



Thank you for your interest in Austin. I'm honored to serve as mayor of one of the most dynamic cities anywhere. Austin is an international center of innovation, and a hub of the high-tech green economy of the future.

Key drivers of our success include the pipeline of entrepreneurial talent constantly emerging from our top-ranked educational institutions; our ongoing recruitment of America's most promising companies and professionals; and our growing base of major employers and start-up companies developing everything from solar technologies to wireless applications.

Don't just take my word for it. Please come visit us, and see for yourself what Austin has to offer. We look forward to doing business with you.

Mayor Lee Leffingwell



# Austin, Texas.

Even our numbers are in great shape.

## Austin in the News

Forbes calls Austin **America's No. 1 "Boom Town"** July 2011

Austin leads nation as **Best City for Small Business**, The Business Journals on Numbers, May 2012

Austin is ranked **#1 on Kiplinger's list of the Best Cities for the Next Decade**, May 2010

Austin is the **Top U.S. City for Young Adults**, Business Journals, June 2011

Austin is ranked by Forbes as the **Best City for Jobs**, May 2012

Austin is one of the **Best American Cities to Live and Work**, Business Review USA, January 2011

Austin is the **#3 Biggest Brain Magnet City**, Forbes, February 2011

Austin is the **Top U.S. City in the Global Innovation Economy**, Innovation-cities.com, 2010

Austin is the **#1 Most Popular City for College Graduates**, Brookings Institute, January 2011

Global Trade Magazine designated Austin as **Most Likely to Succeed** among the Top 50 Cities for Global Trade, July 2012

Austin is among **10 Most Affordable Cities**, Forbes, November 2010

Austin is the **#2 IT startup "Hot Spot,"** PayScale, Inc., January 2011

Brookings Institute named Austin the **Most Dynamic American City**, and Austin was the only U.S. city to make the top 30 world rankings, December 2010

Austin is one of the top **10 Greenest Cities in America**, Mother Nature Network, October 2009

Austin is the **4<sup>th</sup> Most Social Media Savvy City**, NetProspex, March 2011

## Austin's Top Employers

Employing 6,000 & over

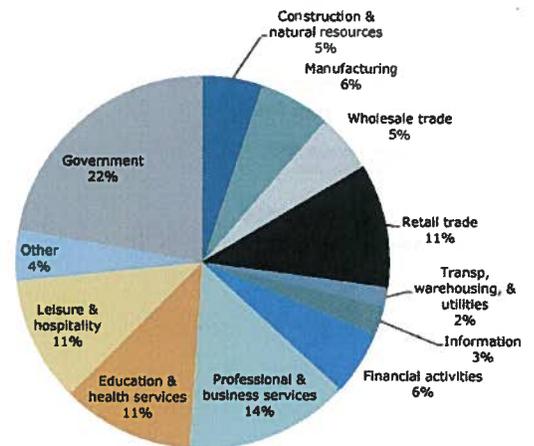
State of Texas	Government	69,777
University of Texas at Austin	Education	25,313
Dell	Computer Manufacturing, Sales, HQ	14,000
City of Austin	Government	12,000
Federal Government	Government	11,991
Seton Healthcare Network	Healthcare services	11,500
AISD	Education	10,672
IBM	Computer Manufacturing, Sales, HQ	6,239
St. David's Healthcare	Healthcare services	6,600

## Other Major Employers

Employing 1,000-5,999 (selected)

Freescale Semiconductor	Semiconductor, HQ	5,000
AT&T	Telecommunications	3,450
Apple	Customer and Internal Support Services	3,000
AMD	Semiconductor, Regional HQ	2,933
Applied Materials	Semiconductor	2,250
National Instruments	Software, Hardware, R&D, HQ	2,200
Girling Health Care	Healthcare, HQ	1,952
Flextronics	Electronics Manufacturing	1,875
Time Warner Cable	Media and Communications	1,765
Whole Foods	Grocery Retailer, HQ	1,694
Lower Colorado River Authority	Conservation and Reclamation District	1,544
JP Morgan Chase	Banking	1,400
Activision Blizzard	Game Software Call Center	1,200
Hospira	Pharmaceuticals	1,365
PPD Development	Biopharmaceuticals	1,100
Samsung Semiconductor	Semiconductor, Regional HQ	1,050
Intel Corp	Microprocessor Design Center	1,000
3M Corp	Electronics Manufacturing, R&D	1,000

## Austin MSA Employment by Industry



Graphic: Greater Austin Chamber of Commerce  
Original data: Texas Workforce Commission

## Population

U.S. Census Bureau

	2010 Population	% Change 1990 – 2000	% Change 2000 – 2010
Austin	790,390	30.7%	20.4%
Austin MSA	1,716,289	47.7%	37.3%
Texas	25,145,561	22.8%	20.6%
U.S.	308,745,538	13.2%	9.7%

The Austin MSA was 8<sup>th</sup> fastest growing metro area in the country from 2000-2010.

