

THE TOP 30 REASONS WHY...

Central TEXAS

IS THE
"IT" SPOT
TO CALL

Home

BEST CITIES FOR
COFFEE LOVERS



TOP
STARTUP
ECOSYSTEM



TOP
VEGETARIAN &
VEGAN



Friendly Cities



Best City for
VETERANS



BEST PLACES TO LIVE
IN THE NATION

2024 MEDIA ACCOLADES PROVING THAT CENTRAL TEXAS IS THE PLACE TO BE

LIFESTYLE & POPULATION

Austin ranks #8 nationally and #43 globally in ranking of the world's best cities based on measures of livability, lovability and prosperity that define each city's "Place Power." (*Resonance Consultancy, January 2024*)

Austin ranked #8 on the list of The South's Best Cities for being a high-energy getaway with lots to see and do for travelers. (*Southern Living Magazine, April 2024*)

Austin ranked #9 out of 150 major cities in the general rankings of the Best Places to Live in the Nation. To make the top of the list, a place had to have good value, be a desirable place to live, have a strong job market, and a high quality of life. (*U.S. News & World Report, May 2024*)

Austin Ranked #24 in Top Metros with the Most Millionaires. The study compared households who report making at least \$1 million from the different sources at their disposal (any combination of salary, income from an estate or trust, interest, dividends, royalties, and rents received) (*Point2Homes, May 2024*)

Austin Ranked #10 in Best Market for New College Graduates. The study compared the 100 largest U.S. metros and determine the ranking of the best markets for recent college graduates based on five factors: rent affordability, rent concessions, recent graduate incomes, job openings and the share of the population ages 21-29, according to the 1-year American Community Survey. (*Zillow, July 2024*)

Austin Ranked #1 in Best Places for Millennials to Live and Work. The report says, Austin boasted the highest share of Millennials among the metros analyzed. Moreover, the Millennial influx to Austin is ongoing as the demographic has seen significant recent growth. Austin is a prime destination for Millennials seeking a balanced lifestyle between income and living expenses. The city also hosts the third-largest concentration of highly educated Millennials, who benefit from its renowned educational institutions and thriving tech industry's demand for skilled talent. (*CommercialCafe, July 2024*)

Austin the No. 1 best city for veterans in comparison to 100 of the most populous U.S. cities. The study results were based on veteran unemployment rates, veteran income growth, each city's housing affordability, quality of life, and more. (*Wallethub, November 2024*)

REAL ESTATE

Austin Ranked #7 for Most New Construction Homes Sold in America. The rankings were based on the high amount of new home builds, the median sales price affordability in April 2024. (*SmartAsset, June 2024*)

Austin Ranked #7 in Best Places for Renters to Live in the South. The study found that Austin's cost of living is nearly one percent lower than the national average. In the study comparing 150 cities across various criteria, Austin secured the following rankings: 13th for its local economy, 15th for housing and cost of living, and 17th for quality of life. (*RentCafe, July 2024*)

Austin was ranked the No. 12 best real estate market in America, and the third best housing market out of all large U.S. cities. The study took an in-depth look at real estate markets in 300 U.S. cities based on 17 metrics, including median home price appreciation, the ratio of rent price to sale price, vacancy rates, housing and maintenance affordability, population and job growth, and more. (*Wallethub, August 2024*)

Austin Ranked #10 in Top Easiest Cities to pay off a Mortgage in America, based on the principal and interest payments for conventional 30-year fixed-rate mortgages issued in 2023, compared to the median income of new homeowners. (*SmartAsset, October 2024*)

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CULTURE, DINING & ENTERTAINMENT

Austin Ranked #13 in Healthiest Cities in America. This study compared more than 180 of the most populated U.S. cities across 41 key indicators of good health. Data set ranges from the cost of a medical visit to fruit and vegetable consumption to the share of physically active adults. ([Wallethub, April 2024](#))

Austin Ranked #5 in World's Best Cities for Nightlife. The study surveyed thousands of people in some of the best cities in the world about where they like to go and what they like about their city's nightlife scene—affordability, quality, and Music. ([TimeOut, September 2024](#))

