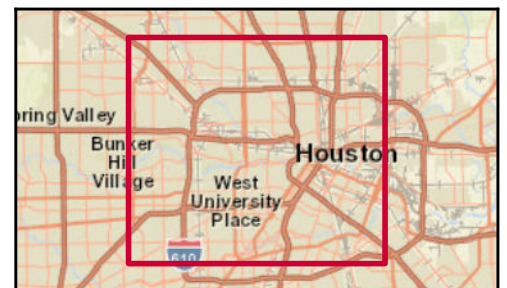
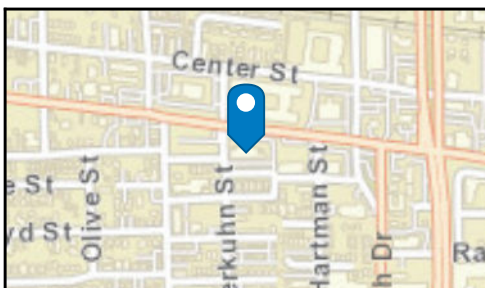
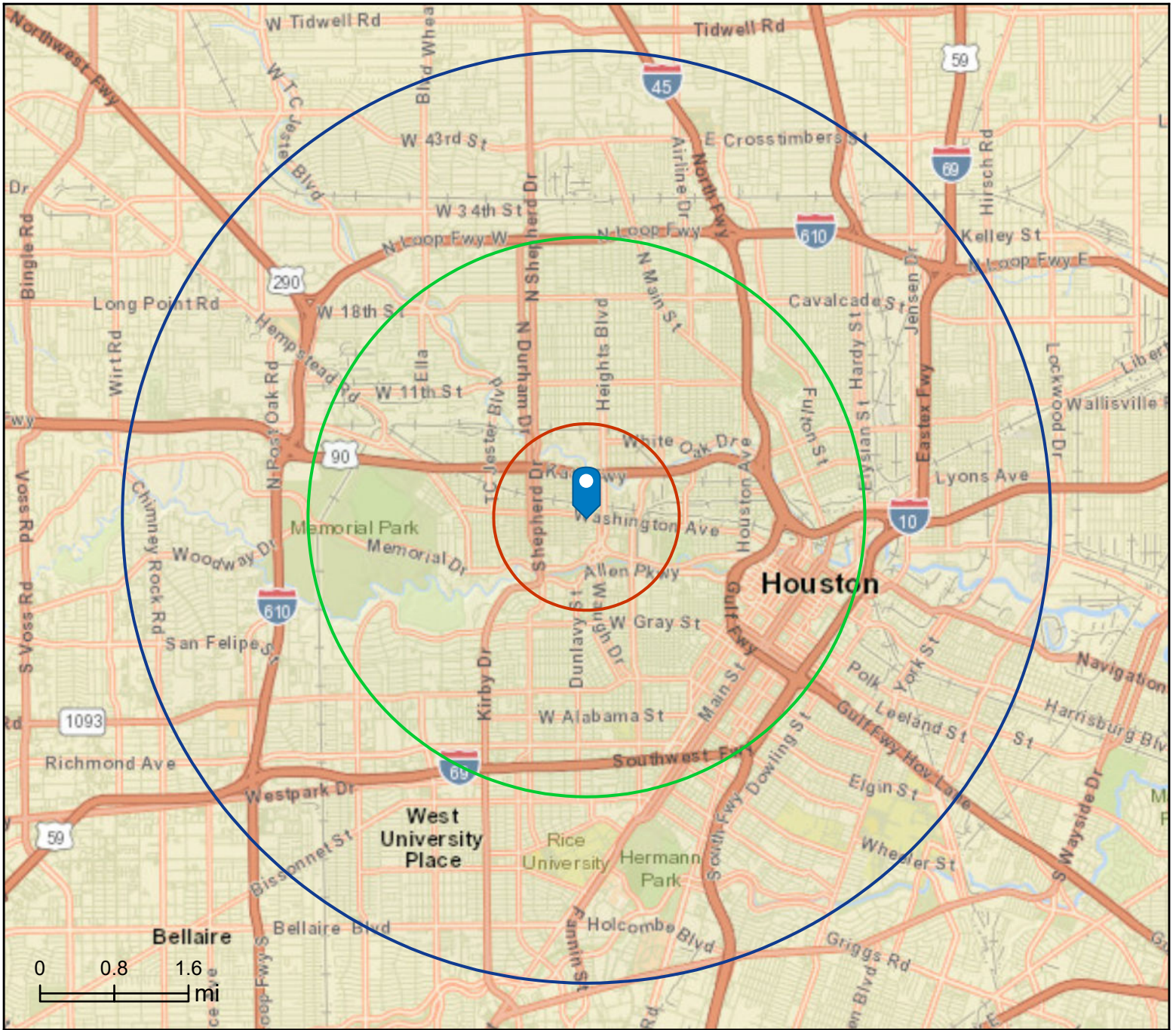


