54,291	226,497
White Alone	90.8%	87.5%	79.0%
Black Alone	0.5%	1.0%	3.1%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	4.9%	6.9%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	1.6%	6.1%
Two or More Races	2.4%	2.5%	3.3%
Hispanic Origin	7.8%	9.5%	19.7%
Diversity Index	29.2	36.2	56.9
2024 Population by Race/Ethnicity			
Total	6,225	57,413	245,691
White Alone	89.8%	86.4%	77.9%
Black Alone	0.5%	1.0%	3.1%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	5.6%	7.8%	8.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	1.6%	6.2%
Two or More Races	2.7%	2.8%	3.5%
Hispanic Origin	8.4%	10.0%	20.6%
Diversity Index	31.5	38.2	58.6
2010 Population by Relationship and Household Type			
Total	5,032	48,828	189,861
In Households	100.0%	99.7%	91.5%
In Family Households	88.9%	71.8%	55.3%
Householder	28.8%	24.3%	18.7%
Spouse	25.2%	20.6%	14.3%
Child	33.1%	24.6%	18.7%
Other relative	1.0%	1.4%	2.3%
Nonrelative	0.8%	0.9%	1.3%
In Nonfamily Households	11.1%	27.9%	36.2%
In Group Quarters	0.0%	0.3%	8.5%
Institutionalized Population	0.0%	0.2%	0.8%
Noninstitutionalized Population	0.0%	0.1%	7.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	3,993	39,487	145,205
Less than 9th Grade	0.0%	0.8%	2.1%
9th - 12th Grade, No Diploma	0.8%	1.3%	2.4%
High School Graduate	4.7%	3.8%	6.9%
GED/Alternative Credential	2.2%	0.7%	1.5%
Some College, No Degree	9.2%	10.3%	14.0%
Associate Degree	4.3%	3.6%	4.3%
Bachelor's Degree	43.5%	43.6%	40.2%
Graduate/Professional Degree	35.2%	36.0%	28.8%
2019 Population 15+ by Marital Status			
Total	4,708	45,898	198,191
Never Married	23.9%	34.1%	50.9%
Married	63.0%	53.6%	36.7%
Widowed	4.2%	3.3%	2.7%
Divorced	8.9%	9.0%	9.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.7%	97.6%	96.5%
Civilian Unemployed (Unemployment Rate)	4.4%	2.4%	3.5%
2019 Employed Population 16+ by Industry			
Total	2,741	31,665	127,614
Agriculture/Mining	0.8%	1.1%	0.7%
Construction	3.0%	2.9%	3.7%
Manufacturing	7.2%	7.0%	6.5%
Wholesale Trade	0.8%	1.7%	1.6%
Retail Trade	5.9%	6.4%	8.1%
Transportation/Utilities	2.1%	2.3%	2.7%
Information	2.8%	4.5%	4.0%
Finance/Insurance/Real Estate	13.0%	10.1%	8.4%
Services	62.4%	60.3%	59.9%
Public Administration	2.0%	3.8%	4.5%
2019 Employed Population 16+ by Occupation			
Total	2,744	31,662	127,614
White Collar	87.8%	86.5%	80.0%
Management/Business/Financial	30.7%	27.7%	24.0%
Professional	36.8%	38.2%	34.7%
Sales	12.8%	12.9%	12.1%
Administrative Support	7.5%	7.7%	9.3%
Services	8.2%	8.9%	13.0%
Blue Collar	4.0%	4.6%	7.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.0%	0.8%	2.0%
Installation/Maintenance/Repair	2.2%	0.9%	1.1%
Production	1.0%	1.3%	1.6%
Transportation/Material Moving	0.8%	1.5%	2.1%
2010 Population By Urban/ Rural Status			
Total Population	5,032	48,828	189,861
Population Inside Urbanized Area	100.0%	99.1%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.9%	0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,895	22,386	84,174
Households with 1 Person	18.1%	36.4%	40.4%
Households with 2+ People	81.9%	63.6%	59.6%
Family Households	76.8%	52.6%	42.1%
Husband-wife Families	67.0%	44.5%	32.2%
With Related Children	33.1%	20.4%	14.0%
Other Family (No Spouse Present)	9.8%	8.1%	9.9%
