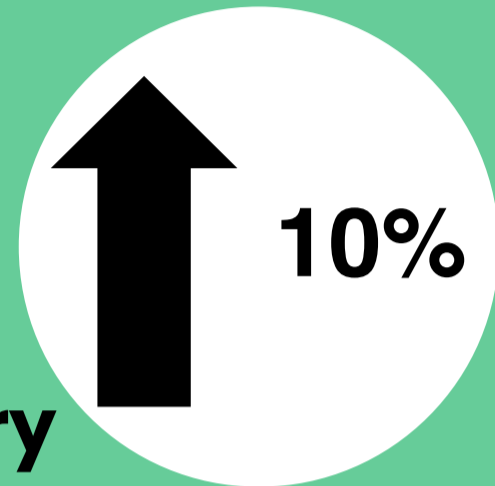


Comparative Demographics | Harper vs. All Texas Hill Country Rural Areas

ANNUAL POPULATION GROWTH

Harper
10% HIGHER
than
Rural Hill Country



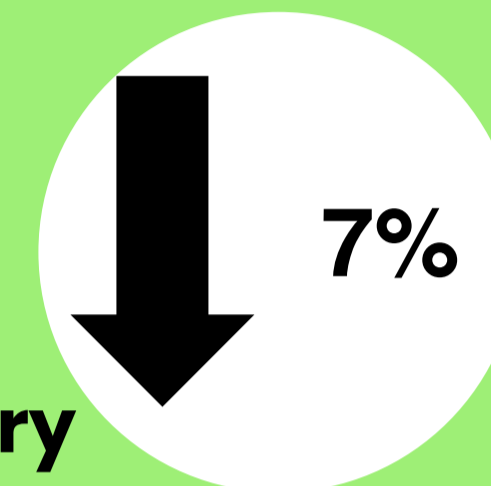
% HOME VALUES \$500,000+

Harper
50% HIGHER
than
Rural Hill Country



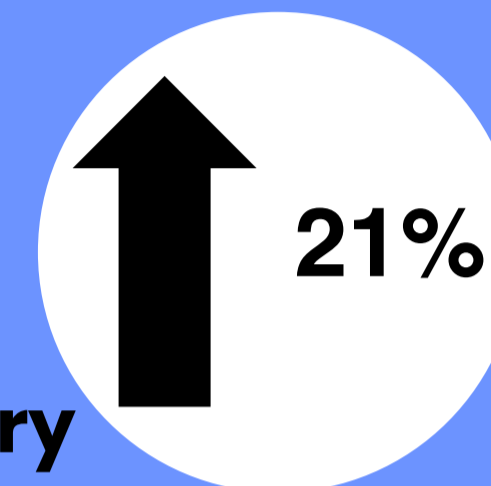
% HOUSEHOLD INCOMES \$100,000+

Harper
7% LOWER
than
Rural Hill Country



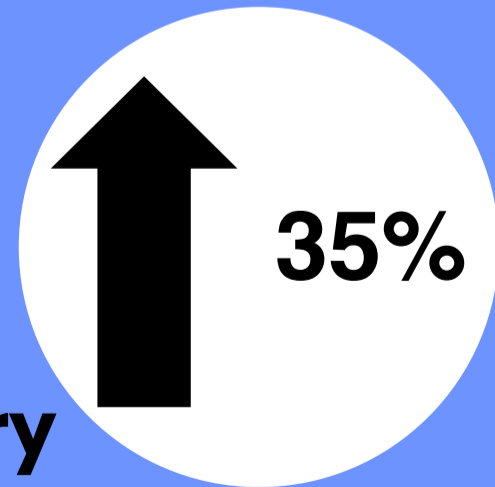
% HOUSEHOLD NET WORTH \$500,000+

Harper
21% HIGHER
than
Rural Hill Country



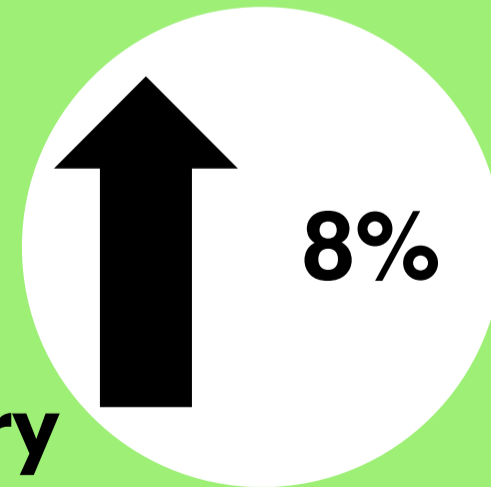
PROPERTY VALUE TREND

Harper
35% HIGHER
than
Rural Hill Country



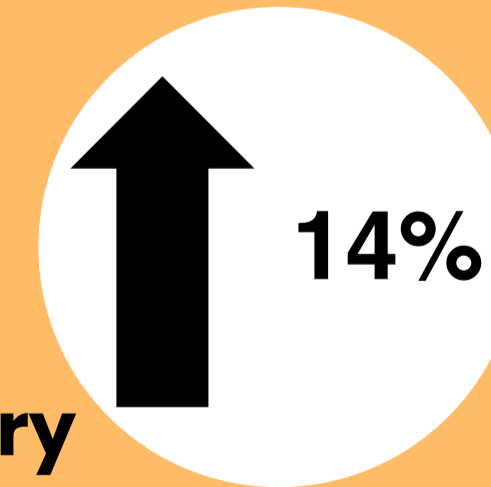
% ADULTS AT LEAST BACHELOR'S DEGREE

Harper
8% HIGHER
than
Rural Hill Country



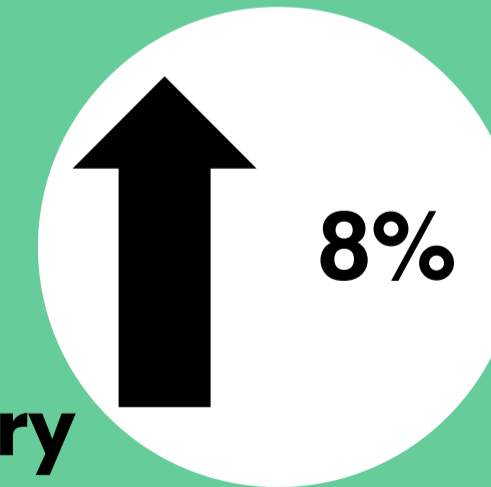