# Demographic Market Profile - Study Area

3939 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.76955  
Longitude: -95.40048



# Demographic Market Profile

3939 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.76955  
Longitude: -95.40048

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	11,629	140,925	368,395
2010 Total Population	17,770	157,253	388,441
2020 Total Population	26,738	206,712	479,055
2020 Group Quarters	377	16,365	28,827
2025 Total Population	33,610	242,027	540,058
2020-2025 Annual Rate	4.68%	3.20%	2.43%
2020 Total Daytime Population	36,763	309,294	768,166
Workers	29,583	241,567	563,735
Residents	7,180	67,727	204,431
<b>Household Summary</b>			
2000 Households	5,641	59,950	151,101
2000 Average Household Size	1.95	2.12	2.29
2010 Households	10,108	74,130	170,376
2010 Average Household Size	1.72	1.92	2.12
2020 Households	14,942	100,336	215,724
2020 Average Household Size	1.76	1.90	2.09
2025 Households	18,674	118,809	246,062
2025 Average Household Size	1.78	1.90	2.08
2020-2025 Annual Rate	4.56%	3.44%	2.67%
2010 Families	3,210	29,414	79,587
2010 Average Family Size	2.58	2.83	3.04
2020 Families	4,892	38,231	96,379
2020 Average Family Size	2.64	2.84	3.03
2025 Families	6,085	44,808	108,294
2025 Average Family Size	2.65	2.84	3.03
2020-2025 Annual Rate	4.46%	3.23%	2.36%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,980	67,620	169,271
Owner Occupied Housing Units	23.1%	35.7%	38.6%
Renter Occupied Housing Units	57.7%	52.9%	50.6%
Vacant Housing Units	19.2%	11.3%	10.7%
2010 Housing Units	11,121	83,657	197,204
Owner Occupied Housing Units	33.6%	40.1%	39.1%
Renter Occupied Housing Units	57.2%	48.5%	47.3%
Vacant Housing Units	9.1%	11.4%	13.6%
2020 Housing Units	15,719	109,521	241,953
Owner Occupied Housing Units	32.0%	38.2%	36.6%
Renter Occupied Housing Units	63.1%	53.5%	52.5%
Vacant Housing Units	4.9%	8.4%	10.8%
2025 Housing Units	19,464	128,125	273,464
Owner Occupied Housing Units	28.2%	34.8%	34.7%
Renter Occupied Housing Units	67.8%	57.9%	55.3%
Vacant Housing Units	4.1%	7.3%	10.0%
<b>Median Household Income</b>			
2020	\$103,877	\$90,333	\$77,587
2025	\$109,722	\$97,927	\$84,092
<b>Median Home Value</b>			
2020	\$442,322	\$448,481	\$433,863
2025	\$455,520	\$465,058	\$459,533
<b>Per Capita Income</b>			
2020	\$80,610	\$65,258	\$55,909
2025	\$87,085	\$71,370	\$61,231
<b>Median Age</b>			
2010	32.5	35.0	34.8
2020	34.1	36.7	36.6
2025	33.8	36.5	36.8

