INTELLIGENCE
Research & Analysis

322 Highland Spring
Georgetown, TX 78633

For
Diane Hart Alexander
MBA, MHA,
CEO, Broker

ALEX
LABS

ALEX
STUDIOS

January 8, 2023

< >

Flood Zone Determination: **OUT**

COMMUNITY	481079	**PANEL**	0275E
PANEL DATE	September 26, 2008	**MAP NUMBER**	48491C0275E
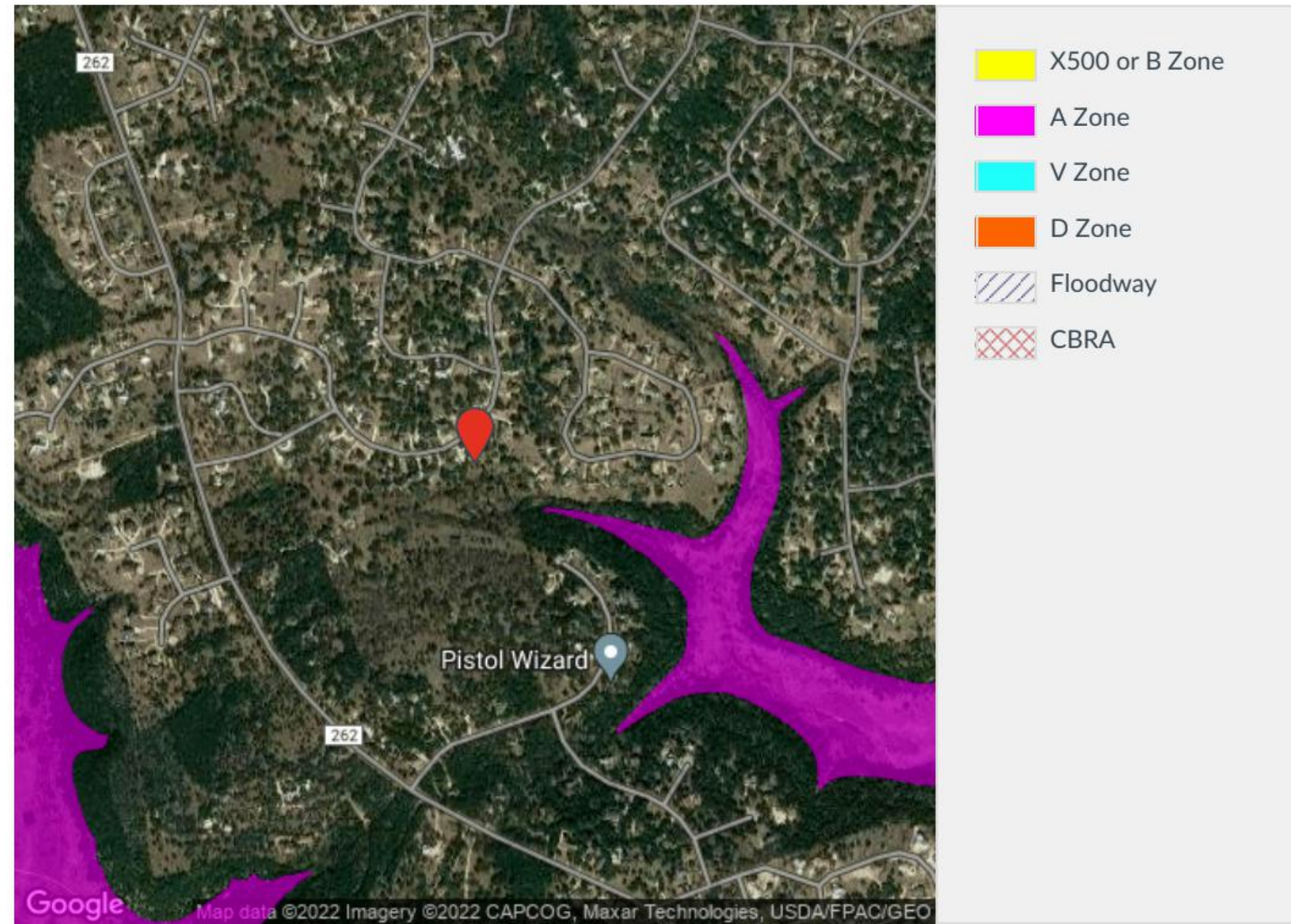
Assigned school ⓘ

Jo Ann Ford Elementary School ♡

5/10 Average ⓘ

210 Woodlake Drive, Georgetown, TX, 78633

Public district, PK-5 | **549** students

Distance: 2.23 miles

🏠 Homes for sale

Assigned school ⓘ

Douglas Benold Middle School ♡

5/10 Average ⓘ

3407 Northwest Boulevard, Georgetown, TX, 78628

Public district, 6-8 | **826** students
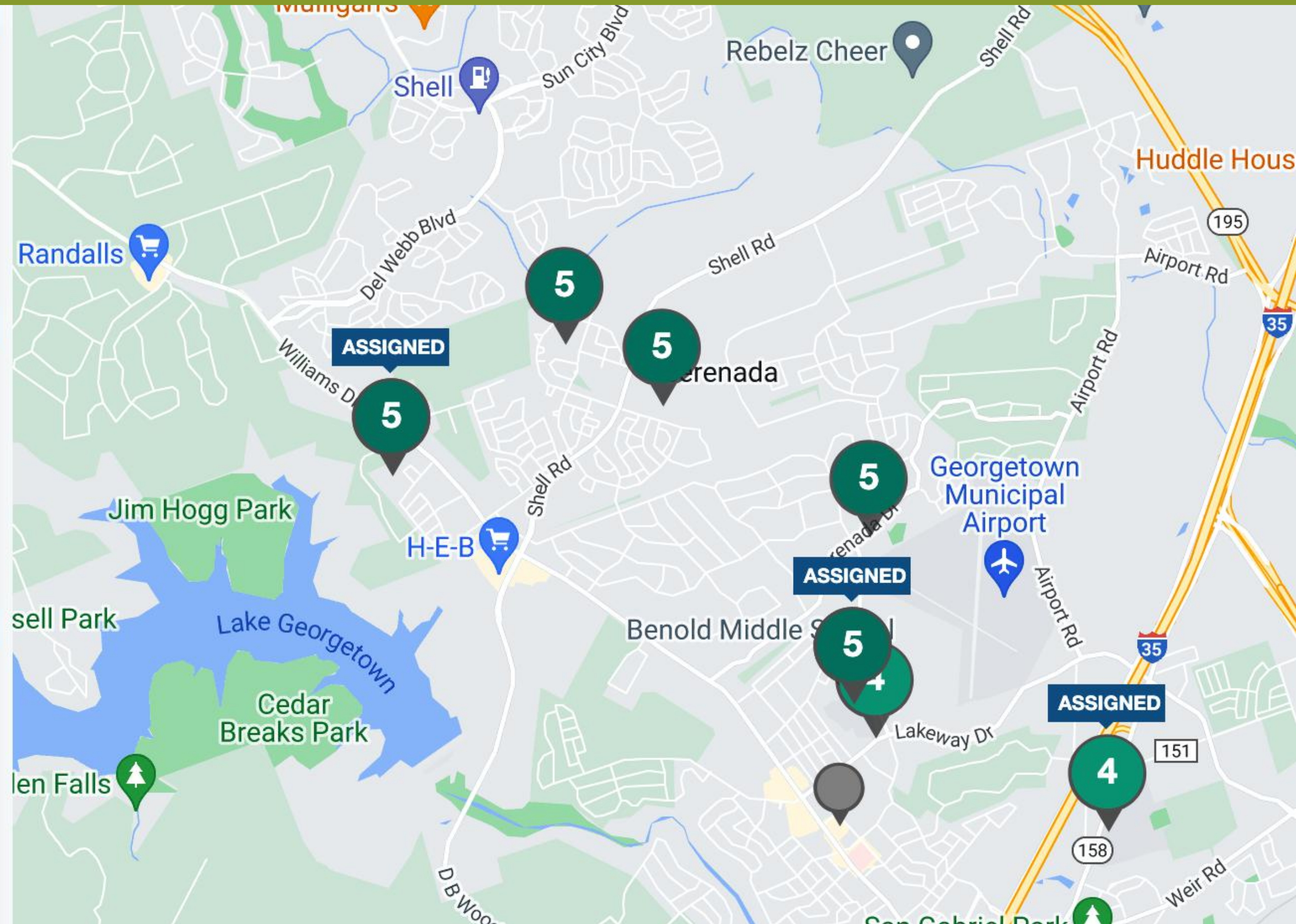
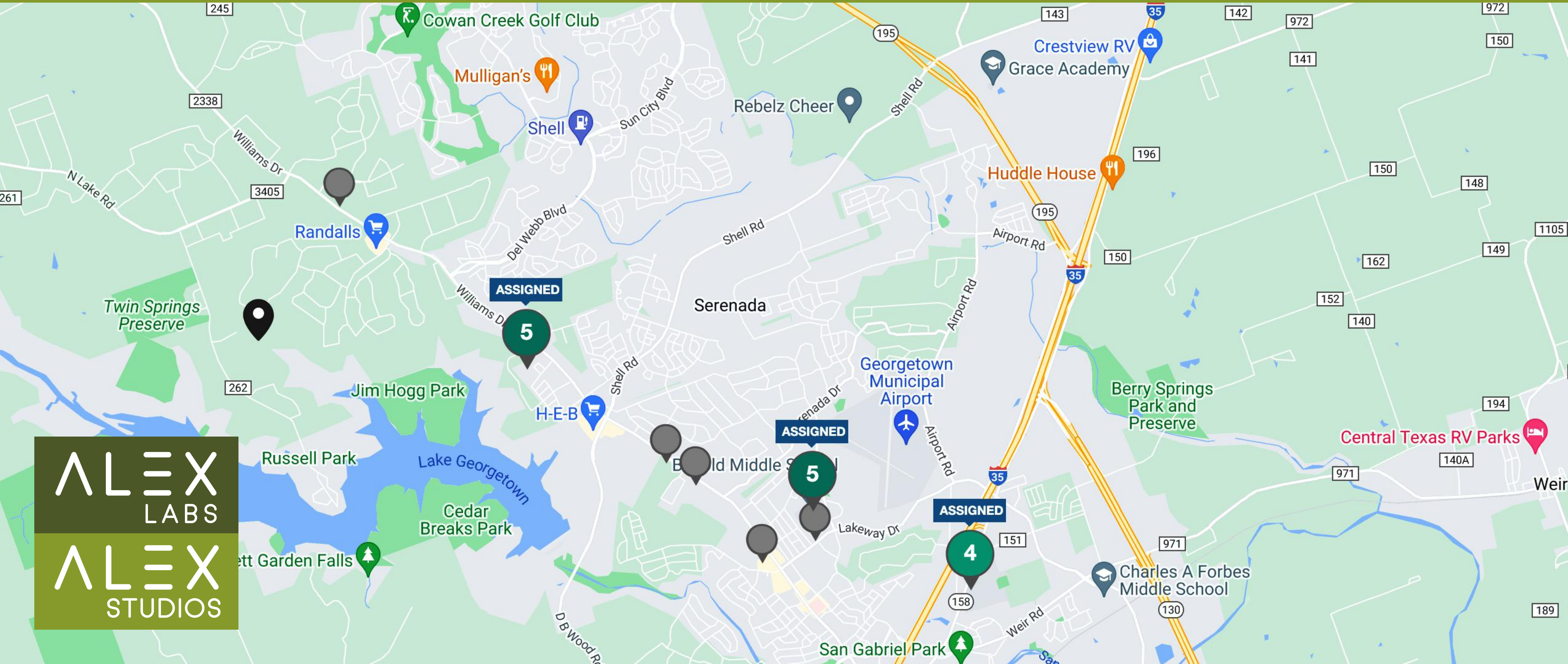Distance: 4.79 miles

🏠 Homes for sale

As...

