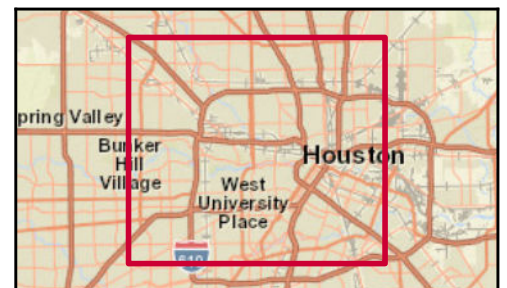
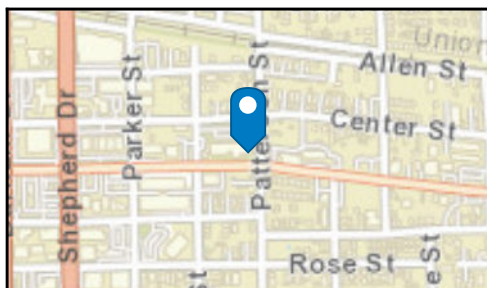
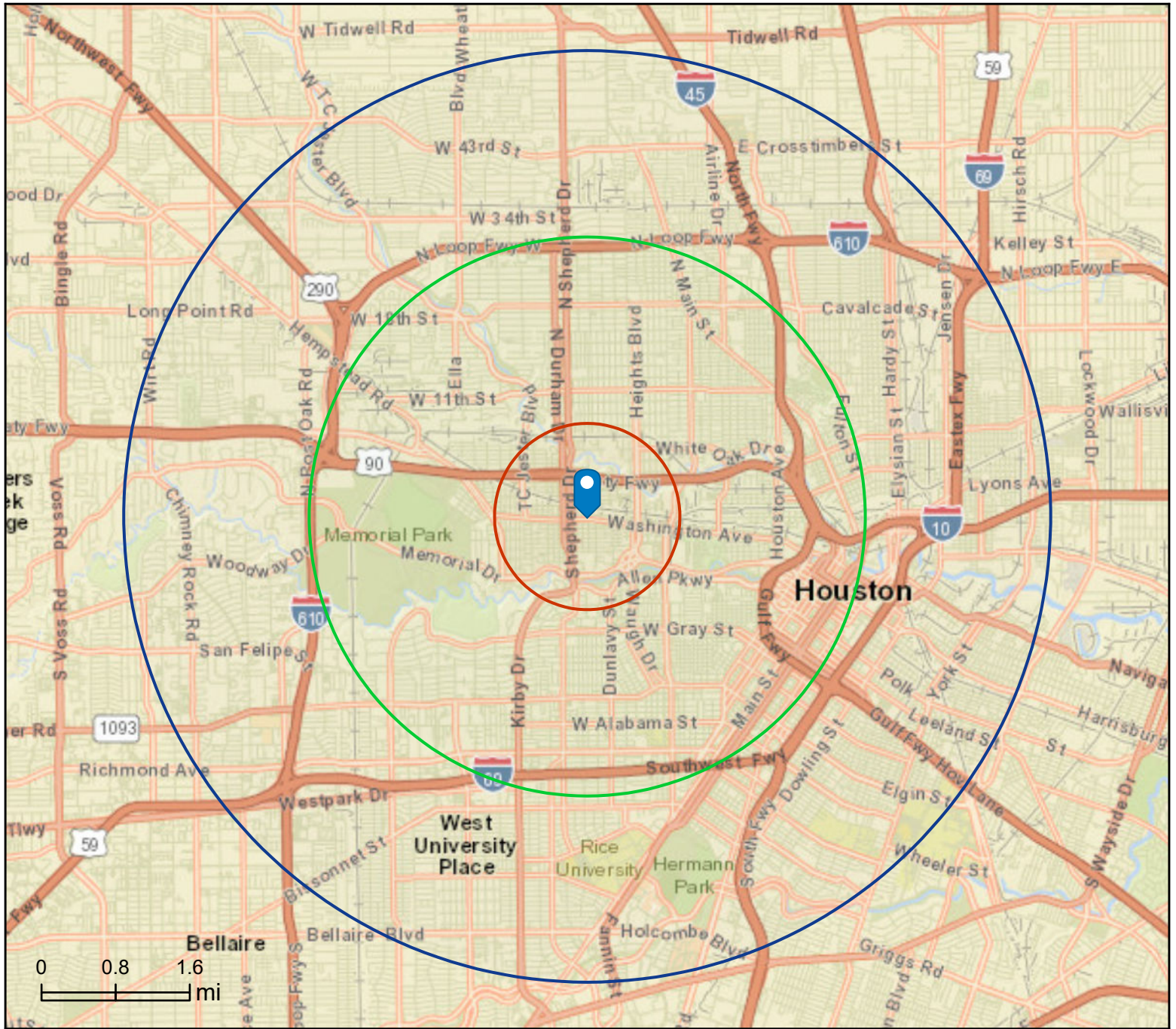