**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

3939 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.76955  
Longitude: -95.40048

	1 mile	3 miles	5 miles
<b>2020 Households by Income</b>			
Household Income Base	14,942	100,336	215,720
<\$15,000	6.5%	9.2%	11.4%
\$15,000 - \$24,999	3.7%	5.6%	7.3%
\$25,000 - \$34,999	5.2%	5.9%	6.8%
\$35,000 - \$49,999	6.4%	7.7%	9.2%
\$50,000 - \$74,999	13.0%	13.7%	13.9%
\$75,000 - \$99,999	12.7%	11.7%	10.8%
\$100,000 - \$149,999	20.8%	17.4%	15.1%
\$150,000 - \$199,999	11.7%	10.1%	8.4%
\$200,000+	20.0%	18.7%	17.0%
Average Household Income	\$144,359	\$132,916	\$123,182
<b>2025 Households by Income</b>			
Household Income Base	18,674	118,809	246,058
<\$15,000	5.6%	8.1%	10.2%
\$15,000 - \$24,999	3.2%	4.9%	6.5%
\$25,000 - \$34,999	4.5%	5.2%	6.3%
\$35,000 - \$49,999	5.4%	7.0%	8.4%
\$50,000 - \$74,999	11.9%	13.3%	13.6%
\$75,000 - \$99,999	13.2%	12.3%	11.4%
\$100,000 - \$149,999	22.4%	18.5%	16.2%
\$150,000 - \$199,999	12.8%	11.1%	9.3%
\$200,000+	21.0%	19.6%	17.9%
Average Household Income	\$156,932	\$144,150	\$133,545
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	5,030	41,783	88,592
<\$50,000	0.5%	0.4%	1.7%
\$50,000 - \$99,999	0.2%	1.0%	4.1%
\$100,000 - \$149,999	0.5%	1.3%	3.6%
\$150,000 - \$199,999	1.9%	2.5%	4.5%
\$200,000 - \$249,999	3.2%	4.4%	5.3%
\$250,000 - \$299,999	5.8%	7.3%	7.9%
\$300,000 - \$399,999	26.8%	22.9%	17.9%
\$400,000 - \$499,999	26.3%	21.0%	14.6%
\$500,000 - \$749,999	25.7%	22.5%	18.7%
\$750,000 - \$999,999	4.3%	6.9%	8.2%
\$1,000,000 - \$1,499,999	4.4%	5.0%	6.9%
\$1,500,000 - \$1,999,999	0.1%	1.6%	3.0%
\$2,000,000 +	0.3%	3.2%	3.7%
Average Home Value	\$501,924	\$574,807	\$586,741
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	5,485	44,634	94,863
<\$50,000	0.2%	0.2%	1.3%
\$50,000 - \$99,999	0.0%	0.6%	3.0%
\$100,000 - \$149,999	0.2%	0.8%	2.6%
\$150,000 - \$199,999	0.9%	1.4%	3.2%
\$200,000 - \$249,999	2.0%	3.0%	4.3%
\$250,000 - \$299,999	4.8%	6.5%	7.6%
\$300,000 - \$399,999	26.1%	22.8%	18.5%
\$400,000 - \$499,999	28.6%	22.8%	16.1%
\$500,000 - \$749,999	27.9%	24.8%	20.9%
\$750,000 - \$999,999	4.4%	7.1%	8.6%
\$1,000,000 - \$1,499,999	4.6%	5.3%	7.1%
\$1,500,000 - \$1,999,999	0.1%	1.6%	3.0%
\$2,000,000 +	0.3%	3.2%	3.7%
Average Home Value	\$518,944	\$594,044	\$612,118

**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

3939 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.76955  
Longitude: -95.40048