...n High School ♡

ⓘ

...stin Avenue, Georgetown, TX, 78626

..., 9-12 | **1,977** students

Distance: 6.24 miles

Many Nearby Private Schools
GreatSchools Data. ALEX Labs Analysis

Walk Score What's Nearby Map
Walk Score

What's Nearby

Restaurants: BB's Home Cooking	2.6mi >
Coffee: Starbucks	1.2mi >
Bars: El Paraiso Ballroom	5.1mi >
Groceries: Randalls	1.2mi >
Parks: Walnut Spring Park	.9mi >
Schools: Jo Ann Ford Elementary School	2.2mi >
Shopping: Pets People	.2mi >
Entertainment: Redbox	1.7mi >
Errands: Salon D'mari	1.5mi >
Search Nearby:	>
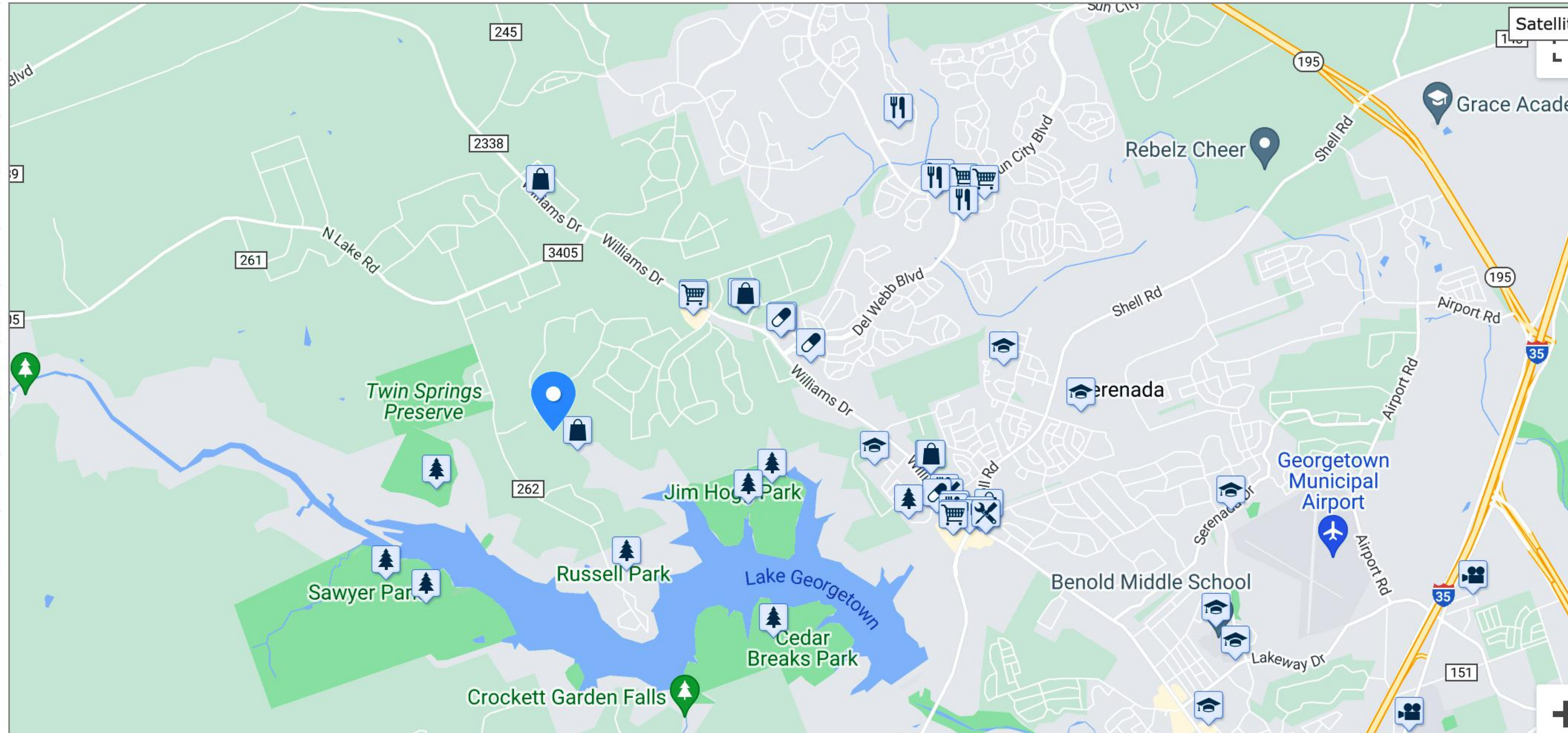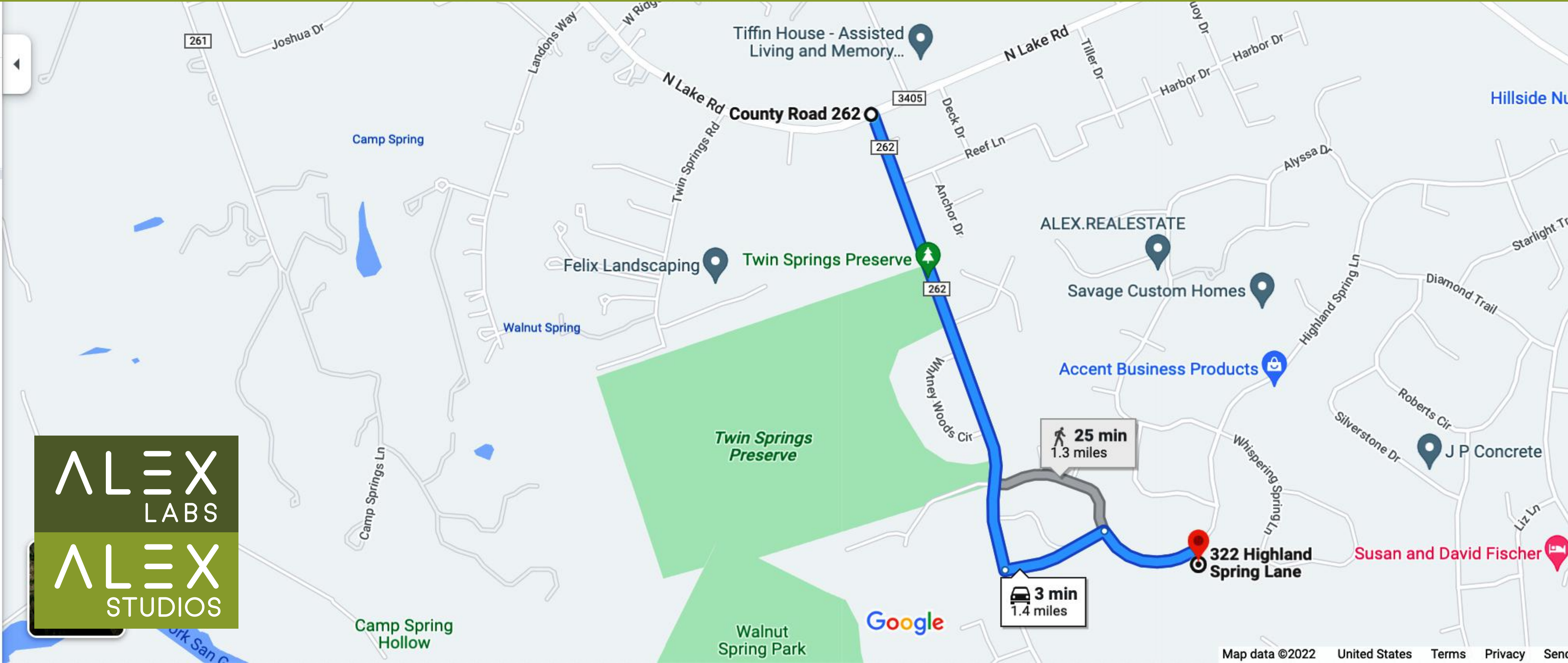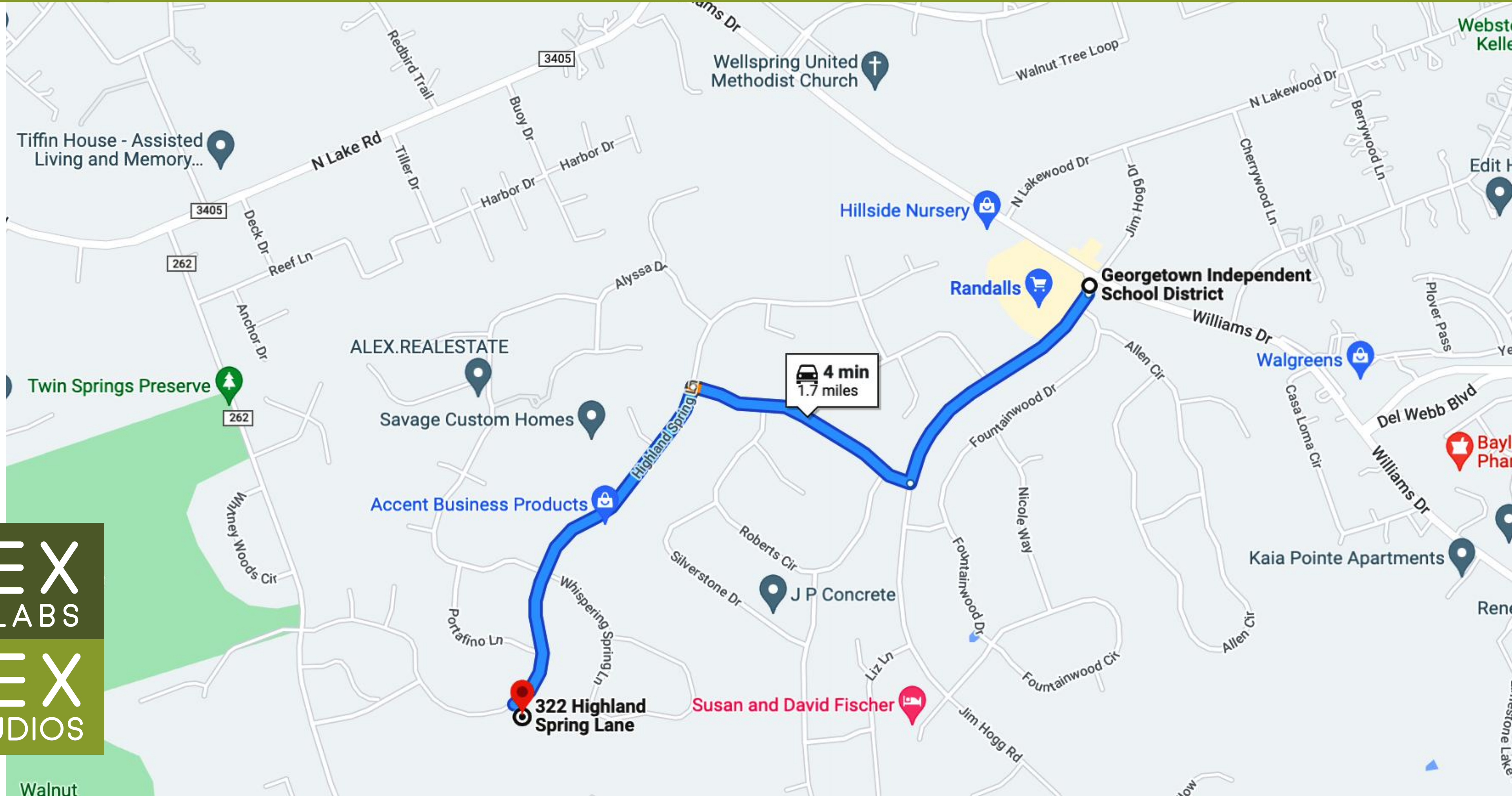
2.1 MI from Russell Park Boat Ramp
Google Maps
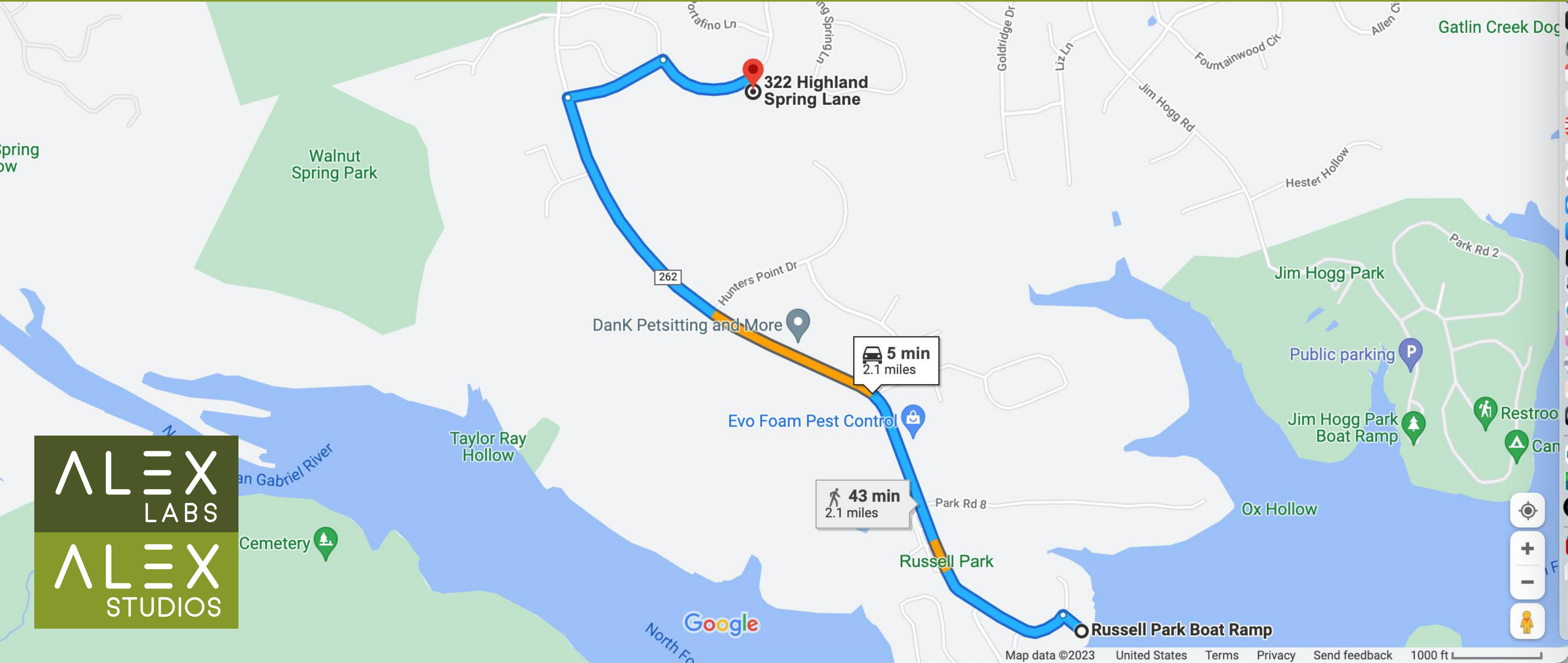
4.1 MI from DB Woods RD/Shell RD (HEB)
Google Maps
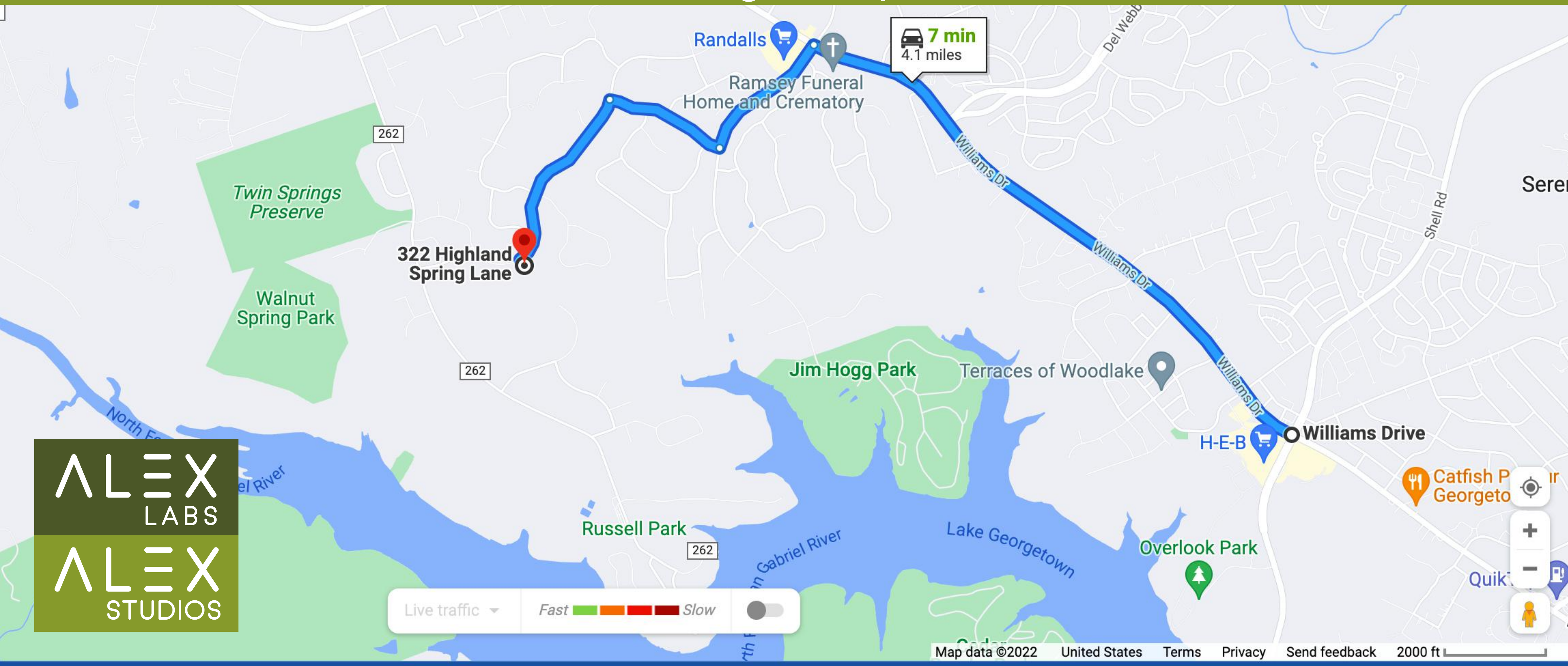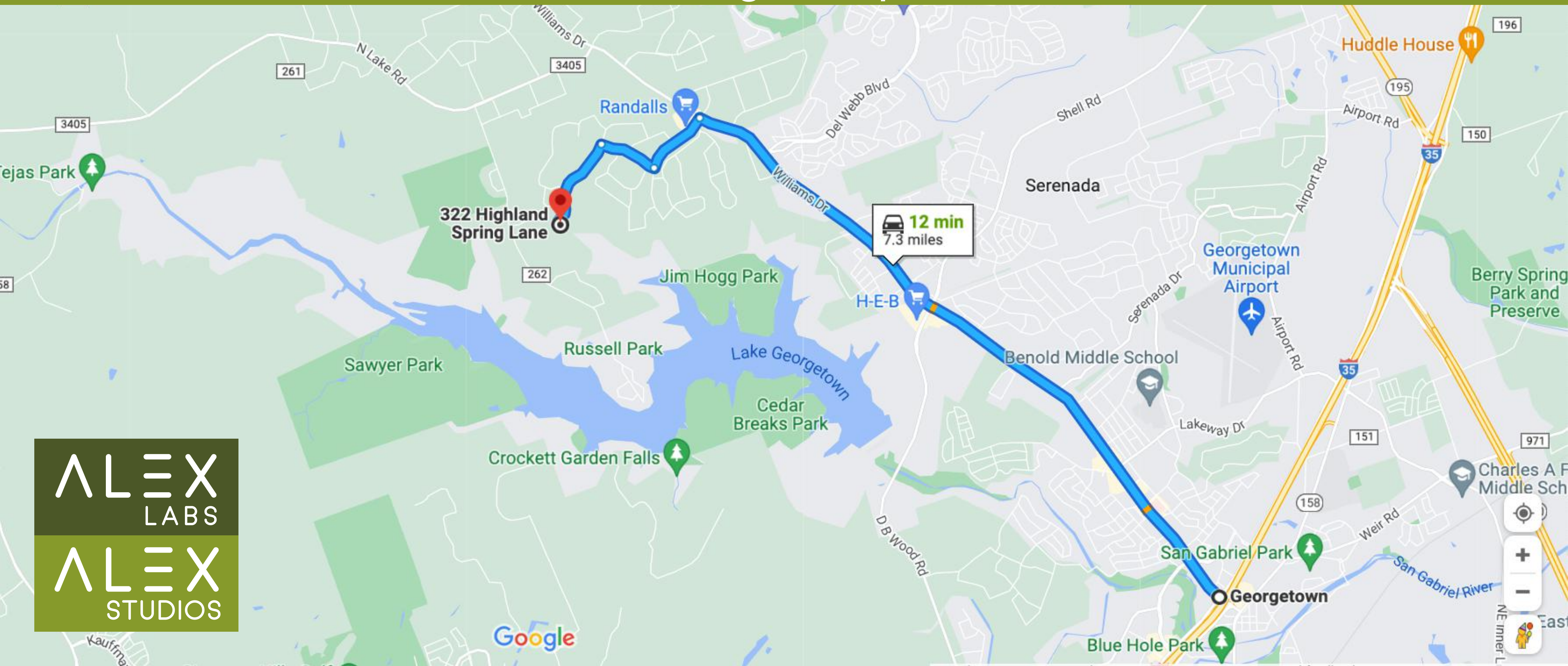
The Estates of Westlake Map
ESRI

