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DEMOGRAPHICS AND ECONOMIC OVERVIEW



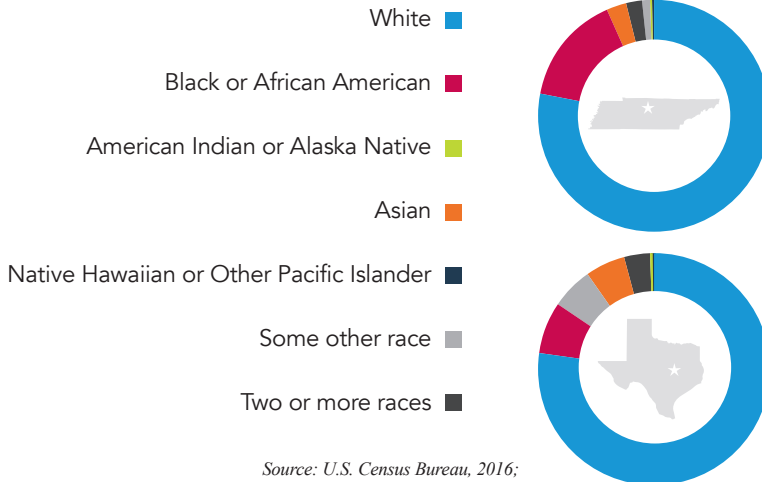
NASHVILLE

AUSTIN

Total population:	1,865,535	2,056,405
Median age:	36.3	34.4
Foreign-born population:	7.7%	14.4%
Median household income:	\$60,030	\$71,000
Cost-of-living index:	98.2%	99.7%
Percentage change of real GDP per capita (2012-2017):	24.5%	36.4%

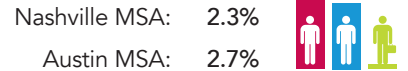
Sources: U.S. Census Bureau, 2016; C2ER, Q3 2018, BEA, 2012-2017

TOTAL POPULATION BY RACE/ETHNICITY



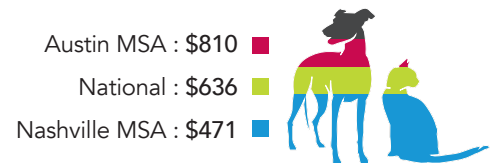
Source: U.S. Census Bureau, 2016; C2ER, Q3, 2018; BEA, 2012-2017

UNEMPLOYMENT RATE



Source: Bureau of Labor Statistics, December 2018

AVERAGE ANNUAL PET SPENDING



Source: Esri, 2018

H O U S I N G

A N D

A F F O R D A B I L I T Y



NASHVILLE



AUSTIN

Median home price:	\$241,700	\$295,800
Median gross rent:	\$1,030	\$1,223
Percentage owner occupied housing units:	64.6%	57.6%
Percentage renter occupied housing units:	35.4%	42.4%

Sources: U.S. Census Bureau, 2016; National Association of Realtors, 2017

T R A N S P O R T A T I O N

COMMUTING CHARACTERISTICS

	NASHVILLE		AUSTIN	
Drive alone	719,545	82%	757,977	77%
Carpool	81,636	9%	98,027	10%
Public transportation	9,596	1%	23,015	2%
Walk	10,225	1%	15,086	2%
Taxi, motorcycle, bicycle, other	10,236	1%	20,817	2%
Work at home	42,608	5%	72,742	7%
Total	873,846		987,664	

Source: ACS, 2016

HEALTH AND LIVABILITY

WALKABILITY RANKING



Transit score measures how well a location is served by public transit. Both Austin and Nashville are car dependent cities with Austin slightly more pedestrian friendly.



Bike score measures bike lanes and trails, road connectivity, hills and destinations. Austin measures as a bikeable city where as Nashville ranks as somewhat bikeable.



Walk score measure the walkability of any address based on distance and pedestrian friendliness.

Source: Walkscore.com, 2018

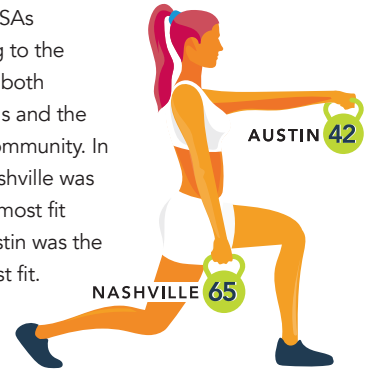
ARTS VIBRANCY RANKING



Source: NCAR Arts Vibrancy Index, 2018

FITNESS RANKING

The American Fitness Index ranks the United States' 50 largest MSAs according to the fitness of both individuals and the overall community. In 2018, Nashville was the 65th most fit MSA. Austin was the 42nd most fit.



Source: American Fitness Index, 2018

PARK DATA

This ranking determines how well each city is meeting the needs for parks.