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	17,768	157,252	388,437
0 - 4	4.5%	5.0%	5.9%
5 - 9	2.2%	3.6%	4.9%
10 - 14	1.6%	3.0%	4.2%
15 - 24	13.0%	12.2%	13.9%
25 - 34	36.2%	26.3%	21.3%
35 - 44	16.9%	16.7%	14.7%
45 - 54	11.5%	14.2%	13.7%
55 - 64	8.6%	11.2%	11.2%
65 - 74	3.5%	4.7%	5.4%
75 - 84	1.4%	2.2%	3.2%
85 +	0.5%	0.9%	1.5%
18 +	90.6%	86.4%	82.2%
<b>2020 Population by Age</b>			
Total	26,738	206,712	479,053
0 - 4	4.0%	4.4%	5.1%
5 - 9	2.6%	3.7%	4.8%
10 - 14	2.1%	3.5%	4.7%
15 - 24	11.4%	11.9%	13.1%
25 - 34	32.4%	23.2%	19.7%
35 - 44	17.0%	17.1%	15.0%
45 - 54	11.0%	12.9%	12.1%
55 - 64	10.0%	11.5%	11.6%
65 - 74	6.2%	7.7%	8.3%
75 - 84	2.4%	3.0%	3.8%
85 +	0.9%	1.1%	1.7%
18 +	90.1%	86.3%	82.8%
<b>2025 Population by Age</b>			
Total	33,610	242,027	540,059
0 - 4	4.2%	4.5%	5.2%
5 - 9	2.5%	3.5%	4.5%
10 - 14	1.9%	3.2%	4.3%
15 - 24	11.8%	12.2%	13.2%
25 - 34	32.9%	24.1%	20.0%
35 - 44	16.2%	16.2%	14.8%
45 - 54	10.5%	12.4%	11.8%
55 - 64	9.0%	10.5%	10.7%
65 - 74	6.7%	8.3%	8.9%
75 - 84	3.1%	4.0%	4.9%
85 +	1.0%	1.2%	1.8%
18 +	90.2%	86.9%	83.4%
<b>2010 Population by Sex</b>			
Males	9,382	87,888	202,954
Females	8,388	69,365	185,487
<b>2020 Population by Sex</b>			
Males	13,855	112,872	248,225
Females	12,883	93,840	230,829
<b>2025 Population by Sex</b>			
Males	17,189	129,848	277,606
Females	16,421	112,179	262,452

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	17,770	157,253	388,442
White Alone	77.9%	73.1%	64.3%
Black Alone	5.6%	9.8%	16.3%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	6.8%	4.4%	5.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.3%	9.6%	10.9%
Two or More Races	2.8%	2.6%	2.7%
Hispanic Origin	23.3%	29.8%	32.5%
Diversity Index	60.5	68.2	75.1
<b>2020 Population by Race/Ethnicity</b>			
Total	26,738	206,712	479,055
White Alone	71.5%	67.7%	61.0%
Black Alone	7.1%	11.1%	16.2%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	8.4%	5.9%	7.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	8.5%	11.2%	11.9%
Two or More Races	4.0%	3.4%	3.4%
Hispanic Origin	30.8%	34.8%	35.9%
Diversity Index	70.0	74.1	78.3
<b>2025 Population by Race/Ethnicity</b>			
Total	33,609	242,027	540,059
White Alone	69.2%	65.7%	59.6%
Black Alone	8.0%	11.4%	15.9%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	9.2%	6.8%	7.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	8.9%	11.8%	12.3%
Two or More Races	4.2%	3.8%	3.7%
Hispanic Origin	33.2%	37.5%	37.9%
Diversity Index	72.5	76.2	79.5
<b>2010 Population by Relationship and Household Type</b>			
Total	17,770	157,253	388,441
In Households	98.0%	90.5%	93.2%
In Family Households	47.7%	54.6%	64.1%
Householder	18.1%	18.7%	20.5%
Spouse	13.8%	13.9%	14.3%
Child	11.5%	17.1%	23.0%
Other relative	3.1%	3.4%	4.5%
Nonrelative	1.2%	1.5%	1.8%
In Nonfamily Households	50.3%	35.9%	29.1%
In Group Quarters	2.0%	9.5%	6.8%
Institutionalized Population	0.7%	7.2%	3.2%
Noninstitutionalized Population	1.3%	2.4%	3.6%