# Demographic Market Profile - Study Area

4500 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC  
Latitude: 29.77073  
Longitude: -95.40634



## Demographic Market Profile

4500 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.77073  
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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	13,200	130,391	372,834
2010 Total Population	18,001	143,085	393,628
2020 Total Population	29,195	190,973	485,293
2020 Group Quarters	334	4,401	25,253
2025 Total Population	36,602	226,182	547,036
2020-2025 Annual Rate	4.63%	3.44%	2.42%
2020 Total Daytime Population	33,991	303,409	777,739
Workers	25,840	239,550	573,513
Residents	8,151	63,859	204,226
<b>Household Summary</b>			
2000 Households	5,931	59,627	156,002
2000 Average Household Size	2.13	2.07	2.26
2010 Households	9,705	73,489	175,968
2010 Average Household Size	1.82	1.89	2.10
2020 Households	15,388	99,137	221,785
2020 Average Household Size	1.88	1.88	2.07
2025 Households	19,244	117,546	252,427
2025 Average Household Size	1.88	1.89	2.07
2020-2025 Annual Rate	4.57%	3.47%	2.62%
2010 Families	3,706	28,663	81,629
2010 Average Family Size	2.62	2.79	3.02
2020 Families	5,982	37,434	98,653
2020 Average Family Size	2.69	2.81	3.01
2025 Families	7,461	44,020	110,725
2025 Average Family Size	2.70	2.82	3.01
2020-2025 Annual Rate	4.52%	3.29%	2.34%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,240	67,308	174,718
Owner Occupied Housing Units	30.0%	35.7%	38.7%
Renter Occupied Housing Units	52.0%	52.9%	50.6%
Vacant Housing Units	18.1%	11.4%	10.7%
2010 Housing Units	10,710	82,877	203,257
Owner Occupied Housing Units	45.9%	40.0%	39.2%
Renter Occupied Housing Units	44.7%	48.7%	47.3%
Vacant Housing Units	9.4%	11.3%	13.4%
2020 Housing Units	16,114	108,034	248,321
Owner Occupied Housing Units	42.2%	38.3%	36.8%
Renter Occupied Housing Units	53.3%	53.5%	52.5%
Vacant Housing Units	4.5%	8.2%	10.7%
2025 Housing Units	19,985	126,540	280,141
Owner Occupied Housing Units	37.3%	35.0%	34.9%
Renter Occupied Housing Units	58.9%	57.9%	55.2%
Vacant Housing Units	3.7%	7.1%	9.9%
<b>Median Household Income</b>			
2020	\$107,421	\$91,555	\$78,576
2025	\$113,224	\$99,131	\$84,978
<b>Median Home Value</b>			
2020	\$431,162	\$454,050	\$439,490
2025	\$441,126	\$469,596	\$464,622
<b>Per Capita Income</b>			
2020	\$80,369	\$69,857	\$57,227
2025	\$86,669	\$75,737	\$62,486
<b>Median Age</b>			
2010	33.9	35.5	35.3
2020	35.7	37.3	37.0
2025	34.8	37.0	37.2