The Estates of Westlake Demographics
Data by ESRI/CCIM. Design by ALEX Studios

ALEX
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ALEX
STUDIOS

HOUSEHOLDS

3.0

Average
Size

77%

Married

50%

Female

44%

Children
Under18

EDUCATION

48%

Undergraduate

14%

Graduate/Professional

OWNERSHIP & MORTGAGES

33%

0%

98%

Owner
Occupied

No
Mortgage

Mortgage
50%+
of Income

HOUSEHOLDS WITH PETS

44%

Dog

20%

Cat

56%

Any Pet
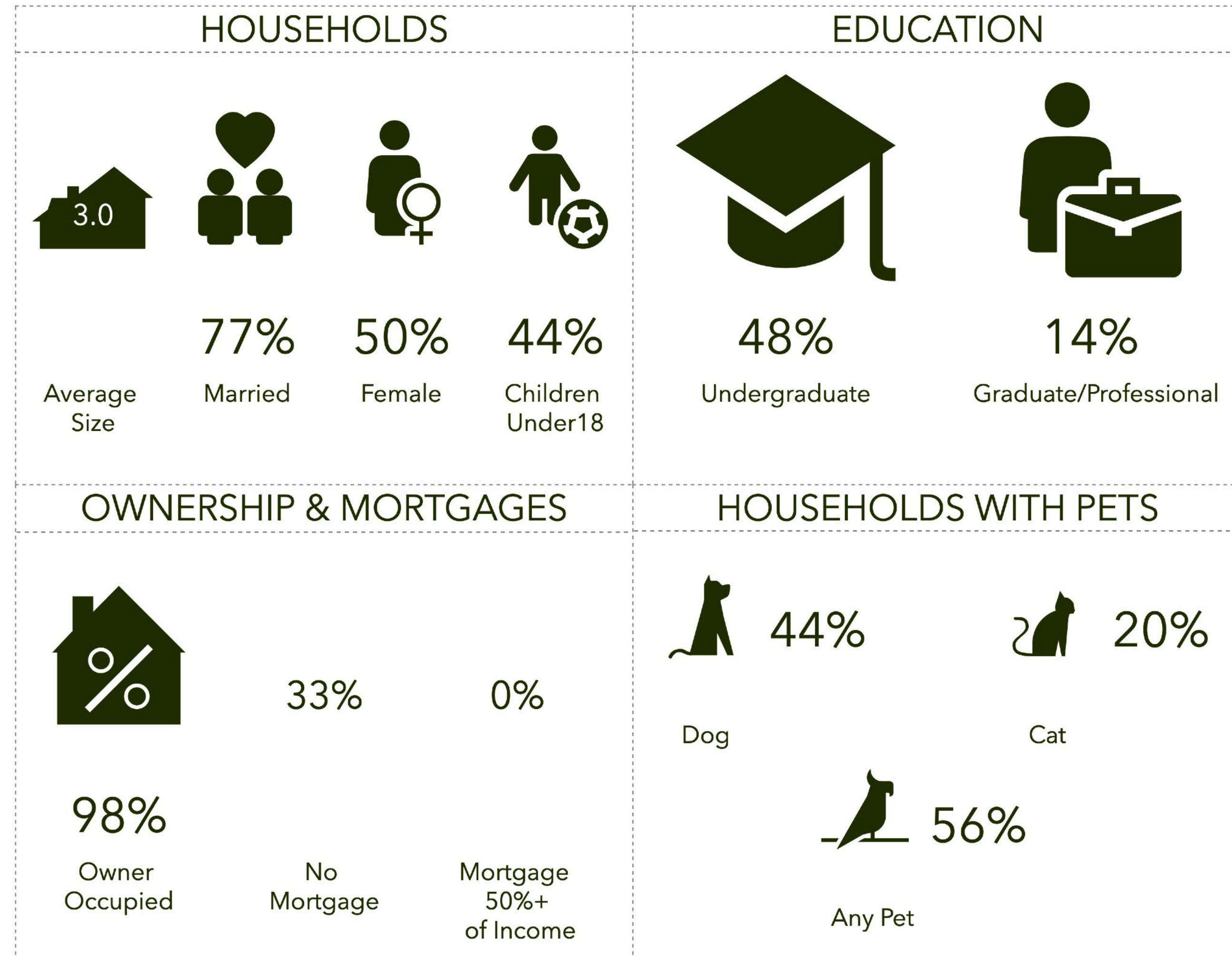
The Estates of Westlake Demographics
Data by ESRI/CCIM. Design by ALEX Studios

POPULATION BY GENERATION
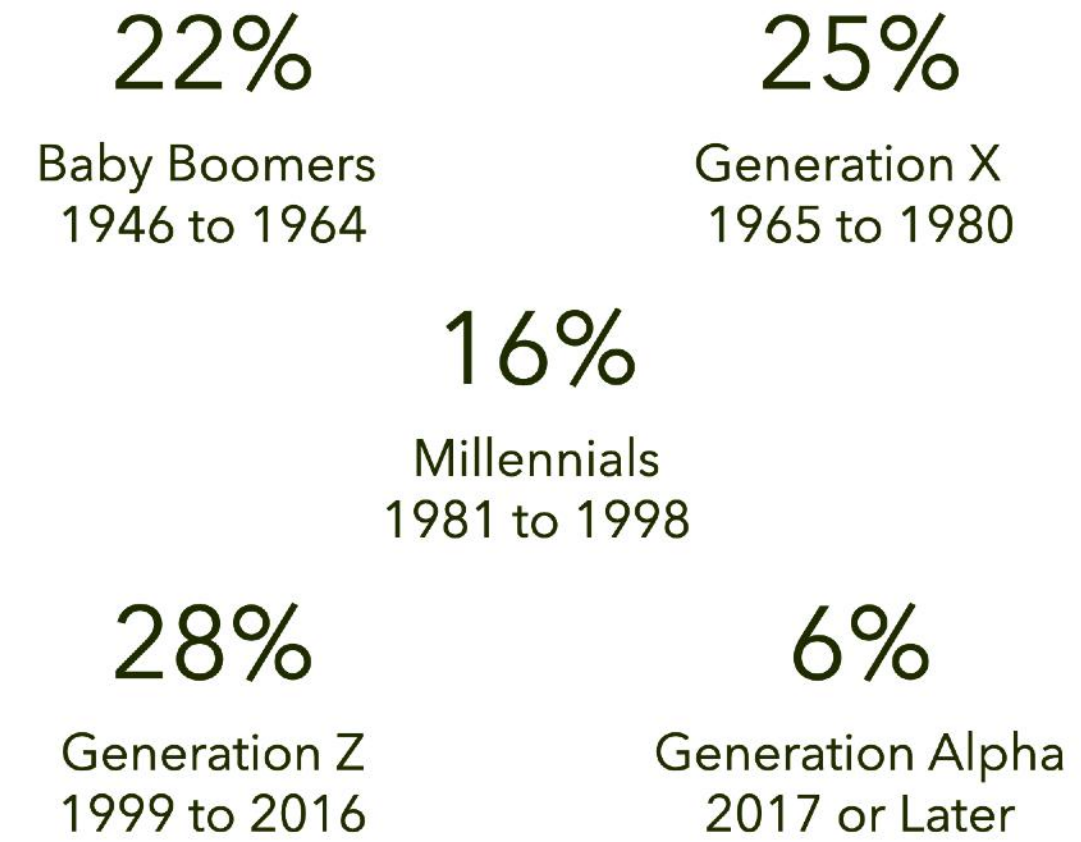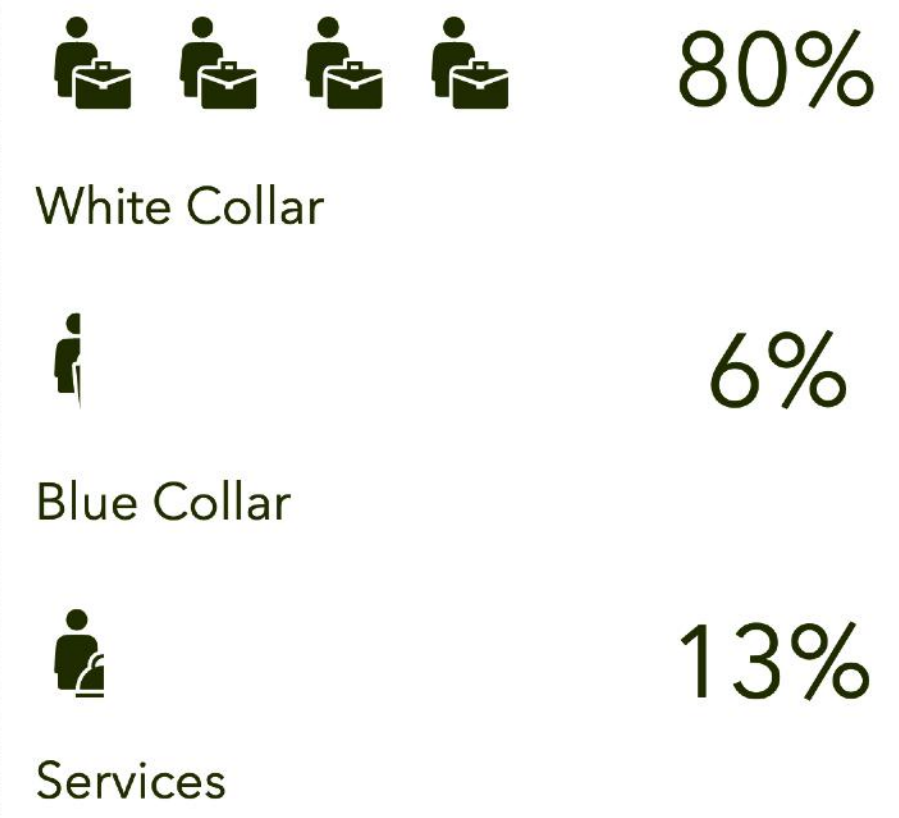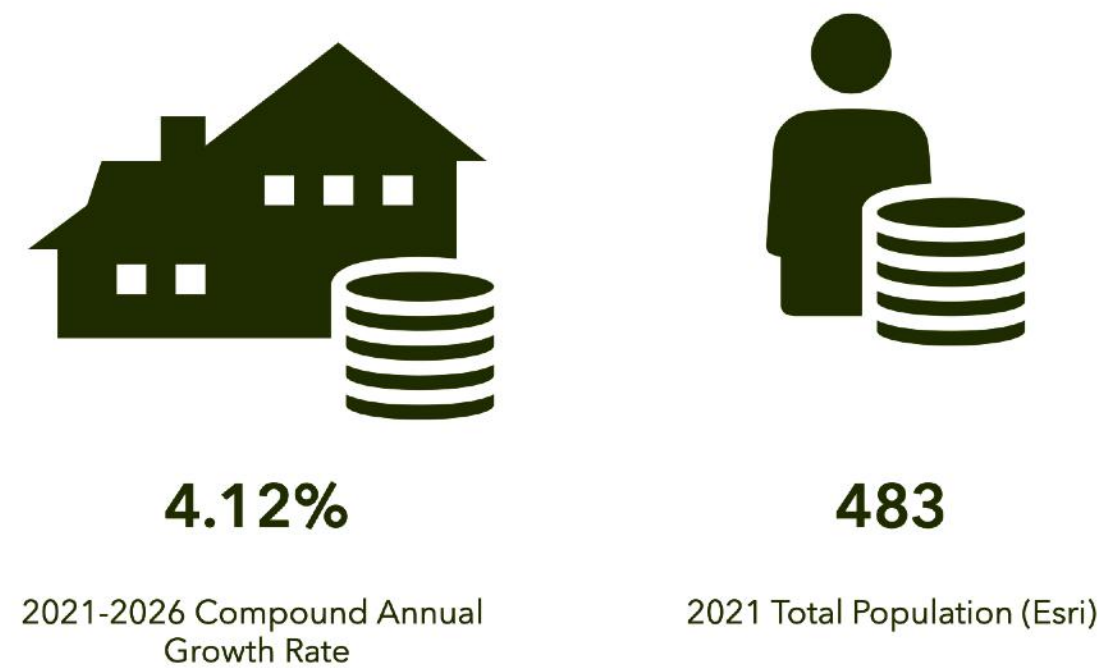
22%
Baby Boomers
1946 to 1964

25%
Generation X
1965 to 1980

16%
Millennials
1981 to 1998

28%
Generation Z
1999 to 2016

6%
Generation Alpha
2017 or Later

EMPLOYMENT

80%
White Collar

6%
Blue Collar

13%
Services

POPULATION & GROWTH

4.12%
2021-2026 Compound Annual
Growth Rate

483
2021 Total Population (Esri)