**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.

## Demographic Market Profile

3939 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

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	1 mile	3 miles	5 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	21,360	158,110	346,422
Less than 9th Grade	1.2%	3.8%	6.0%
9th - 12th Grade, No Diploma	1.8%	4.1%	5.2%
High School Graduate	5.1%	7.3%	10.7%
GED/Alternative Credential	1.1%	2.5%	2.4%
Some College, No Degree	8.5%	12.3%	13.0%
Associate Degree	4.3%	4.2%	4.1%
Bachelor's Degree	44.9%	35.6%	31.6%
Graduate/Professional Degree	33.2%	30.1%	27.0%
<b>2020 Population 15+ by Marital Status</b>			
Total	24,407	182,807	409,321
Never Married	53.3%	48.1%	45.3%
Married	36.1%	39.1%	40.7%
Widowed	2.3%	2.7%	4.0%
Divorced	8.3%	10.1%	10.0%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	20,880	137,641	287,190
Population 16+ Employed	94.0%	93.2%	92.2%
Population 16+ Unemployment rate	6.0%	6.8%	7.8%
Population 16-24 Employed	11.2%	9.9%	10.5%
Population 16-24 Unemployment rate	9.6%	11.5%	14.5%
Population 25-54 Employed	73.9%	69.0%	67.5%
Population 25-54 Unemployment rate	5.4%	6.2%	7.0%
Population 55-64 Employed	9.9%	13.1%	14.0%
Population 55-64 Unemployment rate	6.0%	6.6%	7.5%
Population 65+ Employed	5.0%	7.9%	8.0%
Population 65+ Unemployment rate	5.3%	6.1%	6.2%
<b>2020 Employed Population 16+ by Industry</b>			
Total	19,637	128,287	264,714
Agriculture/Mining	9.4%	6.7%	5.2%
Construction	4.1%	5.1%	7.3%
Manufacturing	10.1%	9.0%	8.1%
Wholesale Trade	3.5%	3.2%	2.9%
Retail Trade	3.7%	5.6%	6.3%
Transportation/Utilities	5.2%	4.9%	5.1%
Information	1.4%	1.4%	1.3%
Finance/Insurance/Real Estate	10.4%	9.6%	9.0%
Services	50.5%	52.8%	52.8%
Public Administration	1.7%	1.8%	2.0%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	19,638	128,287	264,715
White Collar	87.5%	82.8%	76.8%
Management/Business/Financial	33.4%	28.0%	24.2%
Professional	38.8%	36.9%	33.8%
Sales	8.6%	9.7%	9.8%
Administrative Support	6.8%	8.2%	9.0%
Services	6.4%	9.4%	11.0%
Blue Collar	6.1%	7.8%	12.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.0%	2.6%	4.5%
Installation/Maintenance/Repair	0.3%	0.9%	1.2%
Production	2.0%	2.0%	2.8%
Transportation/Material Moving	1.8%	2.3%	3.7%

