

From the Austin Business Journal:

<http://www.bizjournals.com/austin/news/2015/12/24/study-tabs-austin-as-nations-millennial-capital.html>

## Study tabs Austin as nation's millennial capital

Dec 24, 2015, 8:07am CST

With the **University of Texas**, ample live music and a burgeoning tech sector, Austin is known for its youth culture. New data is lending more credence to the city's image as a growing bastion for the young and young at heart.

Millennials made up 17.5 percent of the Austin area's estimated 2 million-odd people in 2014, the highest rate in the country among large metro areas, according to a recent study by Headlight Data based on American Community Survey results.

The U.S. average was 13.5 percent, the study found.

Other cities with high concentrations of millennials, those between the ages of 25-34, were trendy locales such as No. 2 Salt Lake City (16.3 percent) and No. 4 Seattle (16 percent), in addition to Houston at No. 10 with 15.1 percent.

On the other end of the generation equation, Baby Boomers also made up 17.5 percent of Austin's population in 2014, down from 19 percent in 2009.

Tech giant Oracle Corp., which this week announced it was building a huge campus in East Austin, is specifically targeting millennial job-seekers by acquiring a 295-unit apartment complex to house workers next to the project.



ROBERT CHURCHILL

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