Other Family with Male Householder	3.0%	2.5%	3.0%
With Related Children	2.0%	1.3%	1.4%
Other Family with Female Householder	6.8%	5.6%	6.9%
With Related Children	4.7%	3.7%	4.2%
Nonfamily Households	5.1%	10.9%	17.5%
All Households with Children	40.0%	25.6%	19.9%
Multigenerational Households	1.3%	0.8%	1.2%
Unmarried Partner Households	3.8%	5.8%	7.3%
Male-female	2.6%	4.7%	6.0%
Same-sex	1.2%	1.1%	1.3%
2010 Households by Size			
Total	1,894	22,385	84,174
1 Person Household	18.1%	36.4%	40.4%
2 Person Household	36.6%	34.5%	34.0%
3 Person Household	17.5%	12.9%	12.1%
4 Person Household	18.6%	11.1%	8.8%
5 Person Household	7.2%	4.0%	3.2%
6 Person Household	1.5%	0.9%	1.0%
7 + Person Household	0.4%	0.3%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,894	22,386	84,174
Owner Occupied	84.1%	56.4%	43.5%
Owned with a Mortgage/Loan	56.5%	38.9%	30.4%
Owned Free and Clear	27.6%	17.6%	13.1%
Renter Occupied	15.9%	43.6%	56.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,988	24,190	92,317
Housing Units Inside Urbanized Area	100.0%	99.5%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Top Tier (1A)	Top Tier (1A)	Metro Renters (3B)
2.	Urban Chic (2A)	Metro Renters (3B)	Top Tier (1A)
3.	Savvy Suburbanites (1D)	Emerald City (8B)	Emerald City (8B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$10,826,285	\$103,743,666	\$335,930,712
Average Spent	\$4,952.55	\$4,164.57	\$3,251.24
Spending Potential Index	231	194	152
Education: Total \$	\$10,586,166	\$84,371,556	\$260,083,005
Average Spent	\$4,842.71	\$3,386.92	\$2,517.16
Spending Potential Index	304	213	158
Entertainment/Recreation: Total \$	\$17,251,425	\$152,400,096	\$472,731,679
Average Spent	\$7,891.78	\$6,117.78	\$4,575.24
Spending Potential Index	241	187	140
Food at Home: Total \$	\$24,491,785	\$235,122,877	\$766,527,427
Average Spent	\$11,203.93	\$9,438.52	\$7,418.68
Spending Potential Index	217	182	143
Food Away from Home: Total \$	\$18,385,564	\$177,221,983	\$578,834,863
Average Spent	\$8,410.60	\$7,114.21	\$5,602.13
Spending Potential Index	229	194	152
Health Care: Total \$	\$29,444,109	\$258,256,612	\$800,968,896
Average Spent	\$13,469.40	\$10,367.17	\$7,752.01
Spending Potential Index	227	175	131
HH Furnishings & Equipment: Total \$	\$11,106,895	\$99,479,745	\$313,107,852
Average Spent	\$5,080.92	\$3,993.41	\$3,030.35
Spending Potential Index	238	187	142
Personal Care Products & Services: Total \$	\$4,603,307	\$41,977,415	\$133,417,086
Average Spent	\$2,105.81	\$1,685.10	\$1,291.25
Spending Potential Index	238	190	146
Shelter: Total \$	\$98,517,523	\$913,934,184	\$2,904,782,603
Average Spent	\$45,067.49	\$36,687.98	\$28,113.34
Spending Potential Index	244	198	152
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,028,312	\$117,885,147	\$351,833,682
Average Spent	\$6,417.34	\$4,732.25	\$3,405.15
Spending Potential Index	259	191	137
Travel: Total \$	\$13,405,443	\$110,692,044	\$326,473,540
Average Spent	\$6,132.41	\$4,443.50	\$3,159.71
Spending Potential Index	273	198	141
Vehicle Maintenance & Repairs: Total \$	\$5,749,888	\$52,814,870	\$173,203,822
Average Spent	\$2,630.32	\$2,120.14	\$1,676.32
Spending Potential Index	230	185	147

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.