Austin Ranked #6 in Most Vegetarian and Vegan-Friendly Cities in America. This study analyzed the 100 largest cities in the U.S. across 17 important factors and three key dimensions: affordability, diversity, accessibility and quality and vegetarian lifestyle. They evaluated each city based on metrics such as grocery costs for vegetarians, the percentage of restaurants offering meatless options, and the per capita number of salad shops. ([Wallethub, October 2024](#))

Austin Ranked #2 Healthiest City in America. This study compared the 46 most populated cities with available data across eight key metrics and considered the death rate, overall health, and healthy lifestyles. ([Forbes, November 2024](#))

Austin Ranked #9 in Best Cities for Coffee Lovers. The report analyzed the 100 largest cities across 12 key indicators of coffee lover-friendliness. And data set ranges from coffee shops, coffee houses and cafés per capita to the average price per pack of coffee to the share of residents with coffee makers at home. ([Wallethub, November 2024](#))

Austin Ranked #1 in the Most Festive Cities in America. The report analyzed data from millions of holiday light installation requests across all 50 states between October 2023 and 2024. Austinites can draw inspiration from a variety of beloved citywide light displays, such as the iconic Trail of Lights, Mozart's Annual Holiday Light Show, and many others. ([Thumbtack, December 2024](#))

BUSINESS & ECONOMY

Austin is the Best-Performing City in the annual assessment of economic growth and access to opportunities in U.S. metropolitan areas due to its labor market performance and a robust tech sector exhibiting fast and balanced growth. ([Milken Institute, February 2024](#))

Austin Ranked #1 among the 10 best American cities for entrepreneurs compared to the 50 most-populated cities that are the most entrepreneur-friendly, with research focused on four data points in two areas: small business funding and taxes. ([Zebra Magazine Online, April 2024](#))

Austin is the #7 biggest boomtown in America, according to a study surrounding the fastest-growing, quickest-developing cities in the country. ([Chekr, July 2024](#))

Austin Climbs to #7 in The Global Startup Ecosystem Index Report. The study explored the world's top 100 countries and 1,000 cities ranked by startup ecosystem strength, accompanied by focused analysis. ([Startuplink June, 2024](#))

Austin is one of the Top Innovation Hubs to Watch due to the innovation landscape bringing together research, development, and collaboration, positioning it as a hub of hubs where groundbreaking advancements flourish. ([Business Facilities, June 2024](#))

Austin Ranked #10 in Hardest-Working Cities in America. The study compared the 116 largest cities across 11 key metrics. Data set ranges from the employment rate to average weekly work hours to the share of workers with multiple jobs. ([Wallethub, August 2024](#))

Austin #4 Best Places to Live and Work as a Filmmaker for film and TV industry presence, endless networking opportunities, and full-hearted embrace of cinematic culture. ([Moviemaker, August 2024](#))

Austin ranked #10 in Top Meeting Destinations in North America for its wide array or luxury and affordable hotel rooms, top-notch event venues, and rich culture. ([CVENT, 2024](#))

EDUCATION

Austin Ranked #8 in Most Educated Cities in America. The study compared the 150 largest metropolitan statistical areas, across 11 key metrics. Data set ranges from the share of adults aged 25 and older with a bachelor's degree or higher to the quality of the public-school system to the gender education gap. ([Wallethub, July 2024](#))

Austin Ranked #7 in Most Educated Cities in the U.S. The study analyzed the 100 largest cities in the country based on the 2021 census. The analysis utilized metrics such as high school dropout rates, the proportion of adults aged 25 and older with some college experience but no degree, undergraduate college completion rates, and the percentage of adults aged 25 and older with advanced degrees. Additionally, lower-weighted metrics on equity were included, focusing on racial and gender disparities in college completion. ([Forbes, September 2024](#))

UT-Austin ranks 7th best public school in U.S., best Texas public university. ([U.S. News & World Report, September 2024](#))

St. Edward's University has advanced to No. 5 Best Regional Universities in the West. ([U.S. News & World Report, September 2024](#))

UT Austin ranked second-best Texas school on new list. When it comes to schools in the Lone Star State, Trinity University in San Antonio ranked third, followed by Texas A&M University in College Station and Southwestern University in Georgetown. ([Wallethub, October 2024](#))



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