Source: Trust for Public Land Park Score, 2017
 *out of 100 largest U.S. cities

DEEP PROSPERITY AND INCLUSION

POVERTY RATE

	NASHVILLE	AUSTIN
2013	13.7%	14.3%
2014	15.1%	15.1%
2015	12.7%	11.7%
2016	11.6%	10.9%

Source: U.S. Census Bureau, American Community Survey, 2016

GROSS RENT AS A PERCENTAGE OF HOUSEHOLD IN THE PAST 12 MONTHS

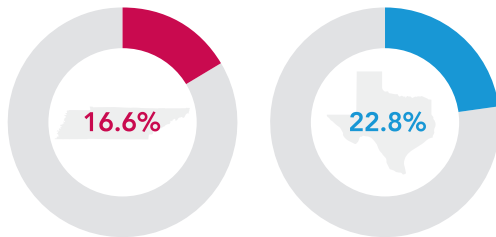
	NASHVILLE	AUSTIN
Less than 30%	58.4%	54.8%
30% or more	41.6%	45.2%

Households are considered to be cost-burdened when 30 percent or more of their gross income goes towards housing.

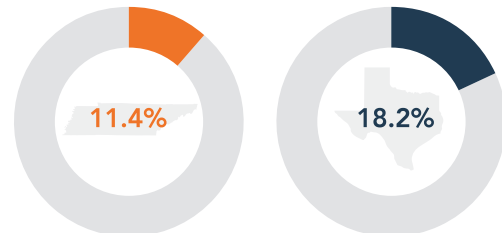
Source: U.S. Census Bureau, 2016

PERCENTAGE OF WOMEN AND MINORITY-OWNED FIRMS

WOMEN-OWNED FIRMS



MINORITY-OWNED FIRMS



Source: U.S. Census Bureau, 2016

EDUCATION AND WORKFORCE

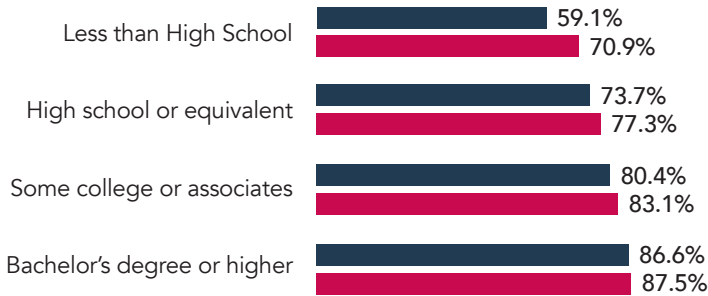
LABOR FORCE PARTICIPATION RATE



Source: American Community Survey, 2016

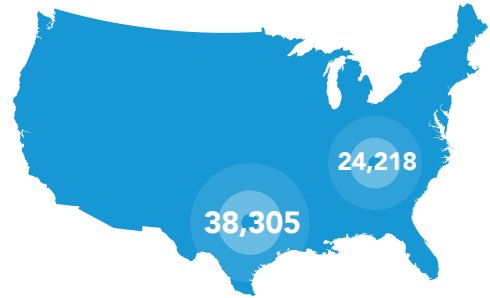
LABOR FORCE PARTICIPATION BY EDUCATION ATTAINMENT

■ Nashville
■ Austin



Source: NCES, 2014

NET IN MIGRATION



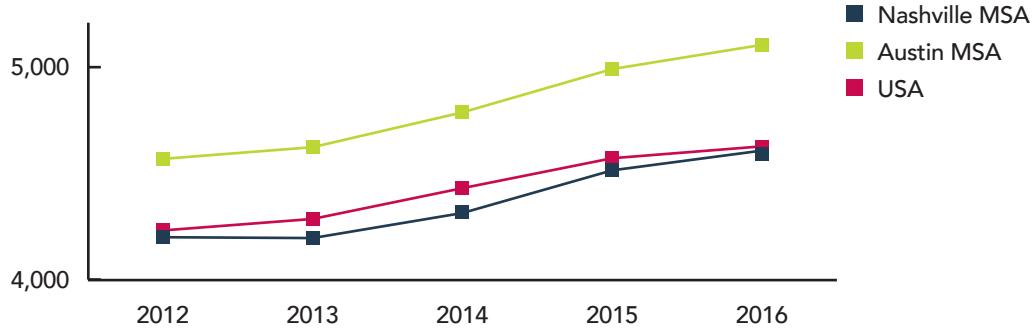
Source: ACS, July 1, 2016-July 1, 2017

COMMUNITY COLLEGES

	Nashville State Community College	Austin Community College District
Number of students enrolled	8,197	40,803
Overall graduation rate	18%	11%
Transfer out rate	11%	42%