**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

4500 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.77073  
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	1 mile	3 miles	5 miles
<b>2020 Households by Income</b>			
Household Income Base	15,388	99,137	221,781
<\$15,000	5.8%	8.5%	10.9%
\$15,000 - \$24,999	3.6%	5.3%	7.1%
\$25,000 - \$34,999	5.3%	5.8%	6.8%
\$35,000 - \$49,999	6.5%	7.8%	9.2%
\$50,000 - \$74,999	12.7%	14.2%	14.0%
\$75,000 - \$99,999	12.2%	11.9%	11.0%
\$100,000 - \$149,999	19.2%	17.6%	15.2%
\$150,000 - \$199,999	12.5%	10.3%	8.5%
\$200,000+	22.4%	18.7%	17.3%
Average Household Income	\$153,373	\$133,934	\$124,251
<b>2025 Households by Income</b>			
Household Income Base	19,244	117,546	252,423
<\$15,000	5.2%	7.5%	9.9%
\$15,000 - \$24,999	3.2%	4.6%	6.3%
\$25,000 - \$34,999	4.8%	5.2%	6.3%
\$35,000 - \$49,999	5.5%	7.0%	8.4%
\$50,000 - \$74,999	11.7%	13.6%	13.7%
\$75,000 - \$99,999	12.7%	12.4%	11.6%
\$100,000 - \$149,999	20.0%	18.7%	16.3%
\$150,000 - \$199,999	13.5%	11.3%	9.4%
\$200,000+	23.5%	19.6%	18.1%
Average Household Income	\$165,953	\$145,084	\$134,560
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	6,794	41,384	91,300
<\$50,000	0.4%	0.3%	1.5%
\$50,000 - \$99,999	0.2%	0.7%	3.6%
\$100,000 - \$149,999	0.4%	1.1%	3.4%
\$150,000 - \$199,999	1.4%	2.1%	4.3%
\$200,000 - \$249,999	2.6%	4.1%	5.3%
\$250,000 - \$299,999	5.1%	6.9%	7.9%
\$300,000 - \$399,999	30.8%	23.3%	18.1%
\$400,000 - \$499,999	29.3%	21.4%	14.7%
\$500,000 - \$749,999	21.2%	23.0%	18.9%
\$750,000 - \$999,999	3.8%	7.0%	8.5%
\$1,000,000 - \$1,499,999	3.3%	5.2%	6.9%
\$1,500,000 - \$1,999,999	0.3%	1.7%	3.0%
\$2,000,000 +	1.3%	3.3%	3.7%
Average Home Value	\$502,954	\$585,119	\$593,440
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	7,463	44,281	97,743
<\$50,000	0.1%	0.1%	1.1%
\$50,000 - \$99,999	0.1%	0.4%	2.6%
\$100,000 - \$149,999	0.1%	0.6%	2.4%
\$150,000 - \$199,999	0.6%	1.1%	3.0%
\$200,000 - \$249,999	1.6%	2.7%	4.2%
\$250,000 - \$299,999	4.3%	6.0%	7.5%
\$300,000 - \$399,999	30.1%	23.0%	18.7%
\$400,000 - \$499,999	31.4%	23.2%	16.3%
\$500,000 - \$749,999	22.8%	25.3%	21.2%
\$750,000 - \$999,999	3.8%	7.2%	9.0%
\$1,000,000 - \$1,499,999	3.4%	5.5%	7.2%
\$1,500,000 - \$1,999,999	0.3%	1.7%	3.1%
\$2,000,000 +	1.3%	3.3%	3.7%
Average Home Value	\$515,033	\$603,487	\$618,581

**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

4500 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.77073  
Longitude: -95.40634

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	18,001	143,083	393,628
0 - 4	5.2%	5.2%	5.9%
5 - 9	2.6%	3.7%	4.9%
10 - 14	2.0%	3.0%	4.2%
15 - 24	10.4%	10.9%	12.9%
25 - 34	33.0%	26.3%	21.5%
35 - 44	18.3%	16.5%	14.9%
45 - 54	12.7%	14.1%	13.8%
55 - 64	9.7%	11.8%	11.4%
65 - 74	3.9%	5.1%	5.5%
75 - 84	1.6%	2.4%	3.2%
85 +	0.6%	1.0%	1.5%
18 +	88.9%	86.2%	82.2%
<b>2020 Population by Age</b>			
Total	29,196	190,971	485,291
0 - 4	4.6%	4.5%	5.1%
5 - 9	3.2%	3.8%	4.8%
10 - 14	2.7%	3.6%	4.7%
15 - 24	10.6%	10.8%	12.4%
25 - 34	27.5%	22.8%	19.7%
35 - 44	18.2%	17.0%	15.2%
45 - 54	12.0%	12.8%	12.3%
55 - 64	10.8%	11.9%	11.8%
65 - 74	6.8%	8.2%	8.4%
75 - 84	2.6%	3.3%	3.9%
85 +	1.0%	1.3%	1.8%
18 +	88.0%	86.0%	82.8%
<b>2025 Population by Age</b>			
Total	36,604	226,181	547,034
0 - 4	4.7%	4.6%	5.2%
5 - 9	3.1%	3.6%	4.5%
10 - 14	2.5%	3.2%	4.3%
15 - 24	11.0%	11.2%	12.5%
25 - 34	29.3%	23.9%	20.0%
35 - 44	16.4%	16.0%	14.9%
45 - 54	11.5%	12.2%	11.9%
55 - 64	9.7%	10.8%	10.8%
65 - 74	7.4%	8.7%	9.0%
75 - 84	3.5%	4.3%	4.9%
85 +	1.1%	1.4%	1.8%
18 +	88.3%	86.6%	83.4%
<b>2010 Population by Sex</b>			
Males	9,666	76,451	205,441
Females	8,335	66,634	188,187
<b>2020 Population by Sex</b>			
Males	15,211	100,148	251,328
Females	13,985	90,825	233,964
<b>2025 Population by Sex</b>			
Males	18,743	117,074	281,074
Females	17,860	109,108	265,961

