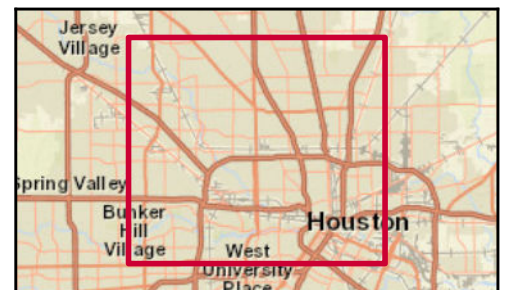
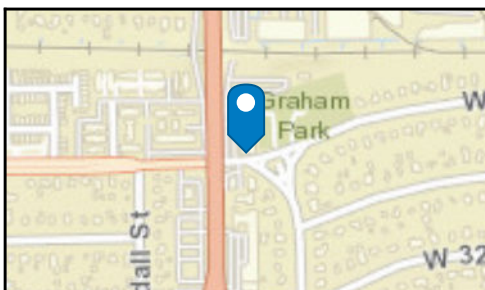
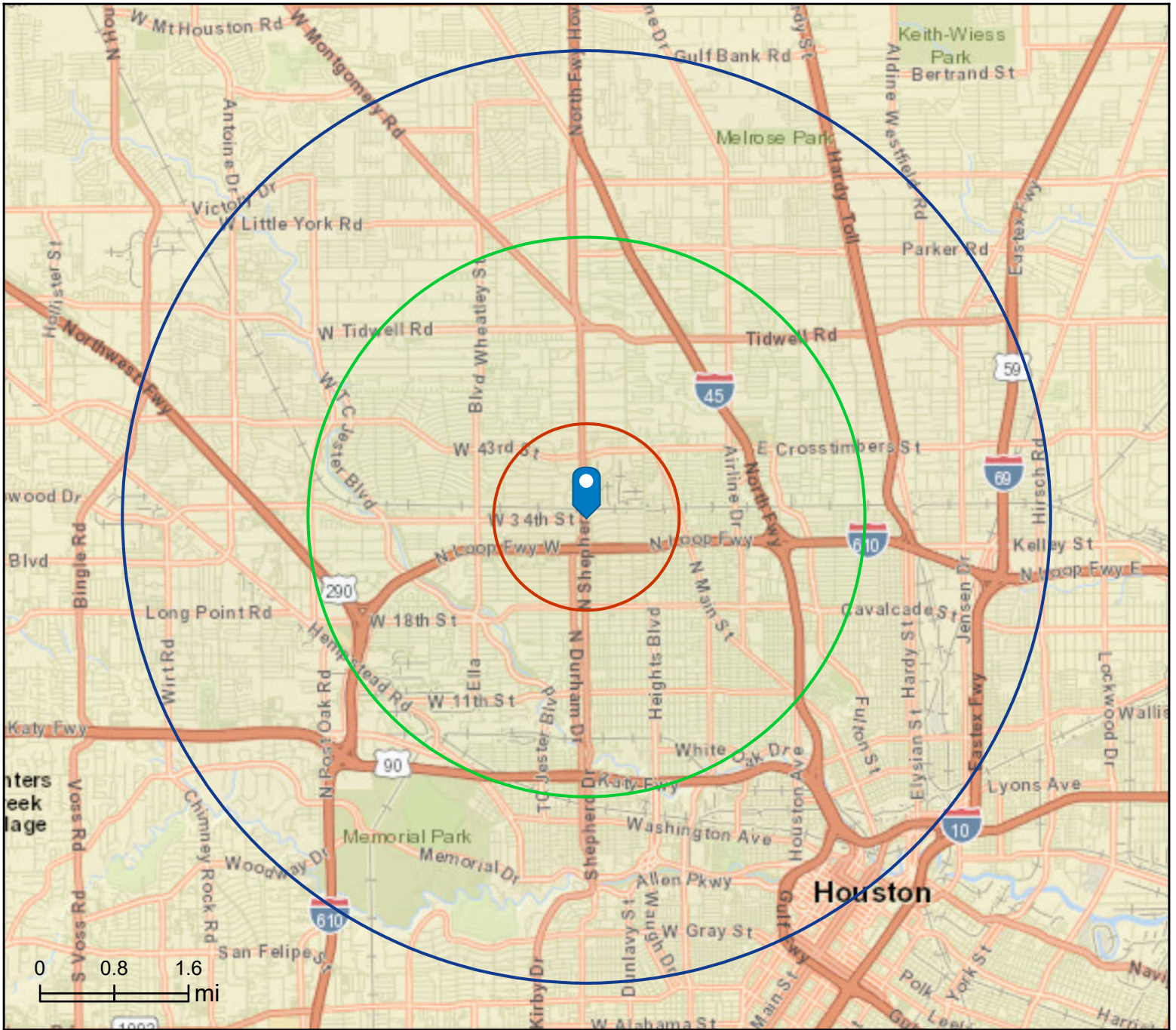


