

# Radius Report

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

Prepared for: Best Texas BBQ · May 4, 2021

**CUBIT**

Prepared by Cubit

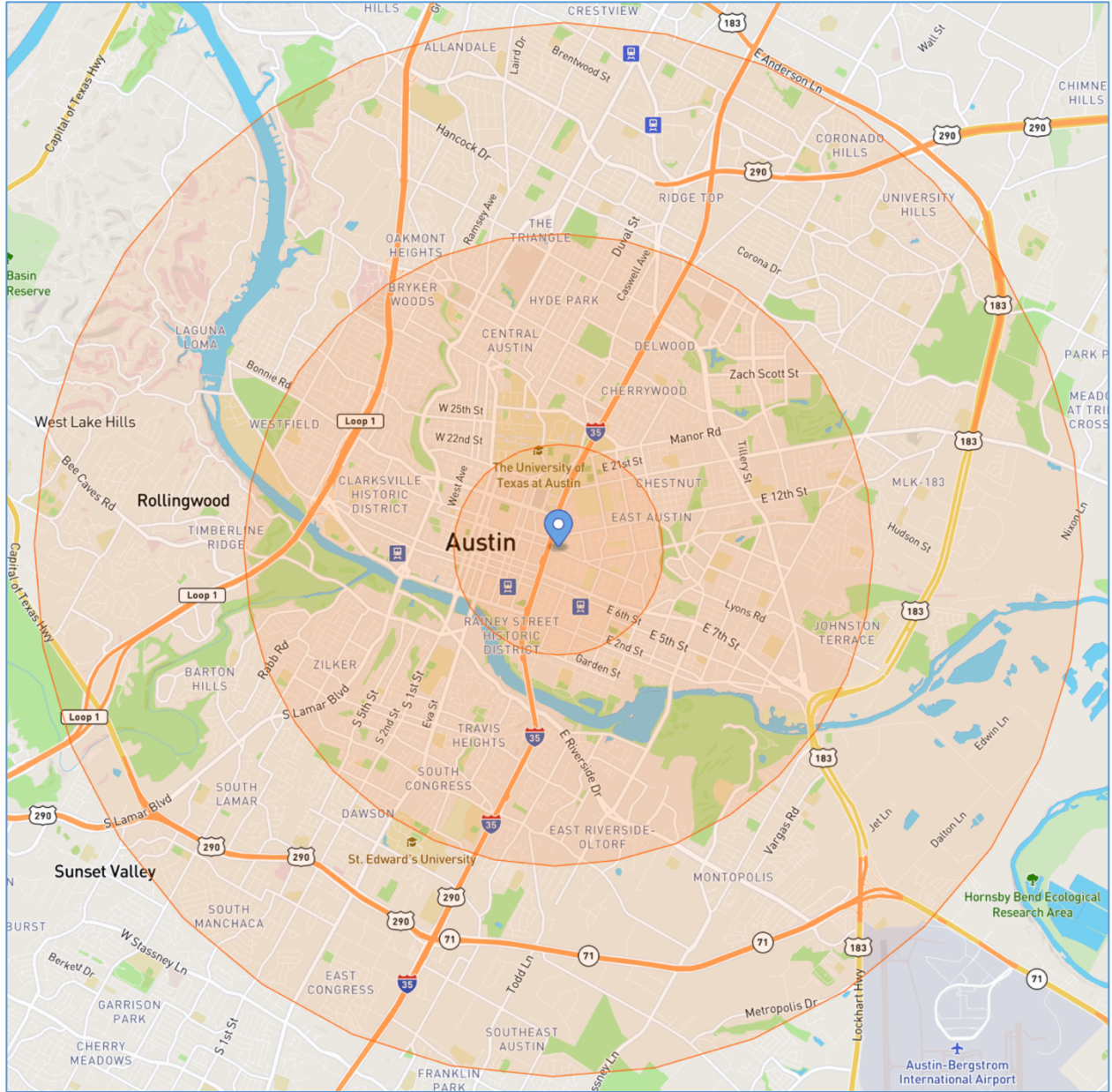
6800 West Gate Blvd. Ste.132-366

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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
Total Population	17,632	169,849	335,223

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B01003

### Age Breakdown

	1 mile		3 miles		5 miles	
Total Population	17,632		169,849		335,223	
9 & under	1,070	6%	13,424	8%	34,777	10%
10 to 19	2,006	11%	20,141	12%	36,751	11%
20 to 29	5,398	31%	56,724	33%	90,349	27%
30 to 39	3,742	21%	31,110	18%	63,832	19%
40 to 49	1,934	11%	17,926	11%	39,429	12%
50 to 59	1,517	9%	13,005	8%	30,648	9%
60 to 69	1,184	7%	10,586	6%	22,936	7%
70 & over	781	4%	6,933	4%	16,502	5%

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B01001

### Race & Ethnicity

	1 mile		3 miles		5 miles	
Total Population	17,632		169,849		335,223	
White	9,388	53%	94,364	56%	173,097	52%
Black	2,339	13%	14,107	8%	28,840	9%
American Indian	23	0%	303	0%	509	0%
Asian	746	4%	11,185	7%	16,346	5%
Pacific Islander	4	0%	100	0%	140	0%
Other race	13	0%	248	0%	588	0%
Two or more races	366	2%	3,941	2%	6,860	2%
Hispanic	4,753	27%	45,601	27%	108,843	32%

