

Demographic Market Profile - Study Area

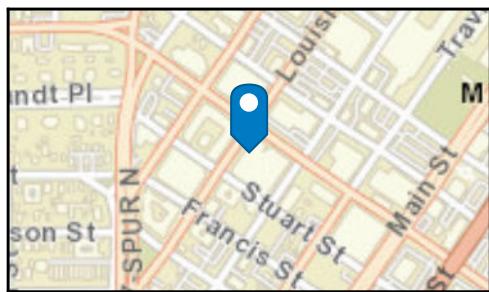
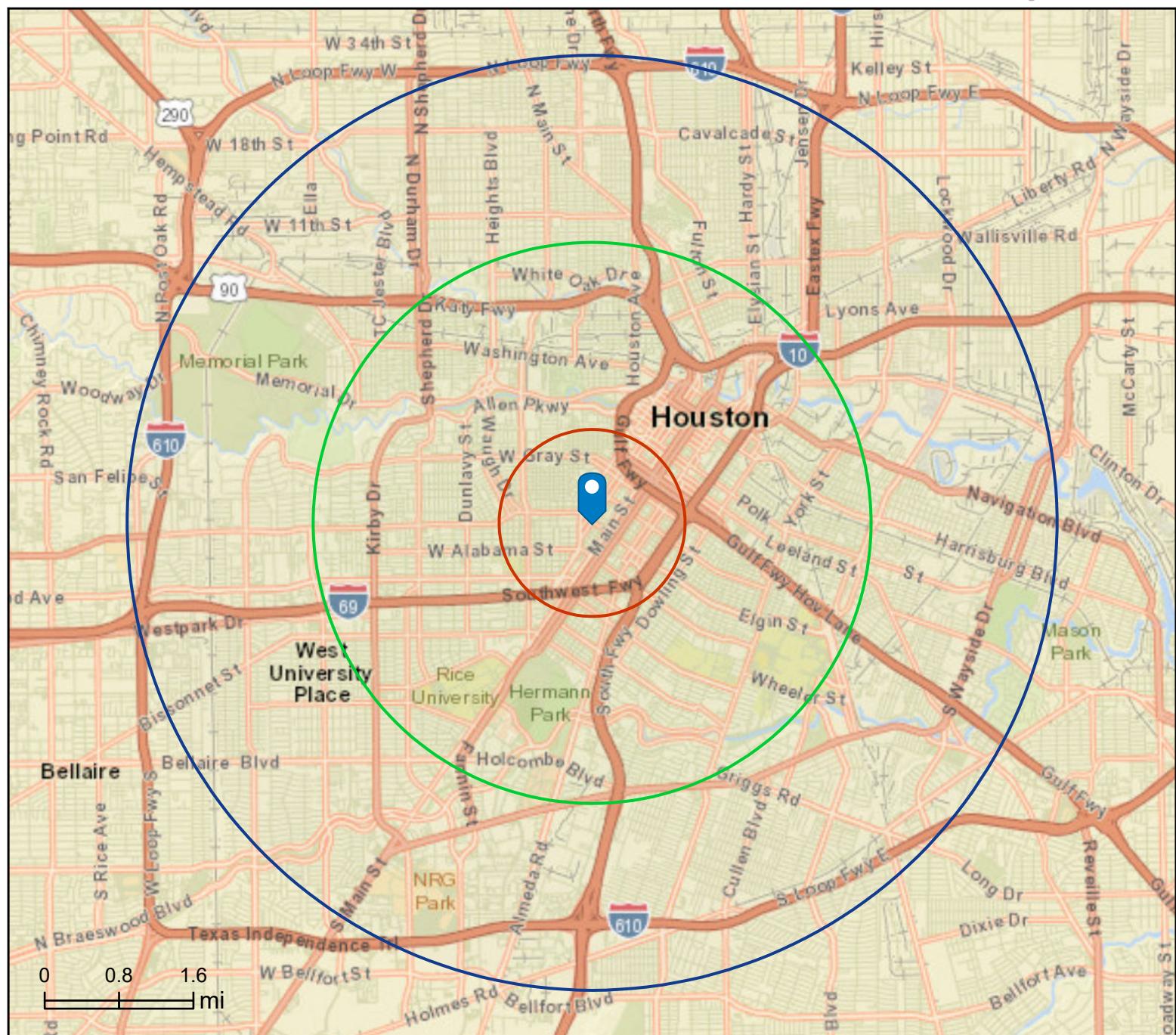
3201 Louisiana St, Houston, Texas, 77006

Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.74280

Longitude: -95.37967



September 02, 2020

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Population Summary			
2000 Total Population	17,685	140,054	381,200
2010 Total Population	21,601	160,084	400,512
2020 Total Population	30,792	206,664	483,296
2020 Group Quarters	1,819	27,050	29,807
2025 Total Population	37,134	237,594	540,095
2020-2025 Annual Rate	3.82%	2.83%	2.25%
2020 Total Daytime Population	42,511	408,244	758,260
Workers	33,149	330,377	544,291
Residents	9,362	77,867	213,969
Household Summary			
2000 Households	8,756	58,033	152,792
2000 Average Household Size	1.79	2.07	2.35
2010 Households	12,255	71,537	171,763
2010 Average Household Size	1.63	1.89	2.17
2020 Households	18,267	96,393	213,342
2020 Average Household Size	1.59	1.86	2.13
2025 Households	22,197	113,141	241,734
2025 Average Household Size	1.59	1.86	2.11
2020-2025 Annual Rate	3.97%	3.26%	2.53%
2010 Families	3,228	27,027	81,250
2010 Average Family Size	2.59	2.84	3.11
2020 Families	4,483	34,842	96,239
2020 Average Family Size	2.58	2.83	3.09
2025 Families	5,433	40,362	107,169
2025 Average Family Size	2.59	2.84	3.08
2020-2025 Annual Rate	3.92%	2.98%	2.17%
Housing Unit Summary			
2000 Housing Units	10,135	66,830	171,347
Owner Occupied Housing Units	22.6%	30.4%	36.8%
Renter Occupied Housing Units	63.8%	56.5%	52.4%
Vacant Housing Units	13.6%	13.2%	10.8%
2010 Housing Units	14,353	83,938	199,310
Owner Occupied Housing Units	30.0%	33.0%	37.0%
Renter Occupied Housing Units	55.4%	52.3%	49.2%
Vacant Housing Units	14.6%	14.8%	13.8%
2020 Housing Units	20,702	108,853	240,514
Owner Occupied Housing Units	25.1%	30.4%	34.3%
Renter Occupied Housing Units	63.1%	58.1%	54.4%
Vacant Housing Units	11.8%	11.4%	11.3%
2025 Housing Units	24,666	126,123	269,939
Owner Occupied Housing Units	22.1%	28.0%	32.4%
Renter Occupied Housing Units	67.9%	61.7%	57.1%
Vacant Housing Units	10.0%	10.3%	10.4%
Median Household Income			
2020	\$75,482	\$81,230	\$69,393
2025	\$82,470	\$88,022	\$77,048
Median Home Value			
2020	\$383,853	\$436,879	\$403,372
2025	\$412,472	\$456,888	\$433,111
Per Capita Income			
2020	\$63,581	\$59,153	\$51,256
2025	\$69,216	\$65,247	\$56,607
Median Age			
2010	34.7	33.7	33.7
2020	35.7	35.3	35.2
2025	35.5	35.3	35.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	18,267	96,389	213,338
<\$15,000	12.2%	12.1%	13.0%
\$15,000 - \$24,999	6.8%	6.6%	8.1%
\$25,000 - \$34,999	6.4%	6.2%	7.3%
\$35,000 - \$49,999	8.0%	8.1%	9.7%
\$50,000 - \$74,999	16.3%	13.7%	14.3%
\$75,000 - \$99,999	11.4%	11.2%	10.6%
\$100,000 - \$149,999	17.4%	16.1%	14.1%
\$150,000 - \$199,999	9.4%	9.2%	7.6%
\$200,000+	12.0%	16.9%	15.3%
Average Household Income	\$106,592	\$124,088	\$114,964
2025 Households by Income			
Household Income Base	22,197	113,137	241,730
<\$15,000	10.7%	10.8%	11.7%
\$15,000 - \$24,999	5.8%	5.9%	7.2%
\$25,000 - \$34,999	5.3%	5.7%	6.8%
\$35,000 - \$49,999	7.5%	7.3%	8.9%
\$50,000 - \$74,999	16.2%	13.3%	14.2%
\$75,000 - \$99,999	12.3%	11.9%	11.3%
\$100,000 - \$149,999	19.3%	17.3%	15.3%
\$150,000 - \$199,999	10.6%	10.0%	8.4%
\$200,000+	12.1%	17.7%	16.2%
Average Household Income	\$115,379	\$134,594	\$125,470
2020 Owner Occupied Housing Units by Value			
Total	5,197	33,086	82,501
<\$50,000	0.2%	0.7%	2.7%
\$50,000 - \$99,999	0.9%	2.0%	7.7%
\$100,000 - \$149,999	1.9%	2.1%	4.9%
\$150,000 - \$199,999	3.8%	4.3%	5.5%
\$200,000 - \$249,999	10.0%	5.5%	5.1%
\$250,000 - \$299,999	13.0%	9.0%	7.5%
\$300,000 - \$399,999	24.1%	19.7%	16.2%
\$400,000 - \$499,999	21.6%	18.4%	13.5%
\$500,000 - \$749,999	17.0%	20.9%	17.4%
\$750,000 - \$999,999	5.1%	7.2%	7.4%
\$1,000,000 - \$1,499,999	1.4%	5.5%	6.7%
\$1,500,000 - \$1,999,999	0.3%	1.9%	2.6%
\$2,000,000 +	0.7%	2.9%	2.8%
Average Home Value	\$438,852	\$561,845	\$537,746
2025 Owner Occupied Housing Units by Value			
Total	5,442	35,316	87,534
<\$50,000	0.0%	0.3%	2.2%
\$50,000 - \$99,999	0.4%	1.3%	6.0%
\$100,000 - \$149,999	0.8%	1.3%	3.8%
\$150,000 - \$199,999	1.9%	2.5%	4.2%
\$200,000 - \$249,999	7.3%	4.1%	4.3%
\$250,000 - \$299,999	11.7%	8.5%	7.5%
\$300,000 - \$399,999	24.8%	20.5%	17.1%
\$400,000 - \$499,999	24.8%	20.2%	15.0%
\$500,000 - \$749,999	19.9%	23.3%	19.7%
\$750,000 - \$999,999	5.7%	7.4%	7.8%
\$1,000,000 - \$1,499,999	1.6%	5.7%	6.9%
\$1,500,000 - \$1,999,999	0.3%	2.0%	2.7%
\$2,000,000 +	0.8%	2.9%	2.8%
Average Home Value	\$468,388	\$584,156	\$564,180