INTERNET ACCESS

89%
Use Computer

92%
Use Cell Phone

ALEX LABS
ALEX STUDIOS
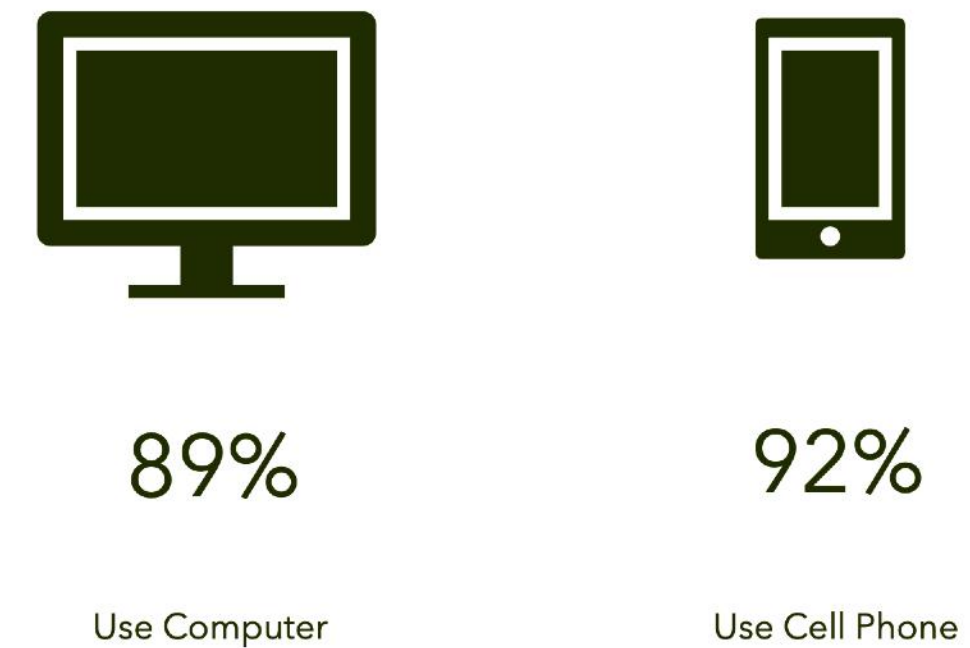
The Estates of Westlake Demographics
Data by ESRI/CCIM. Design by ALEX Studios

INCOME

$211,631

2021 Avg.
Household Income

80%

$100K+ Avg. Household Income

NET WORTH

$4,084,434

Avg. Net Worth

38%

Net Worth at least $2M

ALEX LABS

ALEX STUDIOS

The Estates of Westlake Demographic Indicators
Data by ESRI/CCIM. Design by ALEX Studios

Key Demographic Indicators
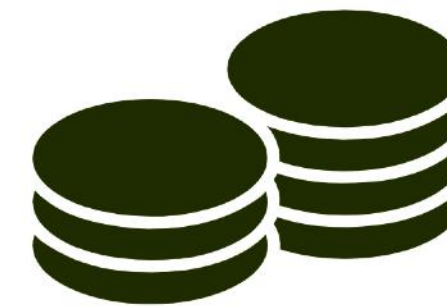
Estates of Westlake, The Woods, Georgetown

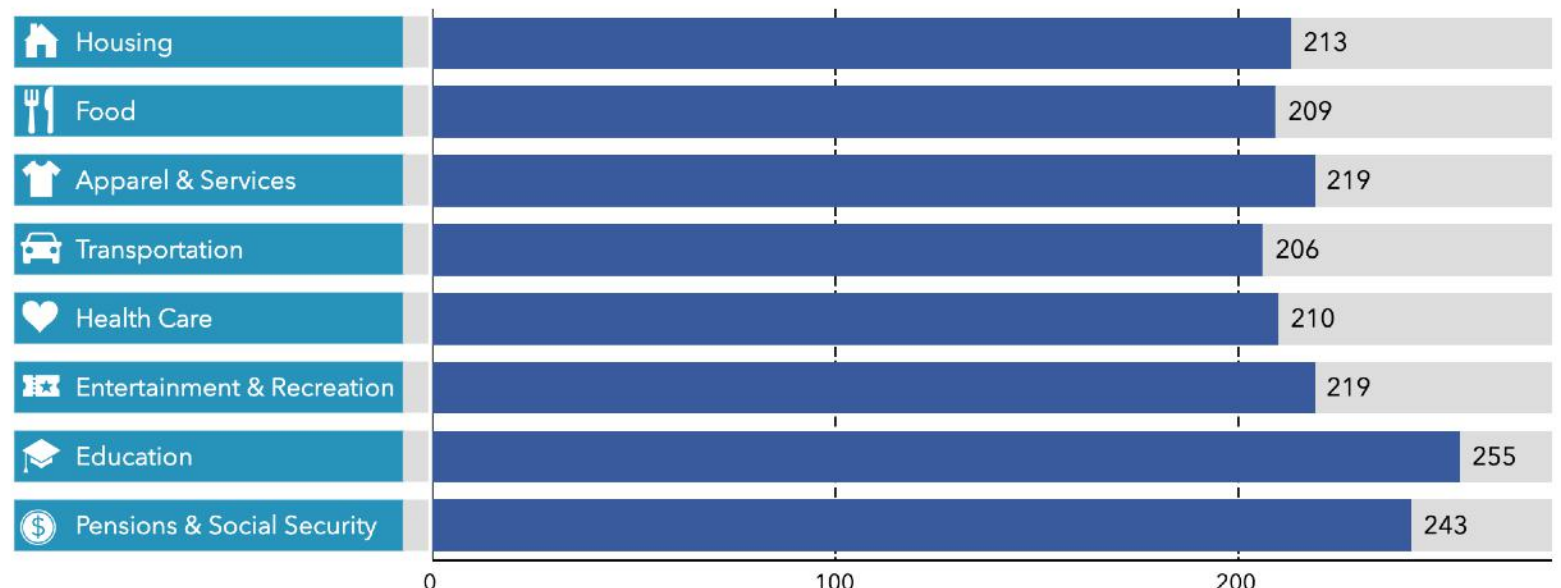Area: 0.26 square miles

esri
THE SCIENCE OF WHERE®

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for this area.

MEDIAN HOUSEHOLD INCOME

$null

$0

MEDIAN NET WORTH

$1,466,521

$121,044

$0   800,000   1,600,000

Bars show comparison to Texas

Bars show comparison to Texas

AGE BY SEX

Median Age: 41.7

85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4

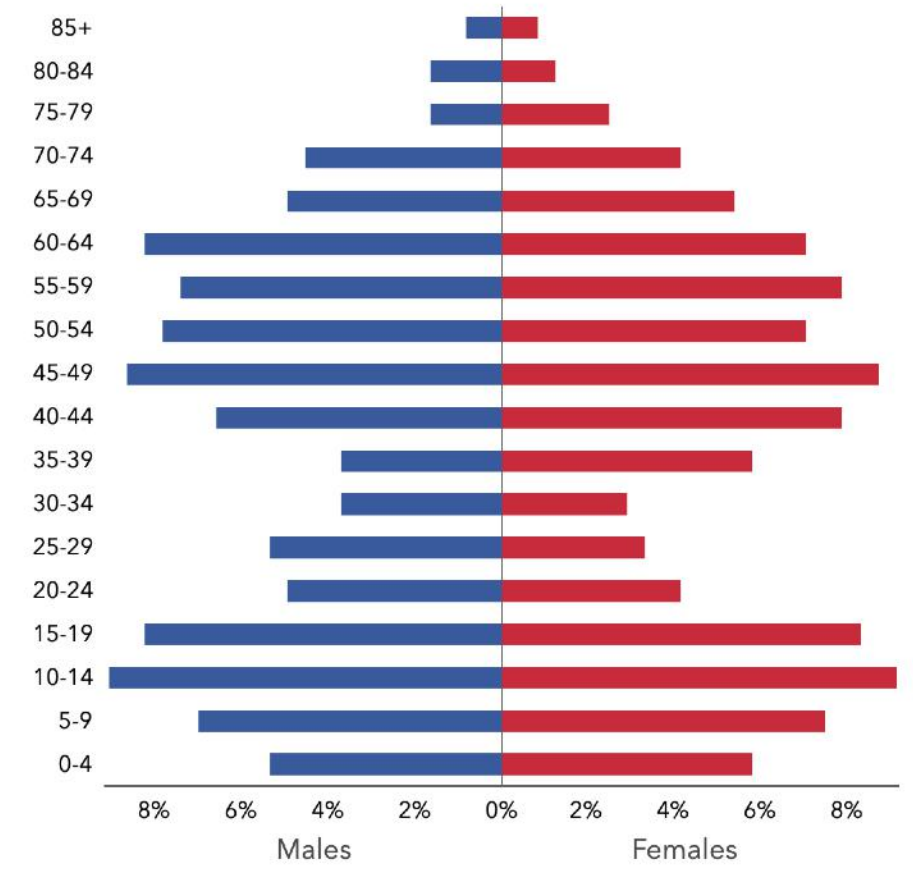8% 6% 4% 2% 0% 2% 4% 6% 8%
Males   Females

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.

Housing	213
Food	209
Apparel & Services	219
Transportation	206
Health Care	210
Entertainment & Recreation	219
Education	255
Pensions & Social Security	243

0   100   200

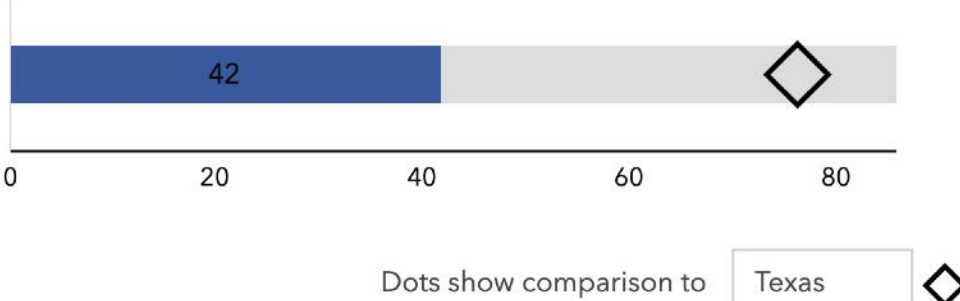### DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