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B03002

### Age by Gender Breakdown

	1 mile		3 miles		5 miles	
Total Population	17,632		169,849		335,223	
Total Male	9,580	54%	87,801	52%	172,348	51%
Male - 9 & under	362	2%	6,384	4%	17,374	5%
Male - 10 to 19	829	5%	9,416	6%	17,984	5%
Male - 20 to 29	3,185	18%	29,215	17%	46,568	14%
Male - 30 to 39	2,299	13%	17,058	10%	34,282	10%
Male - 40 to 49	1,052	6%	9,961	6%	21,729	6%
Male - 50 to 59	857	5%	6,792	4%	15,752	5%
Male - 60 to 69	649	4%	5,778	3%	11,577	3%
Male - 70 & over	345	2%	3,196	2%	7,084	2%
Total Female	8,053	46%	82,048	48%	162,874	49%
Female - 9 & under	707	4%	7,040	4%	17,403	5%
Female - 10 to 19	1,176	7%	10,726	6%	18,767	6%
Female - 20 to 29	2,213	13%	27,510	16%	43,781	13%
Female - 30 to 39	1,443	8%	14,052	8%	29,550	9%
Female - 40 to 49	882	5%	7,964	5%	17,700	5%
Female - 50 to 59	660	4%	6,213	4%	14,896	4%
Female - 60 to 69	534	3%	4,807	3%	11,359	3%
Female - 70 & over	436	2%	3,737	2%	9,418	3%

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B01001, B01003

### Income

	1 mile		3 miles		5 miles	
Median Household Income (in 2019 inflation adjusted dollars)	\$84,088		\$59,912		\$60,182	
Households	7,444		69,942		136,894	
Less than \$25,000	1,593	21%	17,076	24%	30,681	22%
\$25,000 to \$49,999	808	11%	13,366	19%	27,914	20%
\$50,000 to \$74,999	1,046	14%	10,583	15%	22,290	16%
\$75,000 to \$99,999	758	10%	6,899	10%	14,549	11%
\$100,000 to \$199,999	2,052	28%	14,116	20%	27,038	20%
\$200,000 or more	1,187	16%	7,901	11%	14,422	11%

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B19001, B19013

## Households

	1 mile		3 miles		5 miles	
Total Households	7,444		69,942		136,894	
Family households	2,409	32%	24,435	35%	56,638	41%
Married couple family	1,665	22%	17,266	25%	39,176	29%
With own children under 18	339	5%	6,168	9%	15,914	12%
Other family	744	10%	7,168	10%	17,462	13%
Single male householder with own children under 18	47	1%	762	1%	1,745	1%
Single female householder with own children under 18	269	4%	2,737	4%	7,066	5%
Nonfamily households	5,035	68%	45,507	65%	80,256	59%

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B11001, B11003

## Educational Attainment

	1 mile		3 miles		5 miles	
Total Population 25 years & Over	12,210		106,041		221,665	
No high school diploma	1,240	10%	10,231	10%	26,118	12%
High school graduate or equal	1,668	14%	12,289	12%	31,253	14%
Some college	1,708	14%	14,813	14%	33,524	15%
Associate's degree	416	3%	4,216	4%	9,840	4%
Bachelor's degree	4,340	36%	39,306	37%	74,893	34%
Masters, doctorate, professional	2,839	23%	25,187	24%	46,039	21%

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B15002

## Employment Status

	1 mile		3 miles		5 miles	
Total Population 16 years & Over	16,286		150,902		284,364	
In labor force	11,345	70%	105,743	70%	205,151	72%
Civilian labor force	11,332	70%	105,690	70%	205,022	72%
Employed	10,819	66%	101,045	67%	196,404	69%
Unemployed	513	3%	4,645	3%	8,618	3%
In armed forces	13	0%	53	0%	130	0%
Not in labor force	4,941	30%	45,160	30%	79,213	28%

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B23025

## Housing Units

	1 mile		3 miles		5 miles	
Housing Units	9,225		81,046		153,996	
Occupied Housing Units	7,444		69,942		136,894	
Owner occupied units	2,708	36%	23,037	33%	50,570	37%
Renter occupied units	4,736	64%	46,905	67%	86,323	63%

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B25024, B25003

## Housing Unit Value

	1 mile		3 miles		5 miles	
Owner Occupied Housing Units	2,708		23,037		50,570	
Less than \$100,000	90	3%	987	4%	2,924	6%
\$100,000 to \$199,999	216	8%	1,809	8%	5,353	11%
\$200,000 to \$299,999	254	9%	3,011	13%	8,709	17%
\$300,000 to \$399,999	667	25%	4,080	18%	8,778	17%
\$400,000 to \$499,999	629	23%	3,255	14%	6,530	13%
\$500,000 or more	851	31%	9,895	43%	18,276	36%

Source: U.S. Census Bureau, 2019 American Community Survey, Tables B25075

## Population Projections

### State and county population projections

	2000	2010	2020	2030	% Population Change			% Population Change 2020-2030
					2000-2010	2010-2020	2020-2030	
<b>Texas</b>	20,851,820	25,145,561	29,677,668	34,894,452				18%
<b>Travis County</b>	812,280	1,024,266	1,291,502	1,540,812				19%

*Source: Texas Demographic Center, Projections of the Population of Texas and Counties in Texas by Age, Sex and Race/Ethnicity for 2010-2050, 2018.*