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	21,602	160,083	400,508
0 - 4	3.6%	4.3%	6.2%
5 - 9	2.3%	3.4%	5.2%
10 - 14	1.9%	2.9%	4.5%
15 - 24	12.8%	17.2%	15.0%
25 - 34	30.3%	24.9%	21.7%
35 - 44	17.1%	15.0%	14.4%
45 - 54	14.9%	13.5%	13.2%
55 - 64	11.0%	10.7%	10.6%
65 - 74	3.9%	4.6%	5.1%
75 - 84	1.6%	2.4%	2.8%
85 +	0.5%	1.0%	1.3%
18 +	90.8%	87.4%	81.3%
2020 Population by Age			
Total	30,791	206,664	483,297
0 - 4	3.6%	3.9%	5.4%
5 - 9	2.7%	3.3%	5.0%
10 - 14	2.2%	3.1%	4.7%
15 - 24	11.5%	15.6%	13.9%
25 - 34	28.7%	23.5%	20.6%
35 - 44	17.4%	15.5%	14.8%
45 - 54	12.9%	12.0%	11.8%
55 - 64	11.2%	11.1%	11.2%
65 - 74	6.6%	7.4%	7.7%
75 - 84	2.5%	3.2%	3.5%
85 +	0.8%	1.3%	1.5%
18 +	89.8%	87.5%	82.3%
2025 Population by Age			
Total	37,133	237,594	540,093
0 - 4	4.0%	4.1%	5.4%
5 - 9	2.7%	3.3%	4.7%
10 - 14	2.2%	2.9%	4.4%
15 - 24	12.1%	15.3%	13.9%
25 - 34	28.0%	23.8%	20.8%
35 - 44	17.7%	15.5%	14.7%
45 - 54	12.2%	11.5%	11.5%
55 - 64	10.0%	10.0%	10.3%
65 - 74	7.2%	8.0%	8.4%
75 - 84	3.1%	4.1%	4.4%
85 +	0.8%	1.4%	1.5%
18 +	89.5%	87.8%	82.9%
2010 Population by Sex			
Males	12,701	88,443	207,922
Females	8,900	71,641	192,590
2020 Population by Sex			
Males	17,381	111,971	249,546
Females	13,411	94,694	233,750
2025 Population by Sex			
Males	20,313	126,691	276,848
Females	16,821	110,904	263,247