42

0   20   40   60   80

Dots show comparison to Texas

Key Demographic Indicators

Estates of Westlake, The Woods, Georgetown

Area: 0.26 square miles

esri THE SCIENCE OF WHERE®

HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

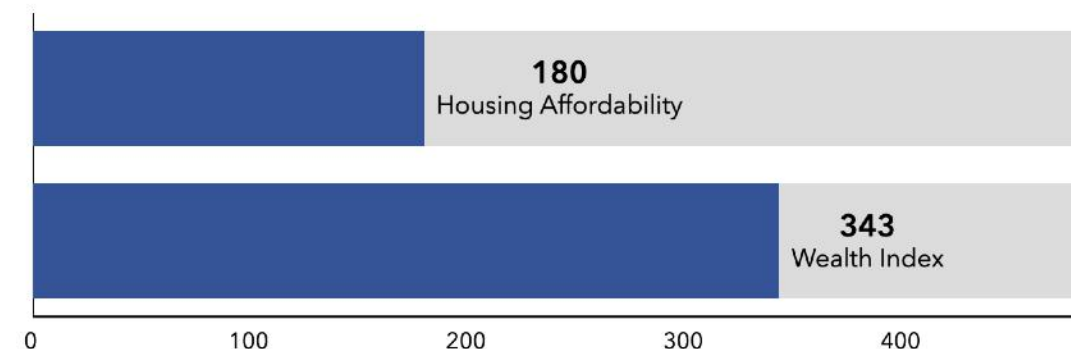**$2,332**
Avg Mortgage

$15,524
Avg Monthly Rent

Own 97.5%

Housing Units

Rent 2.5%
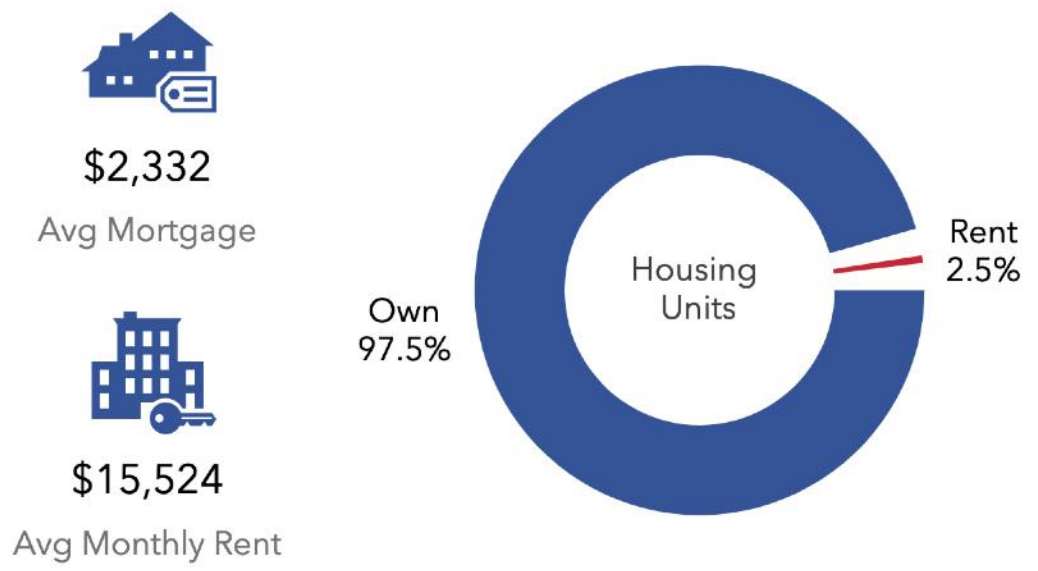
Typical Household Type: Single Family

Median Home Value: $461,111

ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.

180 Housing Affordability

343 Wealth Index

0   100   200   300   400

LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2015-2019).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	75	175	44	294
Spanish	10	24	2	36
Spanish & English Well	10	21	2	33
Spanish & English Not Well	0	4	0	4
Indo-European	9	13	0	22
Indo-European & English Well	9	13	0	22
Indo-European & English Not Well	0	0	0	0
Asian-Pacific Island	0	0	0	0
Asian-Pacific Isl & English Well	0	0	0	0
Asian-Pacific Isl & English Not Well	0	0	0	0
Other Language	0	0	0	0
Other Language & English Well	0	0	0	0
Other Language & English Not Well	0	0	0	0

POPULATION DENSITY

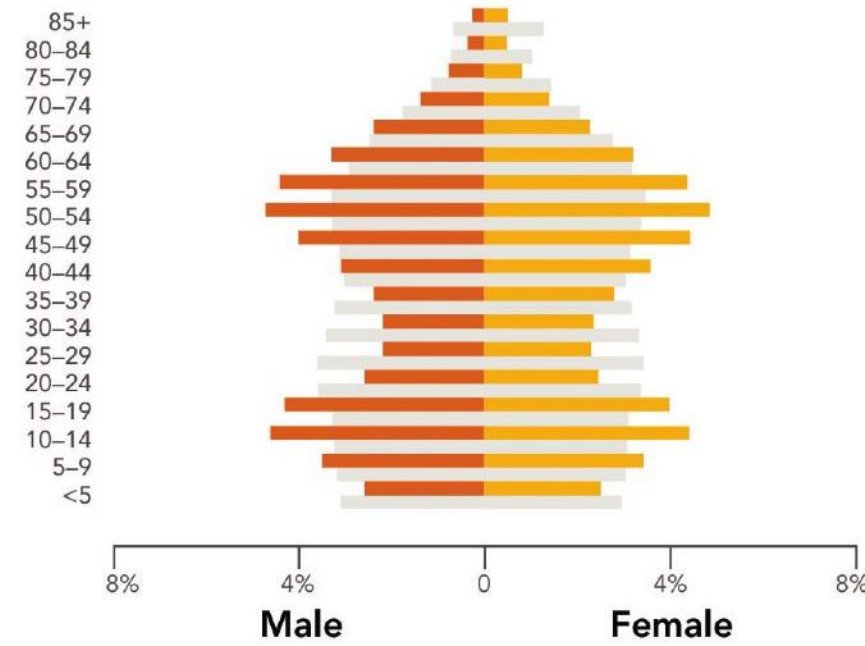Average density (population per sq. mile) is displayed relative to the US or State average.

1,855

0   400   800   1,200   1,600   2,000
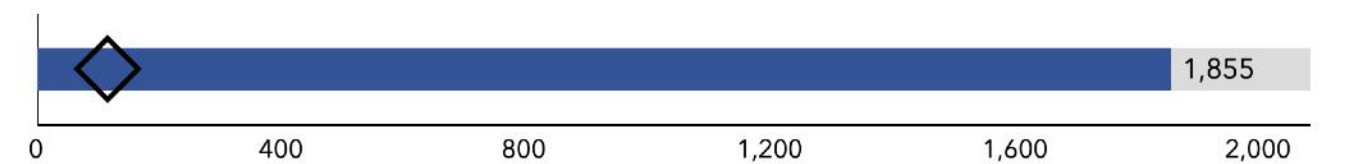
Dots show comparison to   Texas ◇

The Estates of Westlake Quantitative Demographics
ESRI

AGE BY SEX (Esri data)

Median Age: 40.8   US: 38.2

Indicates US

Age groups: 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5
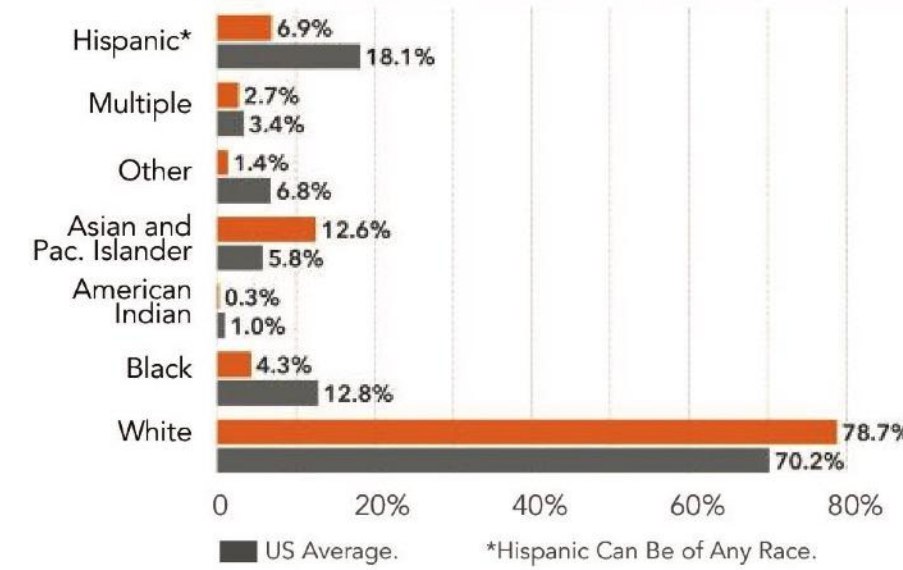
8%   4%   0   4%   8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 44.5   US: 64.0

Group	Market	US Average
Hispanic*	6.9%	18.1%
Multiple	2.7%	3.4%
Other	1.4%	6.8%
Asian and Pac. Islander	12.6%	5.8%
American Indian	0.3%	1.0%
Black	4.3%	12.8%
White	78.7%	70.2%

0   20%   40%   60%   80%
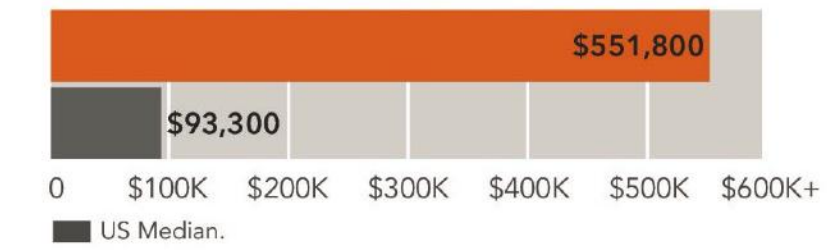
US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
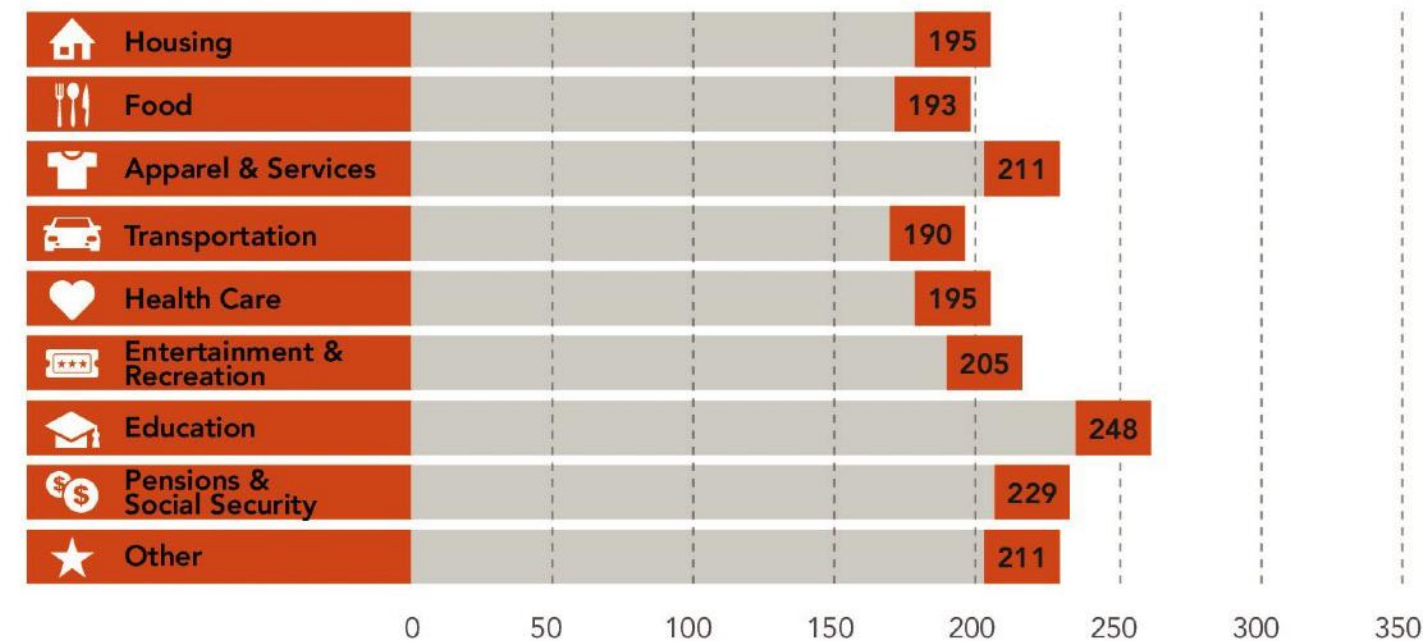
Median Household Income