Demographic Market Profile - Study Area

3402 N Shepherd Dr, Houston, Texas, 77018
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.81761
Longitude: -95.40987



	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	12,127	133,462	347,806
2010 Total Population	11,678	131,755	358,092
2020 Total Population	16,882	155,826	417,421
2020 Group Quarters	118	1,122	14,140
2025 Total Population	20,212	172,756	458,644
2020-2025 Annual Rate	3.67%	2.08%	1.90%
2020 Total Daytime Population	20,194	167,078	490,696
Workers	13,376	93,785	291,595
Residents	6,818	73,293	199,101
Household Summary			
2000 Households	4,420	49,728	124,728
2000 Average Household Size	2.73	2.66	2.72
2010 Households	4,877	52,777	135,113
2010 Average Household Size	2.37	2.48	2.55
2020 Households	7,089	62,829	160,045
2020 Average Household Size	2.36	2.46	2.52
2025 Households	8,430	69,513	177,580
2025 Average Household Size	2.38	2.47	2.50
2020-2025 Annual Rate	3.53%	2.04%	2.10%
2010 Families	2,765	29,901	77,648
2010 Average Family Size	3.09	3.27	3.37
2020 Families	3,931	34,851	89,049
2020 Average Family Size	3.11	3.27	3.37
2025 Families	4,664	38,411	97,276
2025 Average Family Size	3.14	3.28	3.37
2020-2025 Annual Rate	3.48%	1.96%	1.78%
Housing Unit Summary			
2000 Housing Units	4,868	54,048	137,299
Owner Occupied Housing Units	52.6%	48.5%	44.5%
Renter Occupied Housing Units	38.2%	43.5%	46.3%
Vacant Housing Units	9.2%	8.0%	9.2%
2010 Housing Units	5,693	59,377	154,068
Owner Occupied Housing Units	53.5%	48.1%	44.1%
Renter Occupied Housing Units	32.2%	40.8%	43.6%
Vacant Housing Units	14.3%	11.1%	12.3%
2020 Housing Units	7,846	68,892	177,857
Owner Occupied Housing Units	59.1%	48.9%	42.4%
Renter Occupied Housing Units	31.2%	42.3%	47.6%
Vacant Housing Units	9.6%	8.8%	10.0%
2025 Housing Units	9,269	75,847	196,180
Owner Occupied Housing Units	56.0%	47.9%	40.9%
Renter Occupied Housing Units	34.9%	43.7%	49.6%
Vacant Housing Units	9.1%	8.4%	9.5%
Median Household Income			
2020	\$85,819	\$63,551	\$58,315
2025	\$91,026	\$69,422	\$64,339
Median Home Value			
2020	\$399,154	\$370,966	\$331,670
2025	\$417,871	\$392,355	\$363,804
Per Capita Income			
2020	\$52,610	\$40,900	\$37,820
2025	\$56,481	\$44,426	\$42,055
Median Age			
2010	36.7	34.8	33.4
2020	38.4	36.9	34.9
2025	38.6	37.2	35.1

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.