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	21,601	160,085	400,513
White Alone	66.4%	60.9%	58.0%
Black Alone	18.9%	22.8%	21.6%
American Indian Alone	0.5%	0.4%	0.5%
Asian Alone	6.1%	6.0%	6.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	5.4%	7.3%	10.9%
Two or More Races	2.7%	2.5%	2.6%
Hispanic Origin	17.8%	22.7%	32.7%
Diversity Index	66.1	72.3	78.3
2020 Population by Race/Ethnicity			
Total	30,792	206,666	483,295
White Alone	60.2%	57.2%	55.3%
Black Alone	21.4%	22.7%	21.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	7.8%	7.9%	8.1%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	6.5%	8.5%	11.7%
Two or More Races	3.7%	3.3%	3.3%
Hispanic Origin	21.4%	26.8%	35.2%
Diversity Index	72.5	76.6	80.6
2025 Population by Race/Ethnicity			
Total	37,135	237,594	540,096
White Alone	56.9%	55.8%	54.3%
Black Alone	23.1%	22.4%	20.7%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	8.7%	8.8%	9.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	6.8%	9.0%	11.9%
Two or More Races	4.1%	3.6%	3.6%
Hispanic Origin	23.5%	29.0%	36.9%
Diversity Index	75.4	78.3	81.5
2010 Population by Relationship and Household Type			
Total	21,601	160,084	400,512
In Households	92.3%	84.5%	93.2%
In Family Households	40.0%	49.2%	64.8%
Householder	14.8%	16.9%	20.3%
Spouse	10.2%	11.7%	13.5%
Child	10.7%	15.9%	24.4%
Other relative	3.0%	3.4%	4.8%
Nonrelative	1.2%	1.3%	1.8%
In Nonfamily Households	52.3%	35.3%	28.3%
In Group Quarters	7.7%	15.5%	6.8%
Institutionalized Population	0.3%	7.3%	3.0%
Noninstitutionalized Population	7.4%	8.2%	3.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	24,653	152,846	343,335
Less than 9th Grade	2.4%	3.7%	6.7%
9th - 12th Grade, No Diploma	2.7%	4.5%	5.6%
High School Graduate	5.1%	8.3%	11.2%
GED/Alternative Credential	1.7%	2.8%	2.6%
Some College, No Degree	14.1%	13.4%	13.8%
Associate Degree	4.3%	4.1%	4.4%
Bachelor's Degree	37.6%	33.2%	28.9%
Graduate/Professional Degree	32.0%	30.0%	26.9%
2020 Population 15+ by Marital Status			
Total	28,182	185,143	410,492
Never Married	60.5%	53.4%	47.5%
Married	27.7%	33.5%	39.0%
Widowed	1.6%	3.0%	3.9%
Divorced	10.2%	10.1%	9.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	23,289	128,299	283,385
Population 16+ Employed	92.4%	92.1%	91.6%
Population 16+ Unemployment rate	7.6%	7.9%	8.4%
Population 16-24 Employed	9.5%	11.2%	10.9%
Population 16-24 Unemployment rate	10.9%	14.1%	16.0%
Population 25-54 Employed	72.6%	68.8%	68.5%
Population 25-54 Unemployment rate	7.1%	7.0%	7.3%
Population 55-64 Employed	11.6%	12.6%	13.3%
Population 55-64 Unemployment rate	8.4%	7.8%	7.9%
Population 65+ Employed	6.2%	7.4%	7.3%
Population 65+ Unemployment rate	6.4%	6.3%	6.3%
2020 Employed Population 16+ by Industry			
Total	21,524	118,149	259,654
Agriculture/Mining	5.0%	5.4%	4.6%
Construction	4.6%	4.8%	6.7%
Manufacturing	8.1%	7.8%	7.7%
Wholesale Trade	2.6%	2.6%	2.8%
Retail Trade	7.2%	6.1%	6.5%
Transportation/Utilities	5.2%	5.1%	5.2%
Information	1.4%	1.4%	1.3%
Finance/Insurance/Real Estate	7.8%	8.9%	8.3%
Services	56.7%	56.0%	54.9%
Public Administration	1.4%	1.9%	2.1%
2020 Employed Population 16+ by Occupation			
Total	21,523	118,147	259,655
White Collar	81.8%	81.0%	75.2%
Management/Business/Financial	25.5%	25.6%	22.4%
Professional	37.8%	37.5%	34.5%
Sales	10.0%	9.5%	9.1%
Administrative Support	8.4%	8.4%	9.2%
Services	12.2%	10.8%	12.1%
Blue Collar	6.0%	8.2%	12.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.3%	2.7%	4.4%
Installation/Maintenance/Repair	0.3%	0.7%	1.3%
Production	1.3%	1.9%	3.0%
Transportation/Material Moving	2.0%	2.9%	4.0%