**Detailed Age Breakdown**

	<b>1 mile</b>		<b>3 miles</b>		<b>5 miles</b>	
<b>Total Population</b>	17,632		169,849		335,223	
Male	9,580	54%	87,801	52%	172,348	51%
Under 5 years	208	1%	3,550	2%	9,133	3%
5 to 9 years	154	1%	2,834	2%	8,241	2%
10 to 14 years	148	1%	2,437	1%	7,208	2%
15 to 17 years	73	0%	1,222	1%	3,338	1%
18 and 19 years	608	3%	5,757	3%	7,438	2%
20 years	263	1%	4,108	2%	4,980	1%
21 years	282	2%	3,827	2%	4,790	1%
22 to 24 years	758	4%	7,136	4%	11,067	3%
25 to 29 years	1,883	11%	14,143	8%	25,731	8%
30 to 34 years	1,356	8%	10,321	6%	19,988	6%
35 to 39 years	943	5%	6,737	4%	14,294	4%
40 to 44 years	508	3%	5,248	3%	11,648	3%
45 to 49 years	544	3%	4,713	3%	10,081	3%
50 to 54 years	337	2%	3,340	2%	8,229	2%
55 to 59 years	520	3%	3,453	2%	7,523	2%
60 and 61 years	204	1%	1,362	1%	2,942	1%
62 to 64 years	190	1%	2,013	1%	3,800	1%
65 and 66 years	118	1%	1,130	1%	2,194	1%
67 to 69 years	137	1%	1,274	1%	2,640	1%
70 to 74 years	146	1%	1,646	1%	3,448	1%
75 to 79 years	71	0%	578	0%	1,479	0%
80 to 84 years	89	1%	485	0%	1,054	0%
85 years and over	39	0%	488	0%	1,102	0%



	1 mile		3 miles		5 miles	
Female:	8,053	46%	82,048	48%	162,874	49%
Under 5 years	465	3%	4,080	2%	9,514	3%
5 to 9 years	243	1%	2,959	2%	7,889	2%
10 to 14 years	109	1%	2,240	1%	6,619	2%
15 to 17 years	116	1%	1,213	1%	3,599	1%
18 and 19 years	951	5%	7,272	4%	8,549	3%
20 years	410	2%	4,190	2%	5,045	2%
21 years	196	1%	4,322	3%	5,552	2%
22 to 24 years	439	2%	6,659	4%	10,597	3%
25 to 29 years	1,168	7%	12,339	7%	22,587	7%
30 to 34 years	884	5%	8,469	5%	17,410	5%
35 to 39 years	560	3%	5,583	3%	12,140	4%
40 to 44 years	442	3%	4,218	2%	9,373	3%
45 to 49 years	439	2%	3,747	2%	8,326	2%
50 to 54 years	324	2%	2,791	2%	7,015	2%
55 to 59 years	336	2%	3,422	2%	7,882	2%
60 and 61 years	127	1%	1,095	1%	2,620	1%
62 to 64 years	121	1%	1,350	1%	3,481	1%
65 and 66 years	152	1%	1,232	1%	2,484	1%
67 to 69 years	135	1%	1,130	1%	2,774	1%
70 to 74 years	166	1%	1,394	1%	3,371	1%
75 to 79 years	94	1%	979	1%	2,266	1%
80 to 84 years	62	0%	551	0%	1,640	0%
85 years and over	114	1%	813	0%	2,141	1%

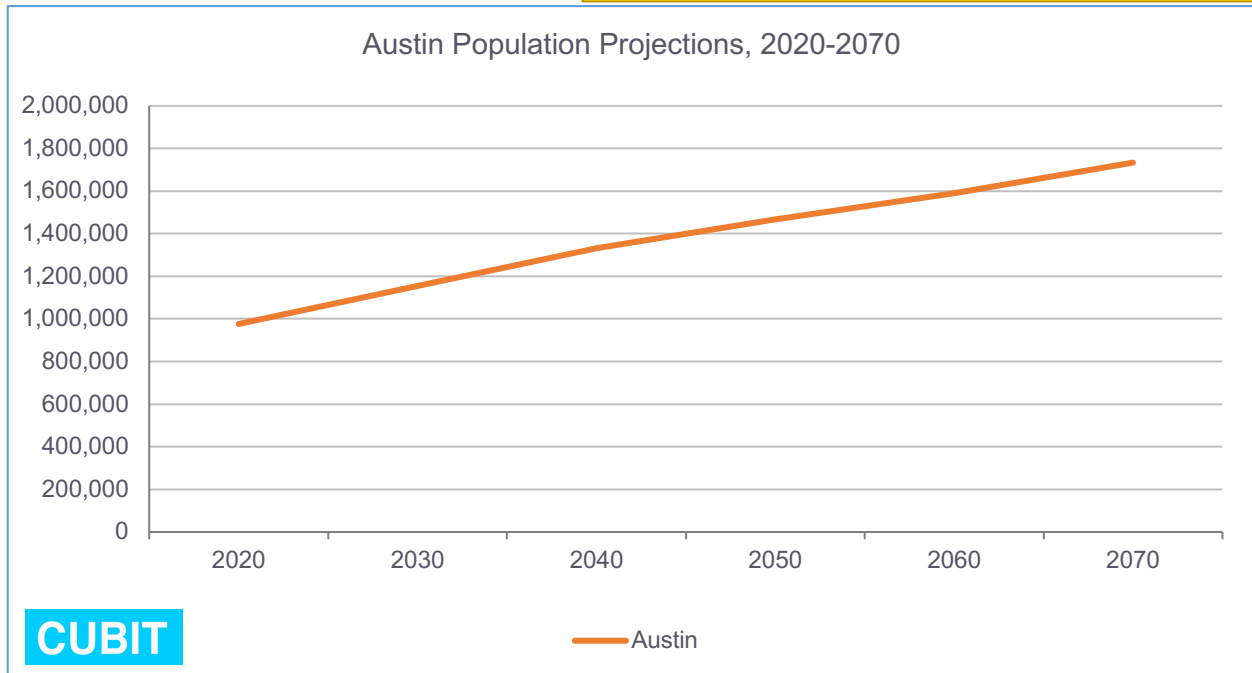
Source: U.S. Census Bureau, 2019 American Community Survey, Tables B01001, B01003. The numbers in the above table may not total up due to rounding.