Demographic Market Profile

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	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	7,089	62,829	160,045
<\$15,000	10.5%	12.0%	12.7%
\$15,000 - \$24,999	7.5%	9.2%	10.0%
\$25,000 - \$34,999	6.4%	9.1%	9.8%
\$35,000 - \$49,999	8.5%	10.7%	11.5%
\$50,000 - \$74,999	11.9%	14.3%	14.4%
\$75,000 - \$99,999	10.5%	10.5%	10.4%
\$100,000 - \$149,999	17.4%	13.8%	12.8%
\$150,000 - \$199,999	9.0%	8.1%	6.9%
\$200,000+	18.2%	12.2%	11.5%
Average Household Income	\$124,605	\$101,139	\$97,840
2025 Households by Income			
Household Income Base	8,430	69,513	177,580
<\$15,000	9.6%	10.9%	11.5%
\$15,000 - \$24,999	6.6%	8.4%	9.0%
\$25,000 - \$34,999	5.9%	8.6%	9.2%
\$35,000 - \$49,999	8.4%	10.3%	10.9%
\$50,000 - \$74,999	12.1%	14.3%	14.4%
\$75,000 - \$99,999	10.6%	10.9%	11.0%
\$100,000 - \$149,999	17.7%	14.7%	13.9%
\$150,000 - \$199,999	9.8%	8.9%	7.7%
\$200,000+	19.4%	13.0%	12.5%
Average Household Income	\$134,569	\$110,083	\$107,929
2020 Owner Occupied Housing Units by Value			
Total	4,639	33,711	75,322
<\$50,000	2.1%	2.7%	4.2%
\$50,000 - \$99,999	2.1%	6.5%	10.7%
\$100,000 - \$149,999	3.6%	5.6%	8.7%
\$150,000 - \$199,999	3.1%	4.3%	7.1%
\$200,000 - \$249,999	5.0%	5.7%	6.3%
\$250,000 - \$299,999	8.8%	8.5%	7.5%
\$300,000 - \$399,999	25.5%	23.5%	17.3%
\$400,000 - \$499,999	22.1%	16.7%	13.3%
\$500,000 - \$749,999	17.8%	16.8%	14.6%
\$750,000 - \$999,999	6.4%	6.1%	4.8%
\$1,000,000 - \$1,499,999	2.7%	3.1%	2.9%
\$1,500,000 - \$1,999,999	0.6%	0.3%	0.6%
\$2,000,000 +	0.1%	0.2%	1.9%
Average Home Value	\$450,571	\$420,928	\$410,563
2025 Owner Occupied Housing Units by Value			
Total	5,193	36,327	80,191
<\$50,000	1.3%	2.1%	3.3%
\$50,000 - \$99,999	1.3%	5.2%	8.4%
\$100,000 - \$149,999	2.5%	4.6%	7.3%
\$150,000 - \$199,999	2.9%	3.4%	5.9%
\$200,000 - \$249,999	3.4%	4.6%	5.8%
\$250,000 - \$299,999	7.6%	7.8%	7.6%
\$300,000 - \$399,999	26.7%	24.2%	18.3%
\$400,000 - \$499,999	24.2%	18.5%	15.0%
\$500,000 - \$749,999	19.3%	18.9%	17.1%
\$750,000 - \$999,999	6.7%	6.6%	5.5%
\$1,000,000 - \$1,499,999	3.3%	3.5%	3.2%
\$1,500,000 - \$1,999,999	0.7%	0.3%	0.7%
\$2,000,000 +	0.1%	0.3%	1.9%
Average Home Value	\$475,207	\$448,069	\$442,403

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.