Source: NCES, 2014

5 YEAR SALARY GROWTH



Source: U.S. Census Bureau, 2016

K-12 PUBLIC SCHOOL EDUCATION

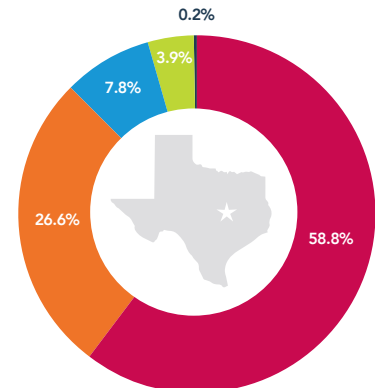
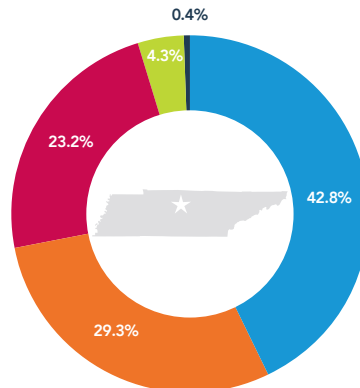
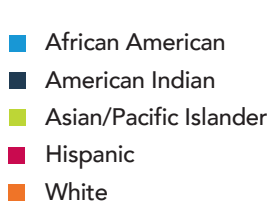
13 school districts serve Austin City Limits, including Austin ISD.

METRO NASHVILLE PUBLIC SCHOOLS

AUSTIN INDEPENDENT SCHOOL DISTRICT

Total Number of Students	85,453	83,270
H.S. Completion Rate (%)	80.30%	91.70%
Economically Disadvantaged	50.6%	57.4%
ELL	18.9%	28.0%
Expenditure per Student	\$10,344	\$9,719

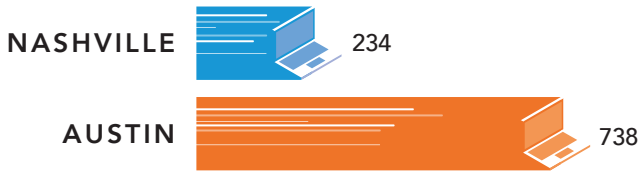
K-12 PUBLIC SCHOOL ENROLLMENT BY RACE & ETHNICITY



Source: Texas Education Agency, 2016; TN Dept. of Education, Nashville Area Chamber of Commerce Education Report Card 2016-2017; NCES, 2014-2015 school year

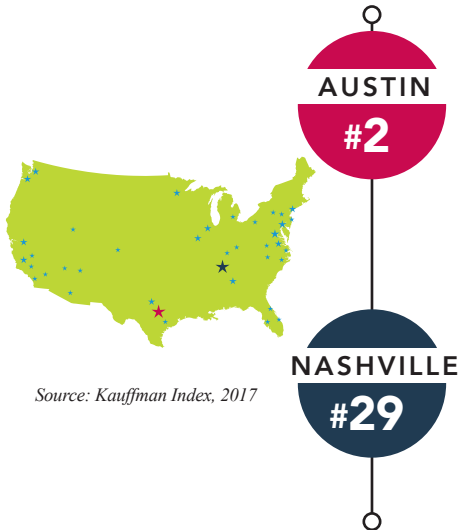
**T E C H
A N D
I N N O V A T I O N**

TOTAL NUMBER OF TECH FIRM STARTUPS IN 2017



Source: Avention, 2017

TECH RANKING OF THE 40 LARGEST MSAS



Source: Kauffman Index, 2017

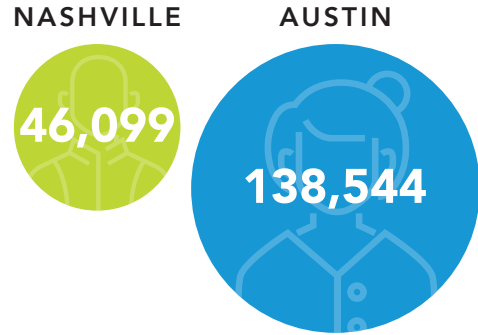
TOTAL STARTUP DENSITY

Startup firms per 1000 total firms.



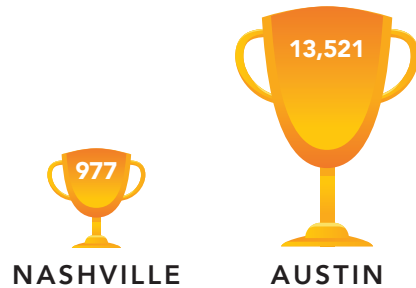
Source: Kauffman Index, 2017

TOTAL TECH WORKERS



Source: U.S. Patent & Trademark Office, 2016

NUMBER OF NEW PATENTS



Source: U.S. Patent & Trademark Office, 2016



L E A D E R S H I P
S T U D Y
M I S S I O N

The Leadership Study Mission is the Nashville Area Chamber's annual community development initiative in which community leaders study best practices and lessons learned in another city on a variety of timely topics identified as regional priorities.

The 130-person delegation includes key leaders such as Nashville Mayor David Briley, Nashville business and nonprofit leaders, and other local and regional elected officials.

nashvillechamber.com/lsm