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2010 Households by Type			
Total	12,256	71,537	171,763
Households with 1 Person	56.9%	48.3%	41.6%
Households with 2+ People	43.1%	51.7%	58.4%
Family Households	26.3%	37.8%	47.3%
Husband-wife Families	18.1%	26.1%	31.5%
With Related Children	5.0%	9.0%	13.6%
Other Family (No Spouse Present)	8.2%	11.7%	15.8%
Other Family with Male Householder	2.6%	3.4%	4.4%
With Related Children	0.8%	1.4%	1.9%
Other Family with Female Householder	5.6%	8.3%	11.4%
With Related Children	3.4%	4.8%	6.9%
Nonfamily Households	16.7%	13.9%	11.1%
All Households with Children	9.3%	15.4%	22.6%
Multigenerational Households	0.9%	2.0%	3.7%
Unmarried Partner Households	9.5%	7.9%	7.0%
Male-female	6.1%	5.6%	5.4%
Same-sex	3.4%	2.3%	1.6%
2010 Households by Size			
Total	12,255	71,538	171,763
1 Person Household	56.9%	48.3%	41.6%
2 Person Household	30.6%	32.3%	30.7%
3 Person Household	7.5%	9.7%	11.8%
4 Person Household	3.0%	5.5%	8.1%
5 Person Household	1.1%	2.3%	4.1%
6 Person Household	0.4%	1.0%	2.0%
7 + Person Household	0.4%	0.9%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	12,255	71,537	171,763
Owner Occupied	35.2%	38.7%	42.9%
Owned with a Mortgage/Loan	29.0%	27.5%	27.8%
Owned Free and Clear	6.1%	11.2%	15.1%
Renter Occupied	64.8%	61.3%	57.1%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	93	89	83
Percent of Income for Mortgage	21.2%	22.5%	24.3%
Wealth Index	79	108	108
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	14,353	83,938	199,310
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	21,601	160,084	400,512
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Young and Restless (11B)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	Emerald City (8B)	Emerald City (8B)	Emerald City (8B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$50,647,181	\$301,269,581	\$614,749,010
Average Spent	\$2,772.61	\$3,125.43	\$2,881.52
Spending Potential Index	129	146	134
Education: Total \$	\$39,971,886	\$249,473,741	\$505,319,109
Average Spent	\$2,188.20	\$2,588.09	\$2,368.59
Spending Potential Index	122	145	132
Entertainment/Recreation: Total \$	\$66,818,992	\$412,665,055	\$849,405,094
Average Spent	\$3,657.91	\$4,281.07	\$3,981.42
Spending Potential Index	113	132	123
Food at Home: Total \$	\$116,646,665	\$704,328,284	\$1,452,992,479
Average Spent	\$6,385.65	\$7,306.84	\$6,810.63
Spending Potential Index	120	137	128
Food Away from Home: Total \$	\$88,962,219	\$528,396,667	\$1,078,354,100
Average Spent	\$4,870.11	\$5,481.69	\$5,054.58
Spending Potential Index	129	145	134
Health Care: Total \$	\$109,413,902	\$680,947,470	\$1,435,063,844
Average Spent	\$5,989.70	\$7,064.28	\$6,726.59
Spending Potential Index	104	123	117
HH Furnishings & Equipment: Total \$	\$45,255,210	\$277,082,827	\$577,346,690
Average Spent	\$2,477.43	\$2,874.51	\$2,706.20
Spending Potential Index	113	132	124
Personal Care Products & Services: Total \$	\$20,608,333	\$123,734,617	\$254,058,268
Average Spent	\$1,128.17	\$1,283.65	\$1,190.85
Spending Potential Index	123	140	130
Shelter: Total \$	\$452,637,441	\$2,747,045,160	\$5,574,046,819
Average Spent	\$24,778.97	\$28,498.39	\$26,127.28
Spending Potential Index	128	147	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,354,489	\$267,654,847	\$564,871,828
Average Spent	\$2,318.63	\$2,776.70	\$2,647.73
Spending Potential Index	99	119	113
Travel: Total \$	\$48,638,369	\$307,564,495	\$630,604,930
Average Spent	\$2,662.64	\$3,190.73	\$2,955.84
Spending Potential Index	110	132	123
Vehicle Maintenance & Repairs: Total \$	\$24,567,337	\$146,729,812	\$303,945,176
Average Spent	\$1,344.90	\$1,522.20	\$1,424.69
Spending Potential Index	116	131	123

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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