$138,100
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$551,800
$93,300

0   $100K $200K $300K $400K $500K $600K+
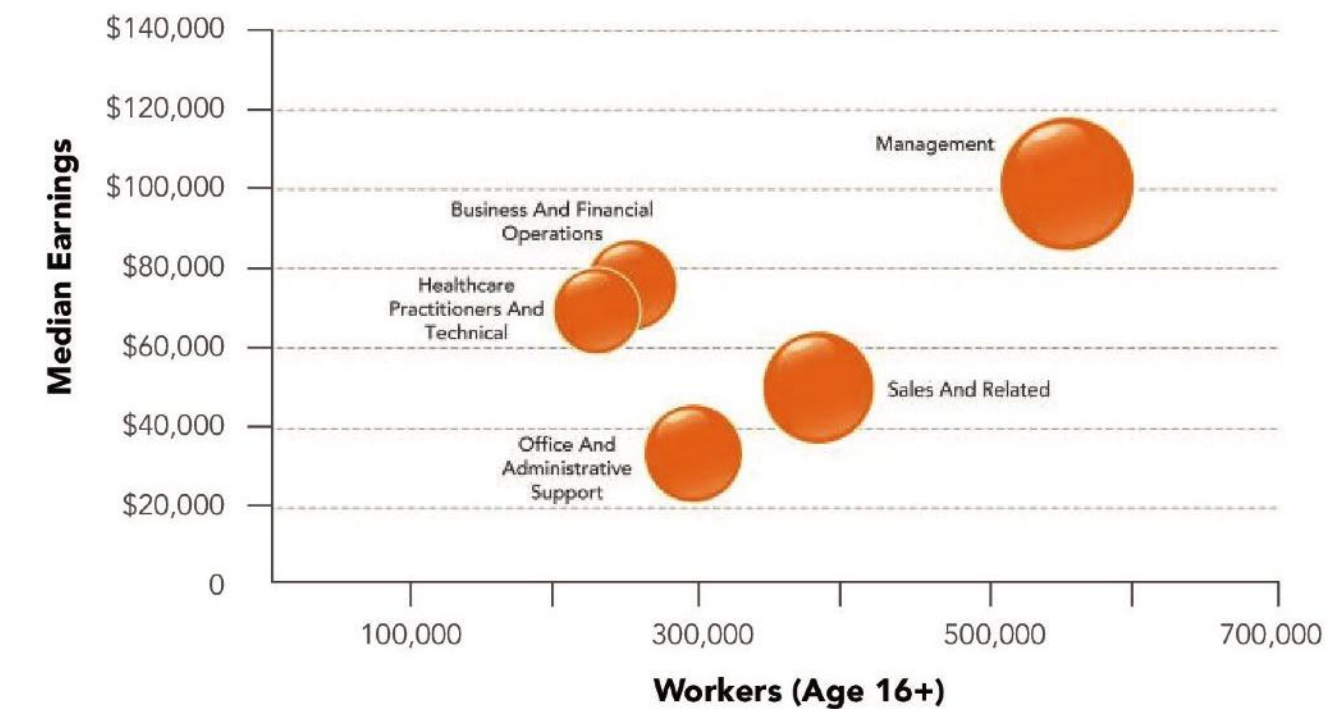
US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	195
Food	193
Apparel & Services	211
Transportation	190
Health Care	195
Entertainment & Recreation	205
Education	248
Pensions & Social Security	229
Other	211

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings axis: $140,000, $120,000, $100,000, $80,000, $60,000, $40,000, $20,000, 0

Workers (Age 16+) axis: 100,000, 300,000, 500,000, 700,000

- Management
- Business And Financial Operations
- Healthcare Practitioners And Technical
- Sales And Related
- Office And Administrative Support

The Estates of Westlake Qualitative Demographics
ESRI

1B **Professional Pride**

Estates of Westlake, The Woods, Georgetown

Area: 0.26 square miles

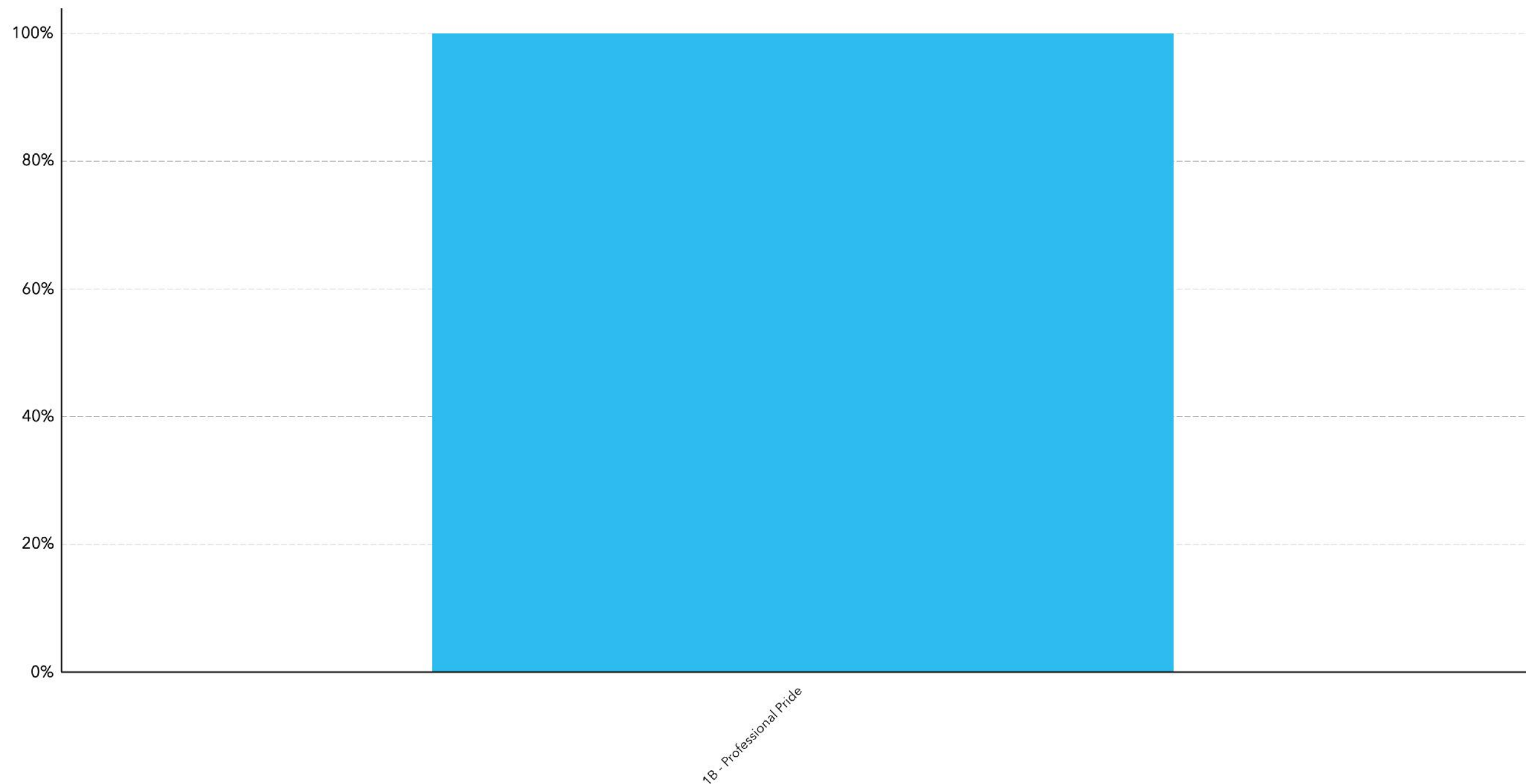**TAPESTRY SEGMENTATION**
esri.com/tapestry

TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.

162 total households in this area

162 households in *Professional Pride* - 100.0%

1B - Professional Pride

The Estates of Westlake Qualitative Demographics
ESRI

Professional Pride

1B

Estates of Westlake, The Woods, Georgetown

Area: 0.26 square miles

TAPESTRY SEGMENTATION
esri.com/tapestry

DOMINANT TAPESTRY SEGMENT

162 households are *Professional Pride*

100.0% of households are in this segment

Professional Pride: *Affluent Estates* LifeMode

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children...

Learn more...

ABOUT THIS SEGMENT

Consumers are highly qualified in the science, technology, law, or finance fields. They have worked hard to build their prof reputation.

Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping.

Most have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.

Fnd time in their busy schedules for themselves. Work out in their home gyms, owning a treadmill or elliptical - or visit the salon and spa.

Residents, both young and old, are tech savvy. They not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

ABOUT THIS AREA

Household Type:
Single Family

Employment:
Prof; Mgmt

Median Age:
41.7

Median Household Income:
$174,398

Education:
67.3% have a college degree

KEY FACTS FOR THIS AREA
Click facts to 'Explore for more' details

483	162	2.98	343	180	42	$461,111	4.12%
Population	Households	Avg Size Household	Wealth Index	Housing Affordability	Diversity Index	Median Home Value	Forecasted Annual Growth Rate

ALEX LABS
ALEX STUDIOS

The Estates of Westlake Qualitative Demographics
ESRI

WHO ARE WE?

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with in-home theaters.

OUR NEIGHBORHOOD

- Typically owner occupied (Index 146), single-family homes are in newer neighbor hoods: 67% of units were built in the last 20 years.

- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.

- Most households own three or more vehicles; long commutes are the norm.

- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.

- Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

SOCIOECONOMIC TRAITS

- *Professional Pride* consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.

- These consumers are willing to risk their accumulated wealth in the stock market.

- Most have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.

- Residents are goal oriented and strive for lifelong earning and learning.

- Life here is well organized; routine is a key ingredient to daily life.

ALEX LABS
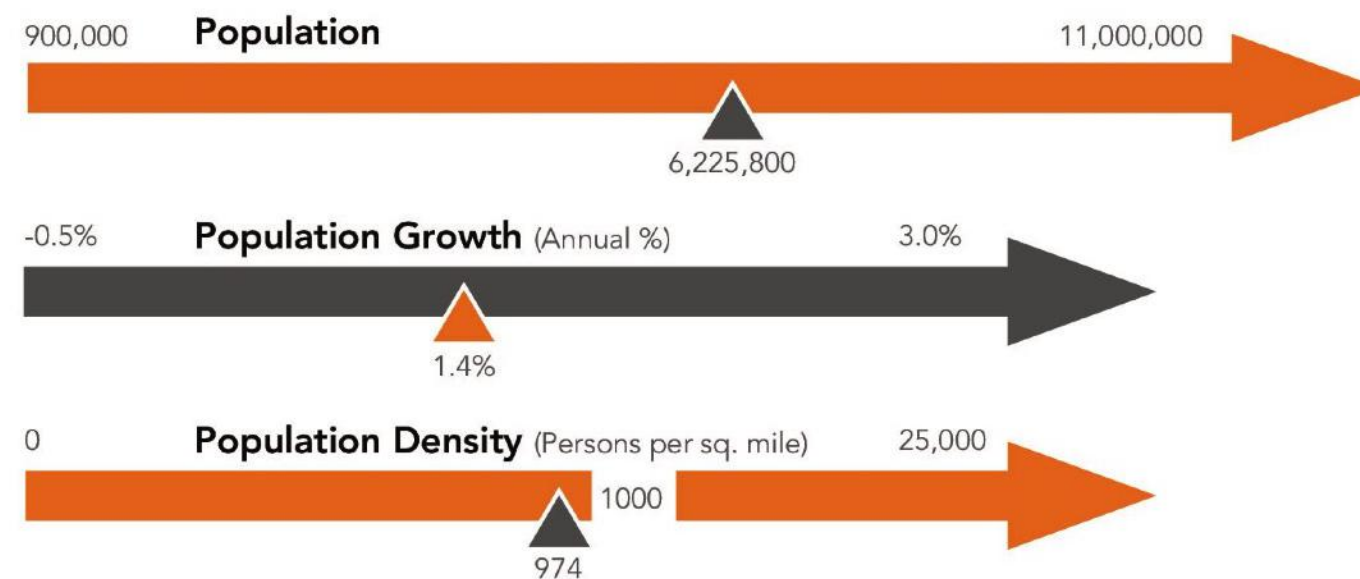ALEX STUDIOS

TAPESTRY™ SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- Hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.
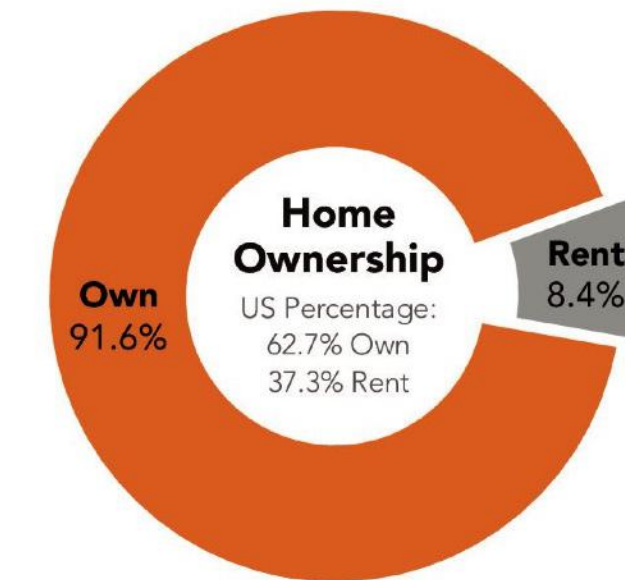
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.