Demographic Market Profile

3402 N Shepherd Dr, Houston, Texas, 77018
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.81761
Longitude: -95.40987

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	11,678	131,753	358,091
0 - 4	7.6%	7.9%	7.8%
5 - 9	5.3%	6.3%	6.6%
10 - 14	4.8%	5.3%	5.8%
15 - 24	10.2%	12.0%	13.8%
25 - 34	19.2%	18.9%	18.9%
35 - 44	16.9%	15.0%	14.6%
45 - 54	15.4%	13.9%	13.3%
55 - 64	11.4%	10.6%	10.0%
65 - 74	5.3%	5.3%	5.0%
75 - 84	2.7%	3.3%	3.0%
85 +	1.3%	1.4%	1.2%
18 +	79.4%	77.2%	76.2%
2020 Population by Age			
Total	16,883	155,827	417,422
0 - 4	6.2%	6.8%	6.9%
5 - 9	6.0%	6.5%	6.5%
10 - 14	6.3%	6.3%	6.2%
15 - 24	10.6%	11.6%	13.0%
25 - 34	15.4%	15.8%	17.7%
35 - 44	15.9%	15.4%	14.7%
45 - 54	14.0%	12.8%	12.0%
55 - 64	12.5%	11.7%	11.0%
65 - 74	8.4%	8.1%	7.5%
75 - 84	3.4%	3.6%	3.3%
85 +	1.4%	1.5%	1.4%
18 +	78.6%	77.2%	77.1%
2025 Population by Age			
Total	20,213	172,759	458,644
0 - 4	6.1%	6.7%	6.8%
5 - 9	5.6%	6.1%	6.1%
10 - 14	5.8%	5.9%	5.9%
15 - 24	11.2%	12.2%	13.2%
25 - 34	16.0%	16.0%	17.8%
35 - 44	15.0%	14.3%	14.4%
45 - 54	13.5%	12.7%	11.8%
55 - 64	11.6%	11.0%	10.3%
65 - 74	9.3%	8.9%	8.3%
75 - 84	4.4%	4.6%	4.1%
85 +	1.4%	1.6%	1.4%
18 +	79.3%	77.8%	77.8%
2010 Population by Sex			
Males	6,035	67,036	186,252
Females	5,643	64,719	171,840
2020 Population by Sex			
Males	8,651	78,845	216,194
Females	8,231	76,981	201,227
2025 Population by Sex			
Males	10,315	87,096	236,211
Females	9,897	85,660	222,432

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	11,679	131,756	358,092
White Alone	67.0%	64.5%	58.5%
Black Alone	13.3%	12.6%	17.9%
American Indian Alone	0.8%	0.8%	0.7%
Asian Alone	2.1%	1.6%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	13.7%	17.4%	17.8%
Two or More Races	3.1%	3.1%	3.0%
Hispanic Origin	38.4%	49.7%	49.9%
Diversity Index	75.4	78.4	81.2
2020 Population by Race/Ethnicity			
Total	16,881	155,825	417,420
White Alone	63.6%	61.8%	56.5%
Black Alone	12.4%	12.6%	17.6%
American Indian Alone	0.8%	0.7%	0.6%
Asian Alone	2.8%	2.2%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	16.3%	19.0%	19.0%
Two or More Races	3.9%	3.7%	3.5%
Hispanic Origin	46.0%	54.1%	53.1%
Diversity Index	78.8	80.0	82.4
2025 Population by Race/Ethnicity			
Total	20,213	172,756	458,642
White Alone	62.0%	60.9%	56.1%
Black Alone	11.9%	12.4%	17.1%
American Indian Alone	0.9%	0.7%	0.6%
Asian Alone	3.3%	2.5%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	17.6%	19.6%	19.1%
Two or More Races	4.3%	4.0%	3.7%
Hispanic Origin	50.5%	56.8%	54.7%
Diversity Index	80.0	80.3	82.6
2010 Population by Relationship and Household Type			
Total	11,678	131,755	358,092
In Households	99.1%	99.2%	96.4%
In Family Households	75.5%	77.0%	76.0%
Householder	23.7%	22.7%	21.7%
Spouse	16.6%	15.1%	13.8%
Child	27.7%	30.1%	31.1%
Other relative	5.3%	6.2%	6.5%
Nonrelative	2.3%	2.8%	2.8%
In Nonfamily Households	23.6%	22.3%	20.4%
In Group Quarters	0.9%	0.8%	3.6%
Institutionalized Population	0.4%	0.3%	3.0%
Noninstitutionalized Population	0.5%	0.5%	0.6%

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.