All data above 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.

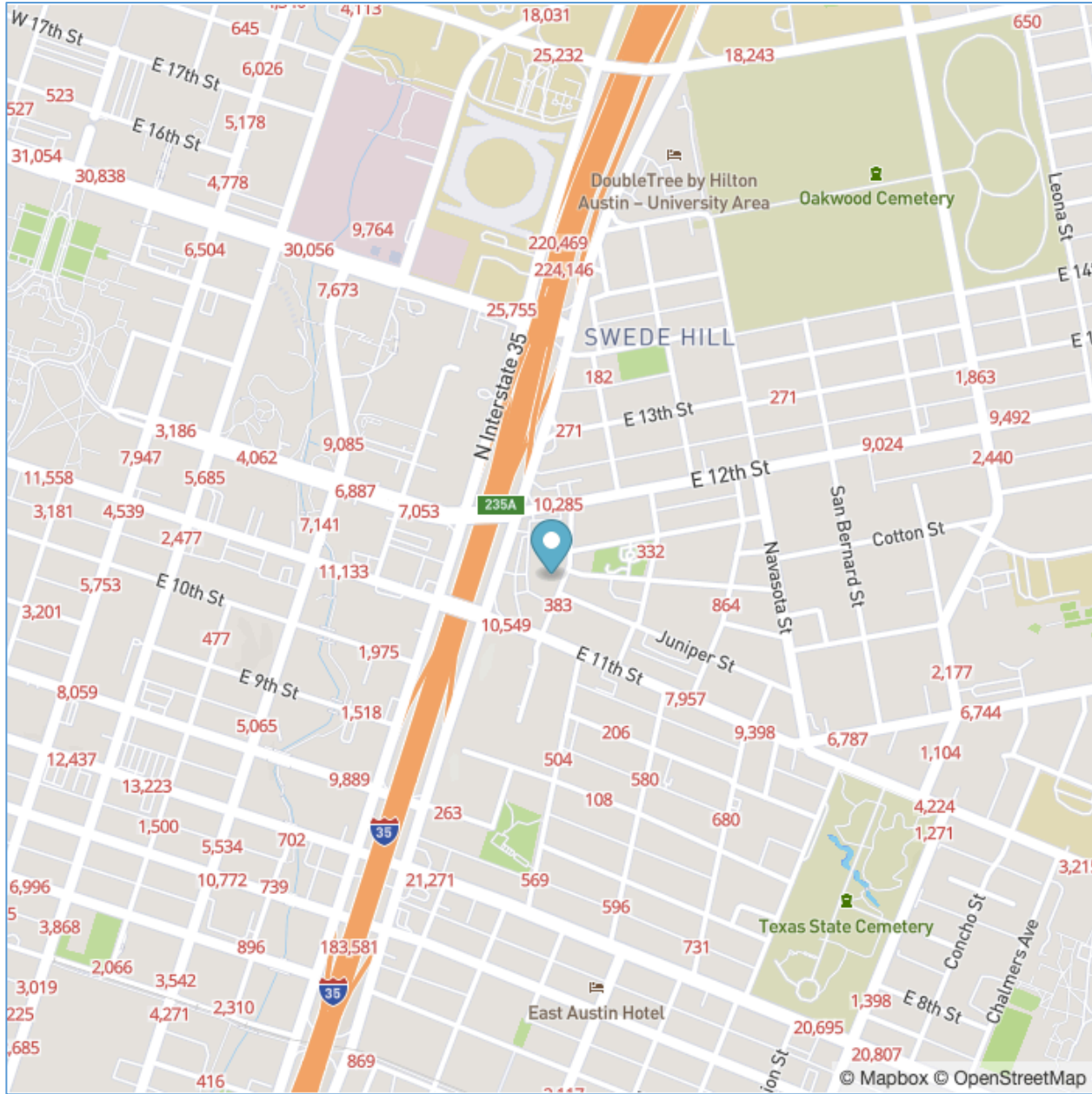


Year	Austin
2020	976,418
2030	1,153,977
2040	1,330,492
2050	1,466,936
2060	1,589,164
2070	1,733,756

Source: Texas Water Development Board. 2016 Regional Water Plan - Population Projections for 2020-2070. Downloaded January 2019.