Typical Housing:
Single Family

Median Value:
$433,400
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 91.6%
Rent 8.4%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,225,800

Population Growth (Annual %)
-0.5% — 3.0%
1.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
974

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
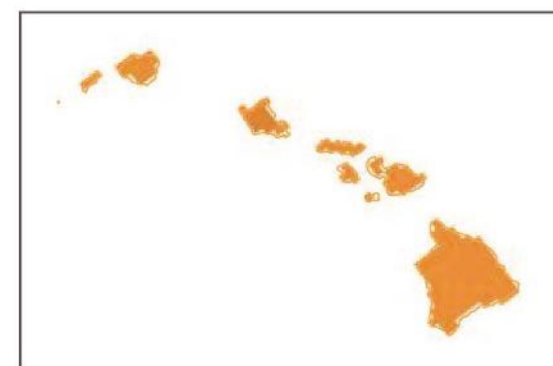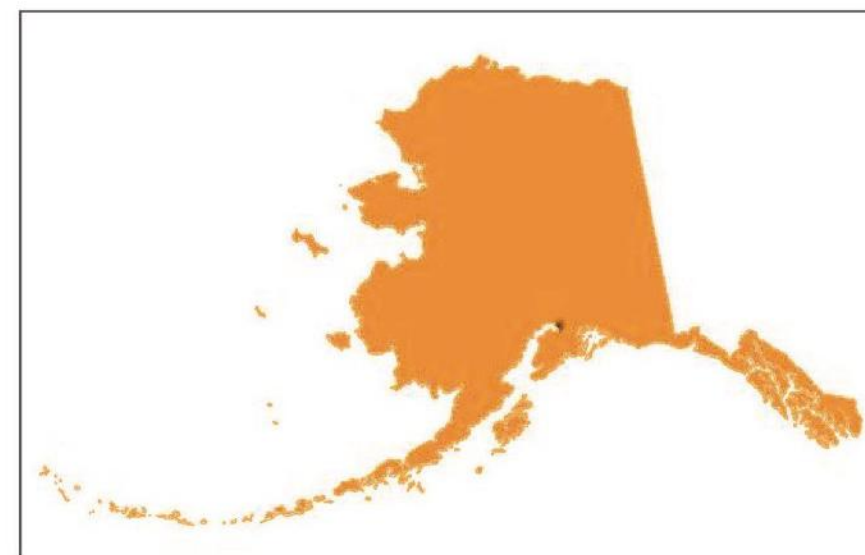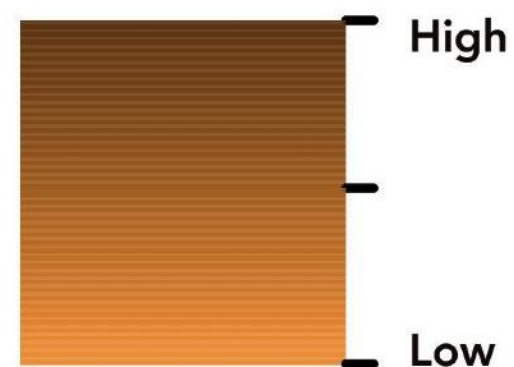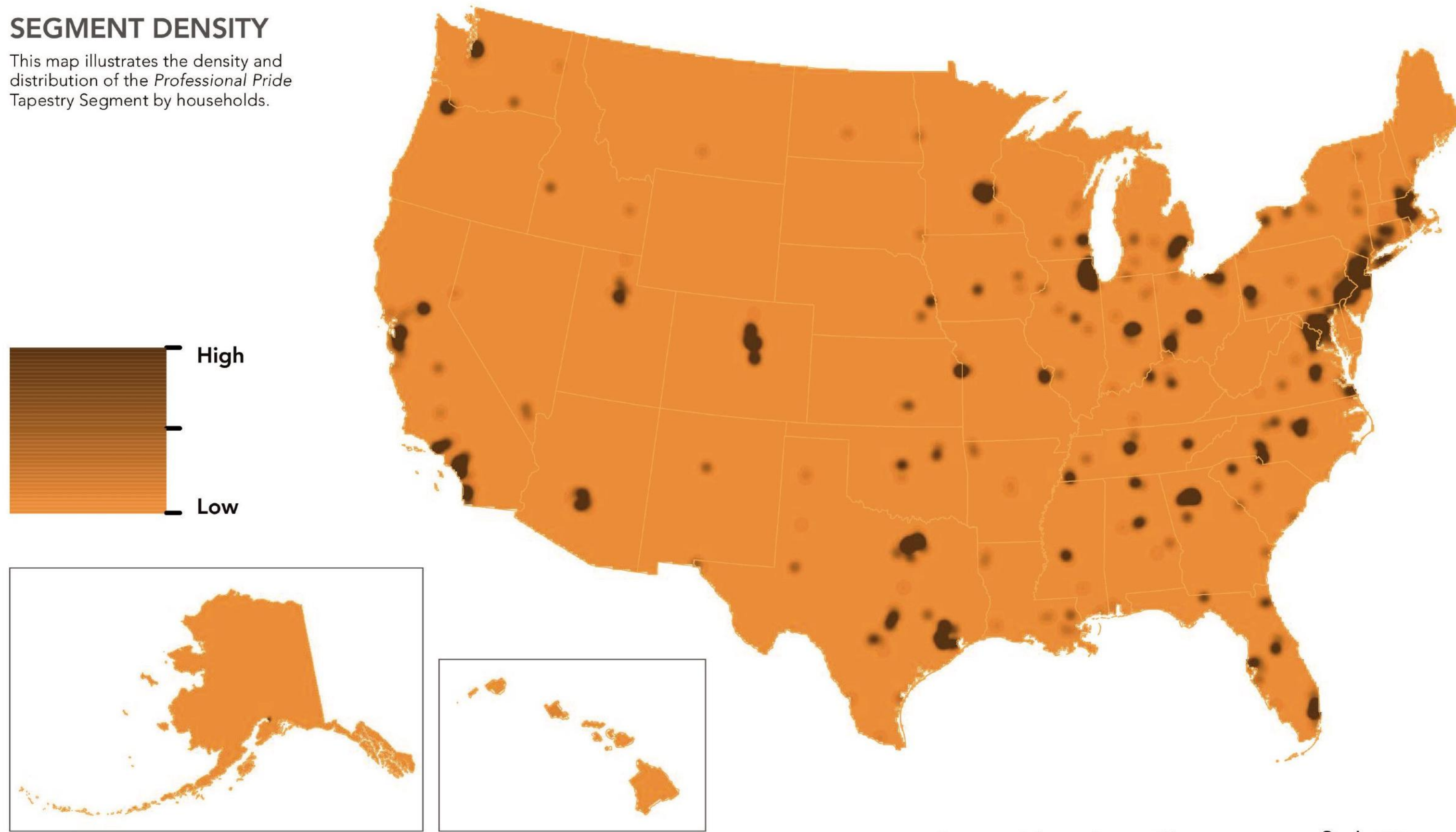
Wealth Index
0 — **239** — 350

Socioeconomic Status Index
0 — **195** — 350

Housing Affordability Index
0 — **149** — 350
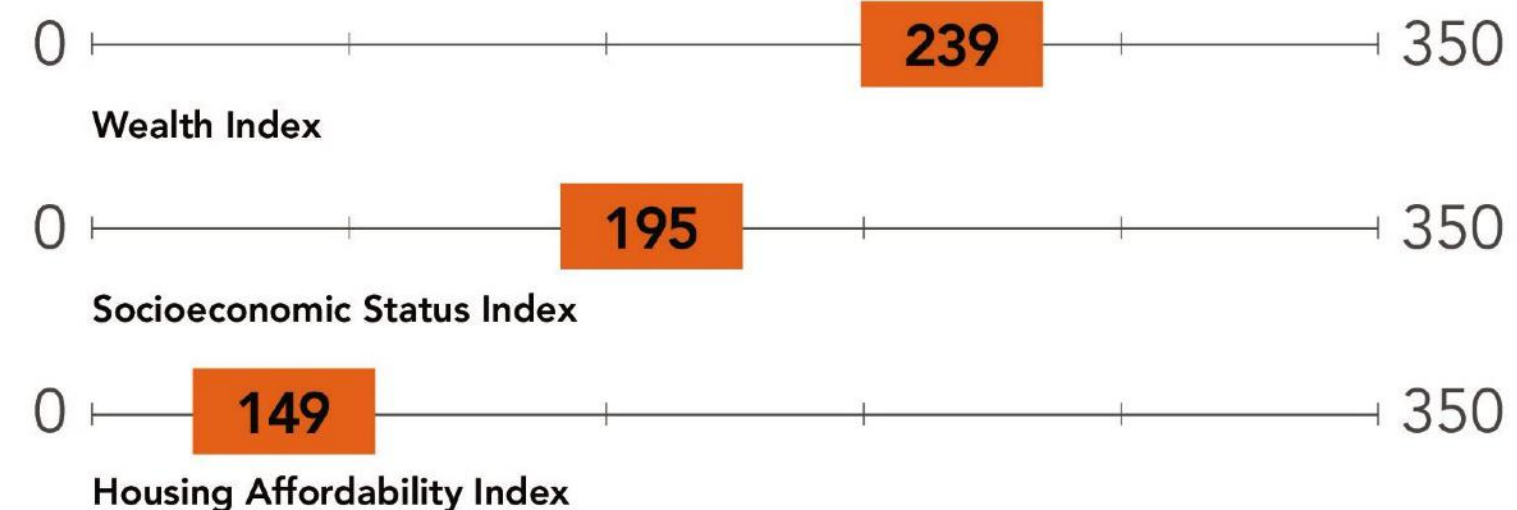
The Estates of Westlake Qualitative Demographics
ESRI

SEGMENT DENSITY

This map illustrates the density and distribution of the *Professional Pride* Tapestry Segment by households.

High

Low

For more information
1-800-447-9778
info@esri.com
esri.com

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ALEX LABS

ALEX STUDIOS