	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	11,980	107,343	281,698
Less than 9th Grade	6.9%	10.2%	12.1%
9th - 12th Grade, No Diploma	5.3%	8.1%	9.7%
High School Graduate	12.2%	16.2%	17.9%
GED/Alternative Credential	1.4%	2.6%	3.5%
Some College, No Degree	15.4%	13.5%	13.7%
Associate Degree	4.1%	4.4%	4.3%
Bachelor's Degree	30.8%	26.7%	22.8%
Graduate/Professional Degree	23.9%	18.5%	16.1%
2020 Population 15+ by Marital Status			
Total	13,762	125,348	336,031
Never Married	37.3%	39.7%	44.6%
Married	47.6%	45.8%	41.1%
Widowed	3.3%	4.6%	4.7%
Divorced	11.8%	9.9%	9.7%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,637	89,977	228,382
Population 16+ Employed	93.3%	92.2%	91.8%
Population 16+ Unemployment rate	6.7%	7.8%	8.2%
Population 16-24 Employed	9.9%	10.8%	11.4%
Population 16-24 Unemployment rate	12.3%	14.4%	14.7%
Population 25-54 Employed	67.4%	68.0%	68.0%
Population 25-54 Unemployment rate	6.1%	6.9%	7.3%
Population 55-64 Employed	15.5%	14.6%	14.0%
Population 55-64 Unemployment rate	6.5%	7.0%	7.7%
Population 65+ Employed	7.1%	6.6%	6.6%
Population 65+ Unemployment rate	5.0%	6.9%	6.9%
2020 Employed Population 16+ by Industry			
Total	9,922	83,003	209,600
Agriculture/Mining	6.0%	4.9%	4.4%
Construction	10.0%	11.9%	13.2%
Manufacturing	7.8%	8.9%	9.2%
Wholesale Trade	6.2%	3.4%	3.3%
Retail Trade	4.7%	6.6%	7.1%
Transportation/Utilities	5.4%	5.5%	5.9%
Information	1.3%	1.2%	1.2%
Finance/Insurance/Real Estate	7.0%	7.4%	7.3%
Services	49.7%	47.9%	46.3%
Public Administration	1.9%	2.3%	2.1%
2020 Employed Population 16+ by Occupation			
Total	9,922	83,003	209,600
White Collar	73.6%	66.6%	62.1%
Management/Business/Financial	24.5%	19.1%	18.7%
Professional	31.8%	27.6%	23.8%
Sales	7.9%	9.3%	9.5%
Administrative Support	9.3%	10.6%	10.2%
Services	10.9%	13.3%	14.8%
Blue Collar	15.6%	20.1%	23.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.7%	8.6%	10.0%
Installation/Maintenance/Repair	2.4%	2.2%	2.5%
Production	1.6%	4.0%	4.7%
Transportation/Material Moving	4.8%	5.2%	5.8%

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Prepared by Business Geographer, LLC