## Age

U.S. Census Bureau, City of Austin 2011 ACS Estimate

The median age in Austin is 31.3—six years younger than the national median of 37.3.

## Population Distribution by Age

U.S. Census Bureau, Austin MSA 2011 ACS Estimate

0-19	28.0%
20-34	25.2%
35-64	38.6%
65+	8.3%

## Income

U.S. Department of Housing and Urban Development;  
U.S. Bureau of Economic Analysis

2009	Austin MSA	Texas	U.S.
Median family	\$73,300	\$57,400	\$64,000
Per capita income	\$37,544	\$38,546	\$39,626

## Cost of Living Index

U.S.= 100  
Council for Community & Economic Research, 2011

Manhattan	219.2
San Francisco	162.9
Boston	137.4
Los Angeles	133.0
Chicago	114.8
Denver	105.1
Atlanta	97.4
Phoenix	96.6
Dallas	96.3
Salt Lake City	94.7
Raleigh	93.8
<b>Austin</b>	<b>92.8</b>

## Median Home Sales Price

Existing Single-Family Homes, 2011  
National Association of Realtors

Austin MSA	\$193,100
United States	\$166,200

## Pay Relatives

Pay Relatives for Major Occupational Groups, Austin MSA, July 2010  
Bureau of Labor Statistics

Index, U.S.	100
All occupations	94
Management, Business and Financial	92
Professional and Related	92
Service	91
Sales and Related	102
Office and Administrative Support	95
Construction and Extraction	84
Installation, Maintenance and Repair	108
Production	90
Transportation and Material Moving	97

## Taxes

Texas ranked 13<sup>th</sup> among states for its business tax climate in 2011, according to the Tax Foundation's index.

In 2010, Texas collected the third lowest amount of state tax revenue, in terms of percentage of personal income, in the United States (Source: Federation of Tax Administrators).

### Local Property Tax Rates (%), 2012

Travis County Tax Assessor	
City of Austin	0.5029
Travis County	0.4855
Austin Indep. School District	1.242
Community College	0.0951
Health Care	0.078946
<b>Total</b>	<b>2.382446</b>

### Austin Sales & Use Tax Rates

Texas Comptroller of Public Accounts	
State	6.25%
City	1%
Metro Transit Authority	1%
<b>Total</b>	<b>8.25%</b>

## Educational Attainment

Persons 25 years or older, Austin MSA 2011 ACS Estimate  
U.S. Census Bureau

Graduate degree	14.2%
Bachelor's degree or higher	40.6%
Some college, no degree	21.3%
High school graduate or higher	87.9%

## College Enrollment

Colleges & Universities in the Greater Austin Area  
U.S. National Center for Education Statistics

	Enrollment (Fall 2011*)	Graduates (Year ending June 2011)			
		Associates	Bachelors	Masters	PhD
University of Texas at Austin	51,112		9,054	3,020	1,309
Texas State University	34,087		5,350	1,314	25
St. Edwards University	5,330		959	354	
Concordia University	2,658	12	186	510	
Southwestern University	1,347		308		
Huston-Tillotson University	904		120		
Art Institute of Austin	1,964	6	34		
University of Phoenix	656		44	37	
DeVry University**	350		54	27	
University of Mary Hardin-Baylor	3,137		494	52	17
Texas Lutheran University	1,415		243		
National American University	392	3	1		
Austin Community College	44,100	1,507			
Other Community Colleges and Technical Schools	36,107	3,007			
<b>Total</b>	<b>183,598</b>	<b>4,535</b>	<b>16,847</b>	<b>5,314</b>	<b>1,351</b>

\*Enrollment Figure for Other Community Colleges and Technical Schools from Fall 2010; \*\*DeVry University enrollment data source= DeVry, Inc.

## The Austin Edge:

What the Numbers Won't Tell You

On top of strong economic numbers, Austin has a cultural identity that stands out to any visitor. Where else can you...

...watch the nightly flight of the world's largest urban bat colony?

...take a plunge in a natural spring that stays a cool 68 degrees year-round?

...dine from your choice of over 1,300 food trucks?

...enjoy the annual SXSW film, music, and interactive festivals?

...run, walk, or bike along a river that runs through downtown?

These things and more contribute to Austin's signature "weird"-ness. We are more than just a growing economy; we are a passionate, creative city unlike any other.



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