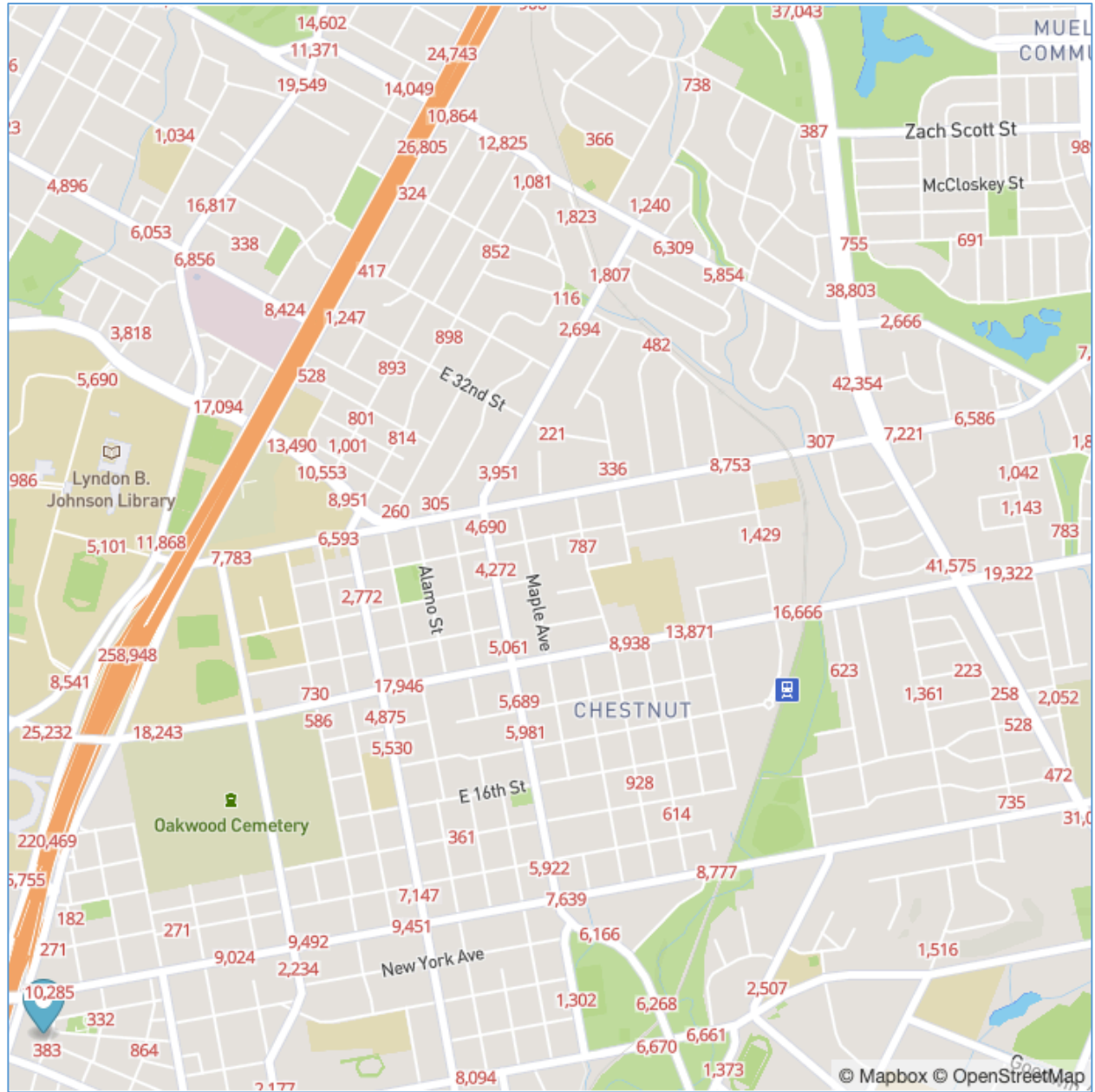
### Traffic Counts 2021 24-hour average daily traffic count estimates

Traffic counts cost \$50. Select "Traffic Counts & Map +\$50" when ordering your report.



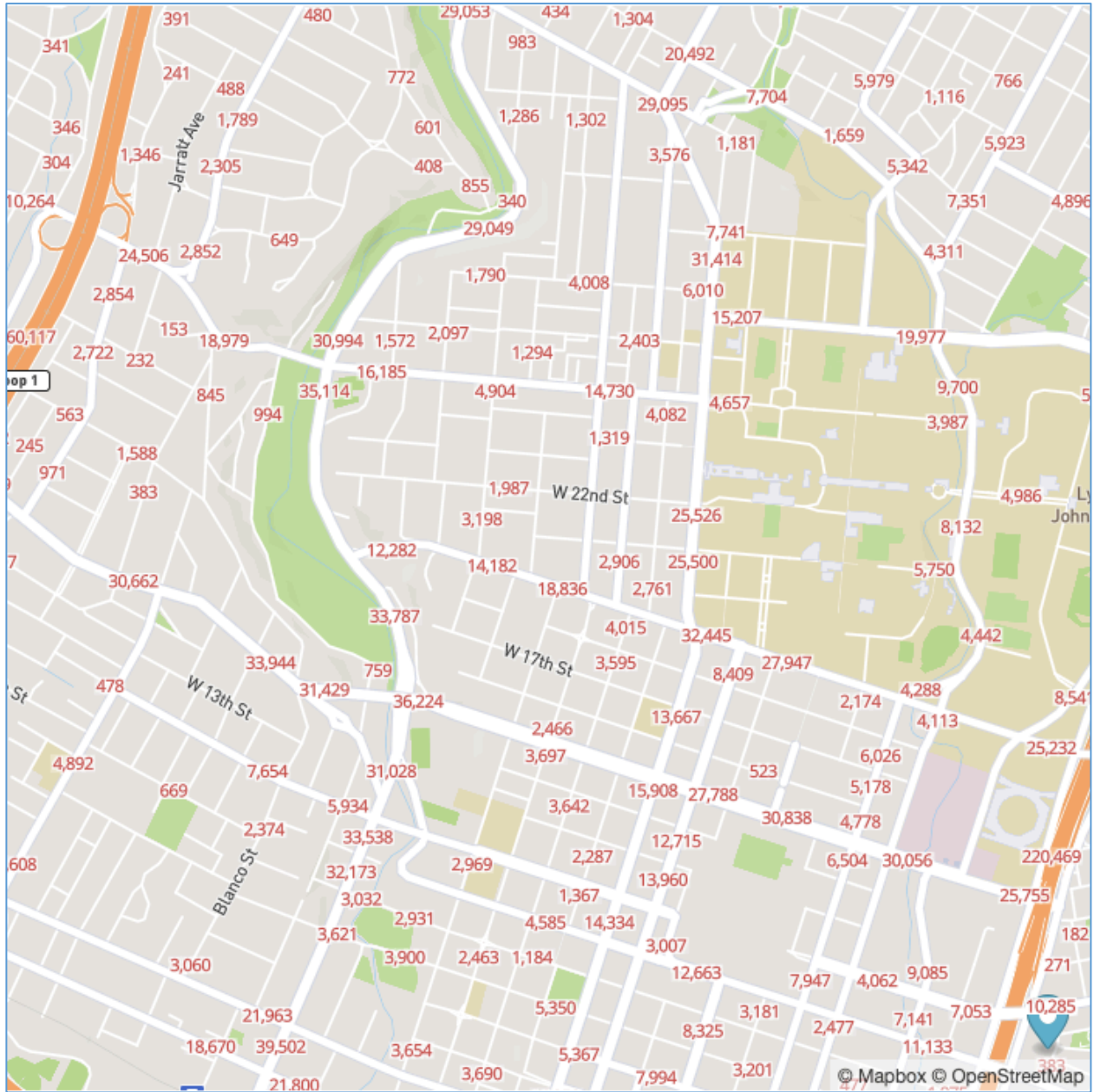
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## Traffic Counts 2021 24-hour average daily traffic count estimates