Latitude: 29.81761
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,877	52,778	135,114
Households with 1 Person	32.1%	33.6%	33.2%
Households with 2+ People	67.9%	66.4%	66.8%
Family Households	56.7%	56.7%	57.5%
Husband-wife Families	39.7%	37.7%	36.7%
With Related Children	17.9%	18.0%	18.1%
Other Family (No Spouse Present)	17.0%	19.0%	20.8%
Other Family with Male Householder	5.2%	5.8%	6.1%
With Related Children	2.2%	2.8%	3.0%
Other Family with Female Householder	11.8%	13.2%	14.7%
With Related Children	6.4%	8.0%	9.4%
Nonfamily Households	11.2%	9.8%	9.4%
All Households with Children	26.8%	29.2%	30.8%
Multigenerational Households	4.1%	5.2%	5.8%
Unmarried Partner Households	8.9%	8.4%	8.0%
Male-female	6.3%	6.2%	6.3%
Same-sex	2.6%	2.2%	1.7%
2010 Households by Size			
Total	4,876	52,777	135,114
1 Person Household	32.1%	33.6%	33.2%
2 Person Household	34.0%	30.5%	29.1%
3 Person Household	14.8%	14.1%	13.8%
4 Person Household	10.1%	10.4%	10.6%
5 Person Household	4.8%	5.6%	6.5%
6 Person Household	2.1%	3.0%	3.5%
7 + Person Household	2.1%	2.8%	3.3%
2010 Households by Tenure and Mortgage Status			
Total	4,877	52,777	135,113
Owner Occupied	62.4%	54.1%	50.3%
Owned with a Mortgage/Loan	43.5%	34.7%	31.3%
Owned Free and Clear	18.9%	19.4%	19.0%
Renter Occupied	37.6%	45.9%	49.7%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	83	85
Percent of Income for Mortgage	19.4%	24.4%	23.8%
Wealth Index	135	100	92
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,693	59,377	154,068
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	11,678	131,755	358,092
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.

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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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Urban Chic (2A)	Emerald City (8B)	Metro Renters (3B)
2.	Trendsetters (3C)	Barrios Urbanos (7D)	Barrios Urbanos (7D)
3.	Barrios Urbanos (7D)	Urban Chic (2A)	Emerald City (8B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$21,491,463	\$158,383,483	\$393,973,814
Average Spent	\$3,031.66	\$2,520.87	\$2,461.64
Spending Potential Index	141	118	115
Education: Total \$	\$18,031,593	\$125,554,742	\$310,604,468
Average Spent	\$2,543.60	\$1,998.36	\$1,940.73
Spending Potential Index	142	112	109
Entertainment/Recreation: Total \$	\$30,583,110	\$222,020,414	\$544,869,861
Average Spent	\$4,314.16	\$3,533.73	\$3,404.48
Spending Potential Index	133	109	105
Food at Home: Total \$	\$51,675,781	\$380,982,818	\$942,616,976
Average Spent	\$7,289.57	\$6,063.81	\$5,889.70
Spending Potential Index	136	114	110
Food Away from Home: Total \$	\$38,104,305	\$277,901,503	\$690,044,747
Average Spent	\$5,375.13	\$4,423.14	\$4,311.57
Spending Potential Index	143	117	114
Health Care: Total \$	\$51,777,568	\$385,324,431	\$944,038,426
Average Spent	\$7,303.93	\$6,132.91	\$5,898.58
Spending Potential Index	127	107	103
HH Furnishings & Equipment: Total \$	\$20,819,429	\$153,841,283	\$378,212,069
Average Spent	\$2,936.86	\$2,448.57	\$2,363.16
Spending Potential Index	134	112	108
Personal Care Products & Services: Total \$	\$8,973,891	\$65,989,861	\$162,978,721
Average Spent	\$1,265.89	\$1,050.31	\$1,018.33
Spending Potential Index	138	114	111
Shelter: Total \$	\$200,320,752	\$1,430,485,945	\$3,538,790,018
Average Spent	\$28,257.97	\$22,767.92	\$22,111.22
Spending Potential Index	146	118	114
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,043,349	\$155,809,702	\$375,144,576
Average Spent	\$2,968.45	\$2,479.90	\$2,343.99
Spending Potential Index	127	106	100
Travel: Total \$	\$23,456,236	\$164,773,031	\$401,565,507
Average Spent	\$3,308.82	\$2,622.56	\$2,509.08
Spending Potential Index	137	109	104
Vehicle Maintenance & Repairs: Total \$	\$10,733,515	\$80,640,064	\$196,607,266
Average Spent	\$1,514.11	\$1,283.48	\$1,228.45
Spending Potential Index	131	111	106

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.