



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

The Business Journals ranked Austin the **#1 Hottest Spot to Start a Small Business**, July 2011

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

CNBC ranks Austin as one of the **Best Cities to Relocate to in America**, December 2010

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

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 **4th Most Social Media Savvy City**, NetProspex, March 2011

Austin's Top Employers

Employing 6,000 & over

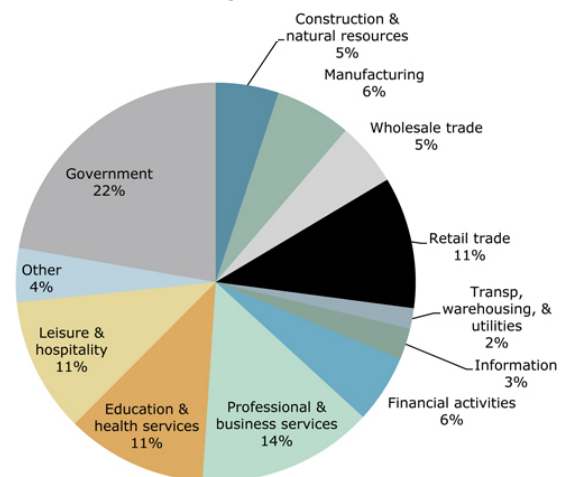
State of Texas	Government	69,777
University of Texas at Austin	Education	25,313
Dell	Computer Manufacturing, Sales, HQ	14,000
City of Austin	Government	12,000
Federal Government	Government	11,991
Seton Healthcare Network	Healthcare services	11,500
AISD	Education	10,672
IBM	Computer Manufacturing, Sales, 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 8th fastest growing metro area in the country from 2000-2010.

Age

U.S. Census Bureau, 2010

Fifty percent of the city's population is in the peak working years between the ages of 18-44 (compared to 36.5% nationally). The median age in Austin is 31—six years younger than the national median of 37.2.

Population Distribution by Age

U.S. Census Bureau, 2010

0-17	22.2%
18-24	14.5%
25-64	56.3%
65+	7.0%

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

Manhattan	216.7
San Francisco	164
Los Angeles	136.4
Boston	132.5
Chicago	116.9
Denver	103.2
Phoenix	100.7
Salt Lake City	100.6
Raleigh	98.2
Atlanta	95.6
Austin	95.5
Dallas	91.9

Median Home Sales Price

Existing Single-Family Homes, 2010
National Association of Realtors

Austin MSA	\$193,600
United States	\$173,100

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 13th 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 (%), 2010

Travis County Tax Assessor

City of Austin	0.4571
Travis County	0.4658
School District	1.227
Community College	0.0951
Health Care	0.0719
Total	2.3169

Austin Sales & Use Tax Rates

Texas Comptroller of Public Accounts

State	6.25%
City	1%
Metro Transit Authority	1%
Total	8.25%

Educational Attainment

Persons 25 years or older, 2005-09 ACS Estimate
U.S. Census Bureau

Graduate degree	15.9%
Bachelor's degree or higher	43.5%
Some college, no degree	18.6%
High school graduate or higher	84.3%

College Enrollment

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

	Enrollment (Fall 2010)	Graduates (Year ending June 2010)			
		Associates	Bachelors	Masters	PhD
University of Texas at Austin	51,195		8,838	2,906	1,382
Texas State University, San Marcos	32,572		5,293	1,231	26
St. Edwards University, Austin	5,454		989	249	
Concordia University, Austin	2,573	12	989	475	
Southwestern University, Georgetown	1,373		285		
Hutson-Tillotson University, Austin	901		94		
Austin Community College	44,100	1,369			
Total	138,168	1,381	15,684	4,861	1,408

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?

...attend a Big Lebowski or Princess Bride quote-a-long?

...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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