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

September 02, 2020

## Demographic Market Profile

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Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.76955  
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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	10,108	74,131	170,375
Households with 1 Person	50.9%	46.6%	42.3%
Households with 2+ People	49.1%	53.4%	57.7%
Family Households	31.8%	39.7%	46.7%
Husband-wife Families	24.4%	29.4%	32.6%
With Related Children	6.9%	10.4%	13.4%
Other Family (No Spouse Present)	7.4%	10.2%	14.1%
Other Family with Male Householder	2.9%	3.4%	4.2%
With Related Children	1.0%	1.5%	1.8%
Other Family with Female Householder	4.5%	6.8%	10.0%
With Related Children	2.3%	4.0%	5.9%
Nonfamily Households	17.3%	13.7%	11.0%
All Households with Children	10.4%	16.1%	21.4%
Multigenerational Households	0.9%	1.9%	3.2%
Unmarried Partner Households	8.0%	8.5%	7.2%
Male-female	5.8%	5.9%	5.4%
Same-sex	2.2%	2.7%	1.8%
<b>2010 Households by Size</b>			
Total	10,109	74,129	170,375
1 Person Household	50.9%	46.6%	42.3%
2 Person Household	34.7%	33.2%	31.4%
3 Person Household	9.0%	10.1%	11.4%
4 Person Household	3.4%	5.6%	7.8%
5 Person Household	1.0%	2.4%	3.8%
6 Person Household	0.6%	1.1%	1.8%
7 + Person Household	0.3%	0.9%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	10,108	74,130	170,376
Owner Occupied	37.0%	45.2%	45.3%
Owned with a Mortgage/Loan	30.7%	33.1%	29.6%
Owned Free and Clear	6.3%	12.2%	15.7%
Renter Occupied	63.0%	54.8%	54.7%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	110	97	87
Percent of Income for Mortgage	17.8%	20.7%	23.4%
Wealth Index	116	121	121
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	11,121	83,657	197,204
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	17,770	157,253	388,441
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.

# Demographic Market Profile

3939 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.76955  
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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	Emerald City (8B)	Emerald City (8B)	Emerald City (8B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$54,791,377	\$334,067,217	\$661,786,842
Average Spent	\$3,666.94	\$3,329.49	\$3,067.75
Spending Potential Index	171	155	143
Education: Total \$	\$45,416,901	\$279,089,321	\$549,060,050
Average Spent	\$3,039.55	\$2,781.55	\$2,545.20
Spending Potential Index	170	156	142
Entertainment/Recreation: Total \$	\$73,607,141	\$457,867,304	\$919,920,873
Average Spent	\$4,926.19	\$4,563.34	\$4,264.34
Spending Potential Index	152	140	131
Food at Home: Total \$	\$125,505,967	\$778,765,395	\$1,564,736,117
Average Spent	\$8,399.54	\$7,761.58	\$7,253.42
Spending Potential Index	157	145	136
Food Away from Home: Total \$	\$96,092,330	\$587,241,525	\$1,160,970,420
Average Spent	\$6,431.02	\$5,852.75	\$5,381.74
Spending Potential Index	171	155	143
Health Care: Total \$	\$118,188,238	\$749,332,387	\$1,549,172,006
Average Spent	\$7,909.80	\$7,468.23	\$7,181.27
Spending Potential Index	138	130	125
HH Furnishings & Equipment: Total \$	\$49,048,233	\$307,272,757	\$624,281,357
Average Spent	\$3,282.57	\$3,062.44	\$2,893.89
Spending Potential Index	150	140	132
Personal Care Products & Services: Total \$	\$22,241,681	\$136,918,694	\$274,099,527
Average Spent	\$1,488.53	\$1,364.60	\$1,270.60
Spending Potential Index	162	149	138
Shelter: Total \$	\$499,438,544	\$3,069,070,904	\$6,035,160,993
Average Spent	\$33,425.15	\$30,587.93	\$27,976.31
Spending Potential Index	173	158	144
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$45,858,331	\$296,337,107	\$615,170,314
Average Spent	\$3,069.09	\$2,953.45	\$2,851.65
Spending Potential Index	131	126	122
Travel: Total \$	\$55,247,874	\$346,227,604	\$690,071,079
Average Spent	\$3,697.49	\$3,450.68	\$3,198.86
Spending Potential Index	153	143	133
Vehicle Maintenance & Repairs: Total \$	\$25,587,664	\$160,138,884	\$327,761,757
Average Spent	\$1,712.47	\$1,596.03	\$1,519.36
Spending Potential Index	148	138	131

**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.