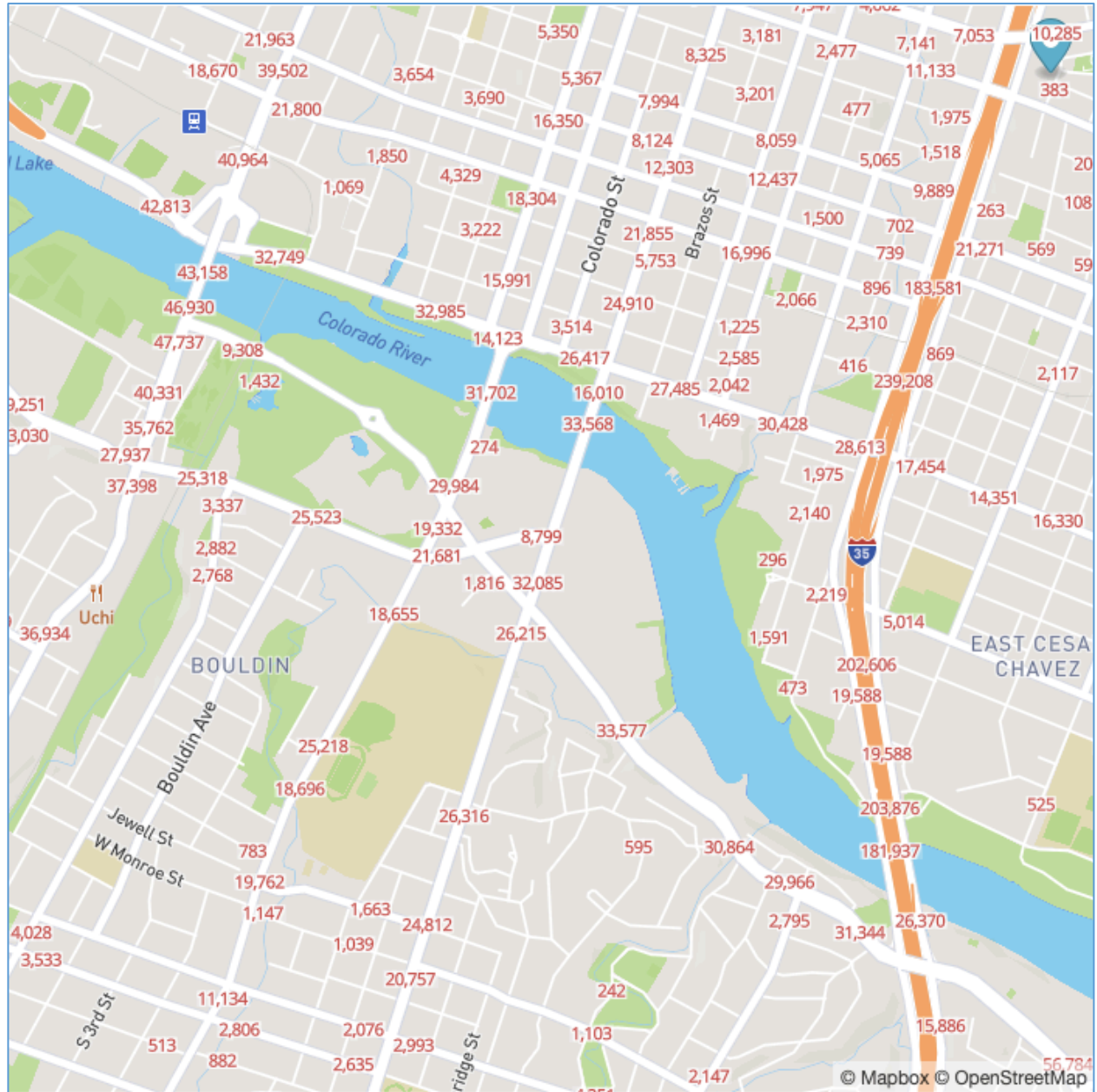
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### Traffic Counts 2021 24-hour average daily traffic count estimates