% HOMES WITH CHILDREN

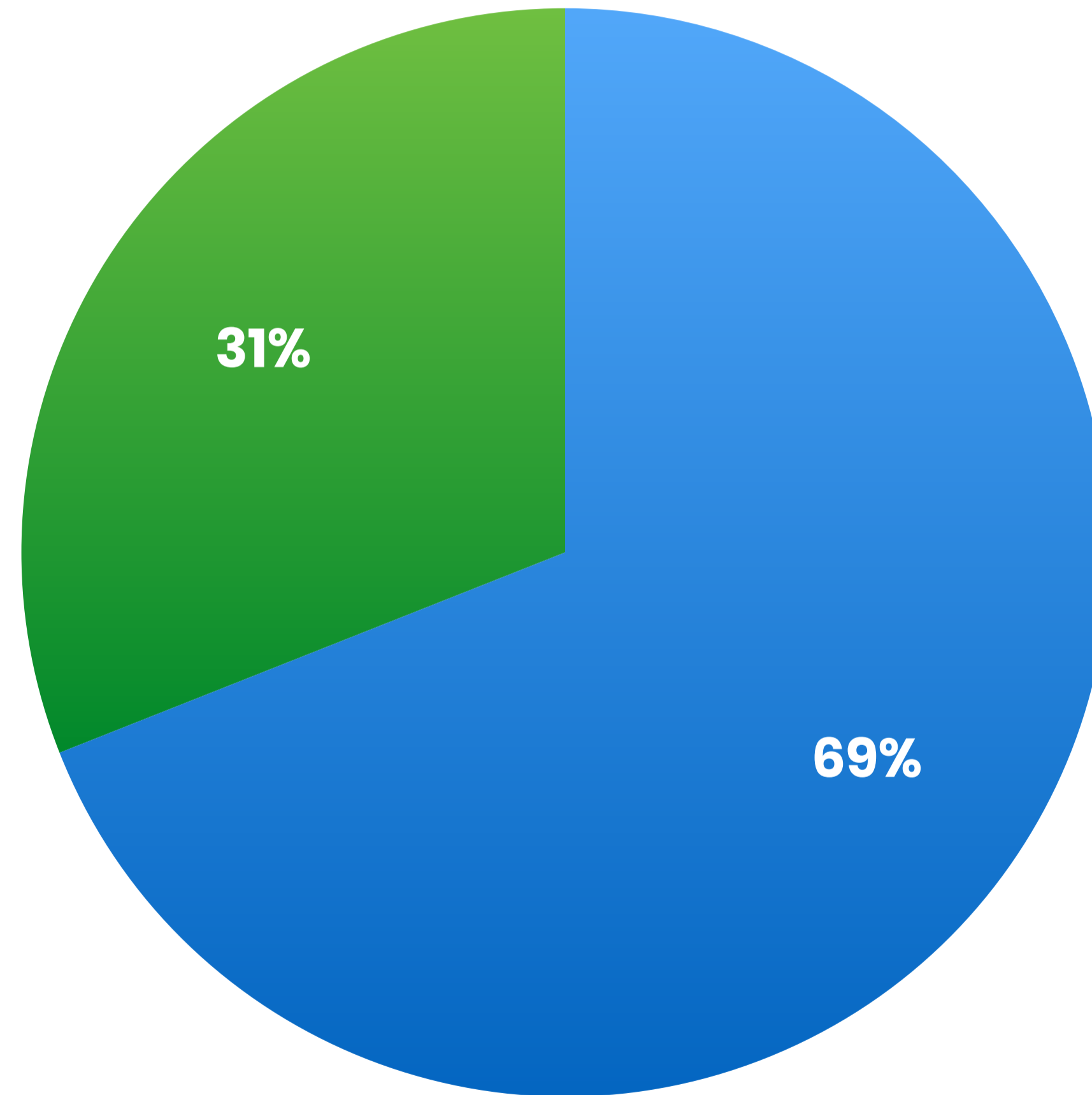
Harper
14% HIGHER
than
Rural Hill Country



% HOMES OWNER OCCUPIED

Harper
8% HIGHER
than
Rural Hill Country





69% Great Outdoors

- 2.4 avg. household size
- 46 median age
- Educated empty nesters
- Longer commute times
- Disproportionate % work from home
- Low unemployment
- Prefer domestic travel to international

31% Rural Resort Dwellers

- 2.2 avg. household size
- 52 median age
- 42% married with no children
- Strong second home market
- Postponing retirement
- Pay little attention to advertising
- Buy brands they know

Infographics | Harper

KEY FACTS

1,286

Population



Average Household Size

51.5

Median Age

\$46,477

Median Household Income

EDUCATION

13%

No High School Diploma



32%

High School Graduate



29%

Some College



27%

Bachelor's/Grad/Prof Degree

BUSINESS



50

Total Businesses



321

Total Employees

EMPLOYMENT



63%

White Collar



27%

Blue Collar



10%

Services



7.6%
Unemployment Rate

INCOME



\$46,477

Median Household Income



\$31,667

Per Capita Income



\$183,196

Median Net Worth

Households By Income

The largest group: \$25,000 - \$34,999 (19.3%)

The smallest group: \$150,000 - \$199,999 (3.3%)

Indicator	Value	Difference	
<\$15,000	10.3%	+2.2%	
\$15,000 - \$24,999	5.4%	-4.8%	
\$25,000 - \$34,999	19.3%	+8.9%	
\$35,000 - \$49,999	18.2%	+4.2%	
\$50,000 - \$74,999	14.6%	-6.5%	
\$75,000 - \$99,999	13.4%	-1.5%	
\$100,000 - \$149,999	8.2%	-3.3%	
\$150,000 - \$199,999	3.3%	-1.1%	
\$200,000+	7.3%	+2.0%	

Bars show deviation from
Gillespie County