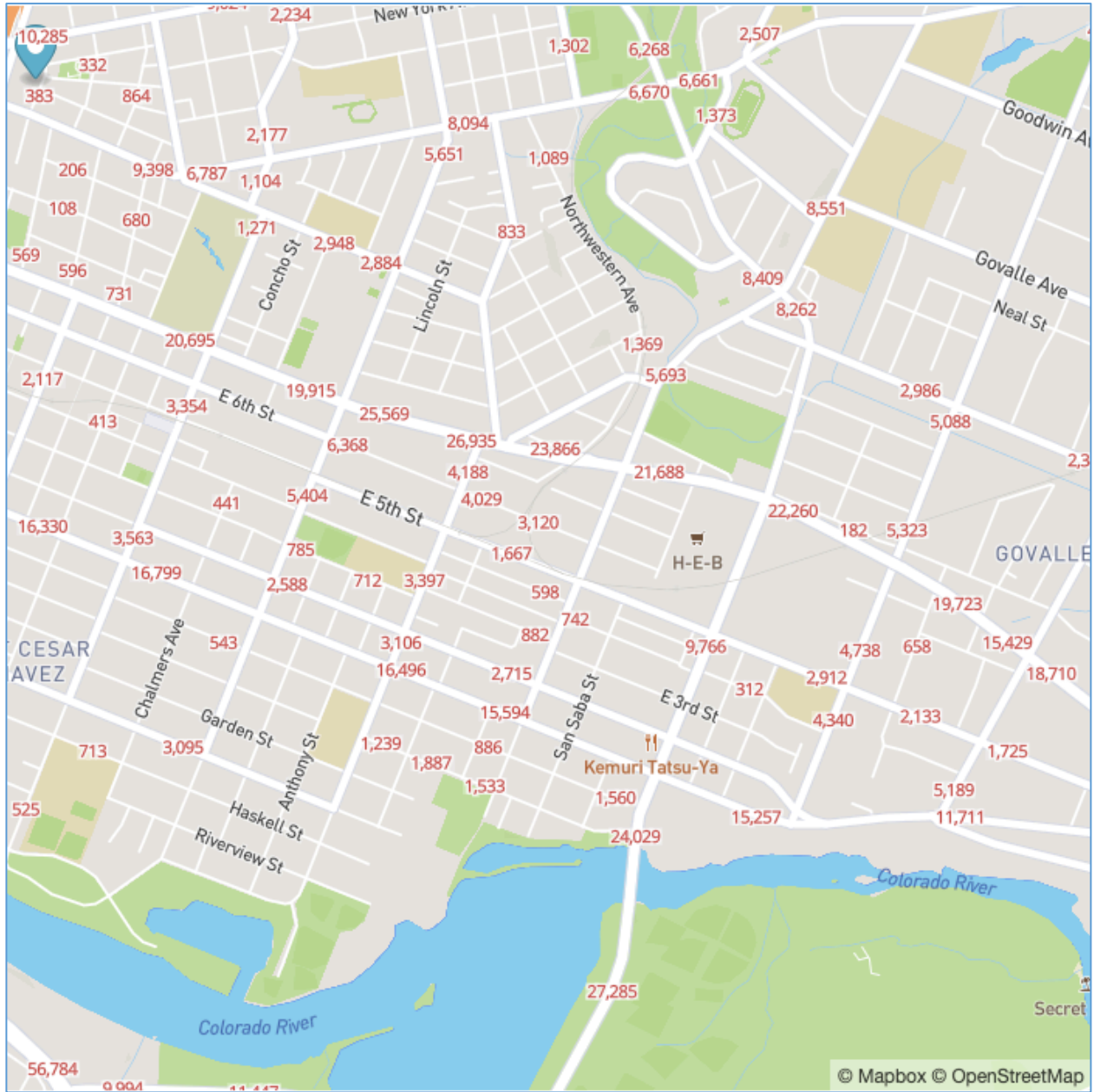
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## Traffic Counts 2021 24-hour average daily traffic count estimates



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### Traffic Counts 2021 24-hour average daily traffic count estimates



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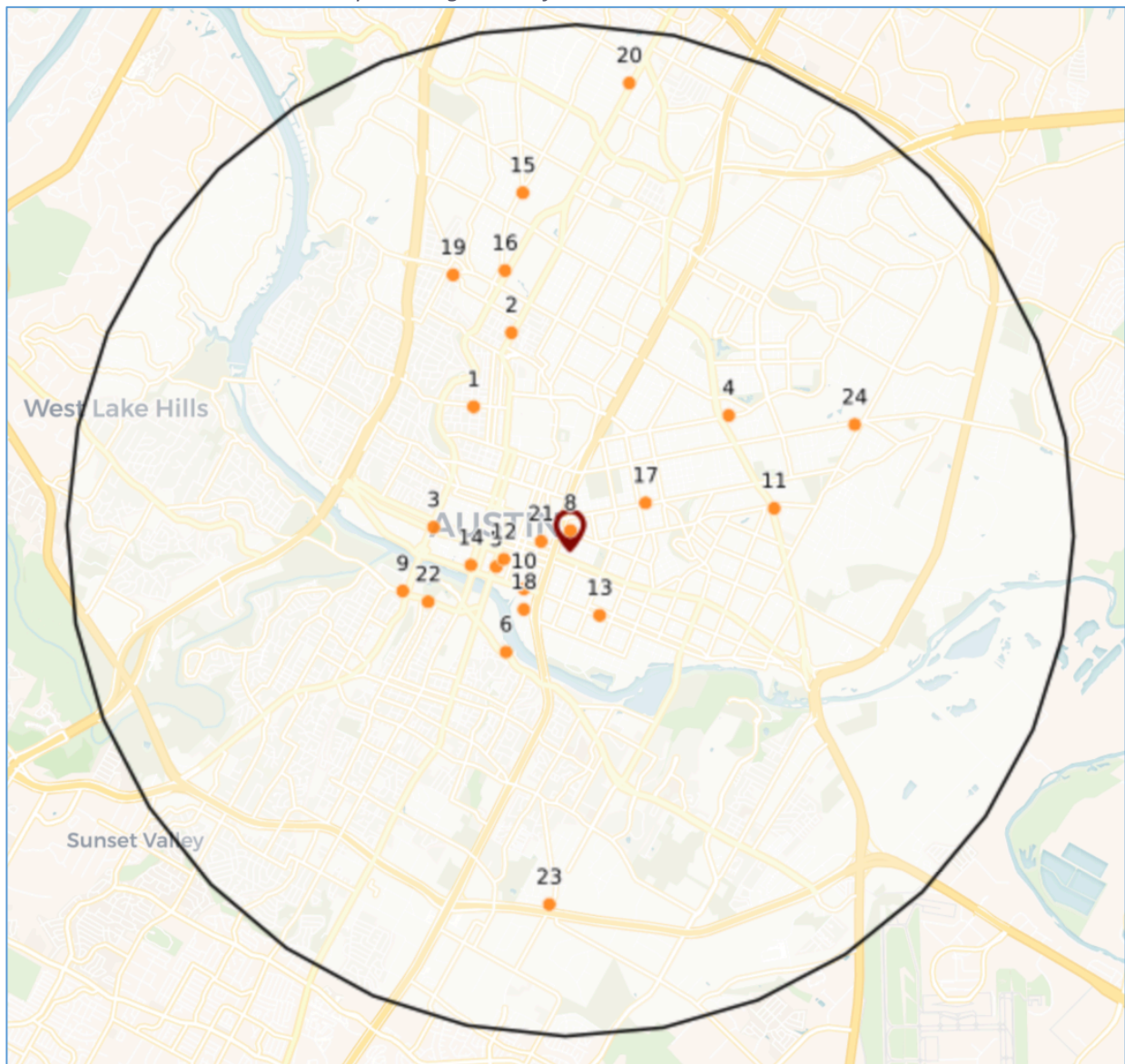
## Map of BBQ Restaurants for 5 miles around 900 E 11th St, Austin, TX 78702

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](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.





**BBQ Restaurants around 900 E 11th St, Austin, TX 78702**

<b>ID</b>	<b>NAME</b>	<b>ADDRESS</b>	<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>
1	Bert's Bar-B-Que	907 W 24th St	Austin	TX	78705-4701
2	Black's Bbq	3110 Guadalupe St # 150	Austin	TX	78705-2859
3	Bowie Bbq	525 N Lamar Blvd	Austin	TX	78703-5411
4	Chilantro Bbq	3110 Manor Rd # B	Austin	TX	78723-5703
5	Cooper's Bbq	217 Congress Ave	Austin	TX	78701-4021
6	County Line Gp Inc	512 E Riverside Dr # 200	Austin	TX	78704-1306
7	Donn's BBQ	2617 S Interstate 35	Austin	TX	78741-5568
8	Franklin Barbecue	900 E 11th St	Austin	TX	78702-1905
9	Green Mesquite BBQ & More	1400 Barton Springs Rd	Austin	TX	78704-1011
10	Iron Works Bbq	100 Red River St	Austin	TX	78701-4127
11	J Leonardi's Barbeque	1149 1/2 Airport Blvd	Austin	TX	78702-3152
12	Juice Land	120 E 4th St	Austin	TX	78701-3915
13	Kerlin Bbq	1700 E Cesar Chavez St	Austin	TX	78702-4402
14	Lamberts Downtown Barbecue	401 W 2nd St	Austin	TX	78701-3802
15	Pit Barbeque	4707 Burnet Rd	Austin	TX	78756-2826
16	Rudy's Country Store & Bar-B-Q	3914 N Lamar Blvd	Austin	TX	78756-4017
17	Sam's Que	2000 E 12th St	Austin	TX	78702-1702
18	Scotty's Bbq	74 Rainey St	Austin	TX	78701-4309
19	Smokey Mo's Bar-B-Q	1601 S Interstate 35 # 320	Austin	TX	78741-2503
20	Stiles Switch	6610 N Lamar Blvd	Austin	TX	78752-3502
21	Stubb's Bar-B-Q	801 Red River St	Austin	TX	78701-3312
22	Terry Black's Barbecue	1003 Barton Springs Rd	Austin	TX	78704-1148
23	Vic's Bar-B-Que	3502 Burlleson Rd	Austin	TX	78741-7227
24	Willie's Bar-B-Que	4505 E Martin Luther King Jr B	Austin	TX	78721-1356

Source: infoUSA

## Methodology

First, a geographic information system (GIS) analysis calculates the project's radius(es). The GIS analysis then identifies the 2019 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](http://www.cubitplanning.com).