## Demographic Market Profile

4500 Washington Ave, Houston, Texas, 77007  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.77073  
Longitude: -95.40634

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	18,001	143,085	393,627
White Alone	76.9%	76.3%	65.7%
Black Alone	5.3%	6.5%	15.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	7.1%	4.8%	5.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	7.5%	9.1%	10.8%
Two or More Races	2.7%	2.7%	2.7%
Hispanic Origin	25.8%	28.3%	32.1%
Diversity Index	63.1	65.0	74.2
<b>2020 Population by Race/Ethnicity</b>			
Total	29,195	190,974	485,293
White Alone	70.2%	70.5%	62.1%
Black Alone	6.8%	8.1%	15.1%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	8.7%	6.4%	7.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	10.0%	10.9%	11.9%
Two or More Races	3.8%	3.6%	3.4%
Hispanic Origin	34.2%	34.0%	35.6%
Diversity Index	72.2	72.0	77.6
<b>2025 Population by Race/Ethnicity</b>			
Total	36,602	226,182	547,035
White Alone	68.2%	68.1%	60.6%
Black Alone	7.6%	8.6%	15.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	9.4%	7.2%	7.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	10.4%	11.5%	12.3%
Two or More Races	4.0%	4.0%	3.7%
Hispanic Origin	36.5%	36.8%	37.8%
Diversity Index	74.3	74.5	79.0
<b>2010 Population by Relationship and Household Type</b>			
Total	18,001	143,085	393,628
In Households	98.3%	97.0%	94.1%
In Family Households	55.4%	57.5%	64.4%
Householder	20.4%	20.0%	20.7%
Spouse	16.0%	15.0%	14.6%
Child	14.0%	17.4%	22.8%
Other relative	3.5%	3.4%	4.4%
Nonrelative	1.5%	1.6%	1.8%
In Nonfamily Households	42.9%	39.5%	29.7%
In Group Quarters	1.7%	3.0%	5.9%
Institutionalized Population	0.7%	1.1%	3.2%
Noninstitutionalized Population	1.1%	1.9%	2.7%

**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

4500 Washington Ave, Houston, Texas, 77007  
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	1 mile	3 miles	5 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	23,046	147,531	354,449
Less than 9th Grade	1.1%	3.0%	5.7%
9th - 12th Grade, No Diploma	2.2%	2.6%	5.0%
High School Graduate	4.9%	6.4%	10.6%
GED/Alternative Credential	1.1%	1.5%	2.3%
Some College, No Degree	7.7%	11.8%	12.9%
Associate Degree	3.7%	4.2%	4.1%
Bachelor's Degree	43.9%	38.3%	32.0%
Graduate/Professional Degree	35.3%	32.3%	27.3%
<b>2020 Population 15+ by Marital Status</b>			
Total	26,136	168,211	414,539
Never Married	49.2%	46.3%	44.4%
Married	39.5%	40.8%	41.4%
Widowed	2.3%	2.9%	4.0%
Divorced	8.9%	9.9%	10.2%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	22,432	135,957	293,835
Population 16+ Employed	94.3%	93.4%	92.3%
Population 16+ Unemployment rate	5.7%	6.6%	7.7%
Population 16-24 Employed	10.1%	9.8%	10.2%
Population 16-24 Unemployment rate	10.4%	11.3%	14.0%
Population 25-54 Employed	72.3%	68.9%	67.5%
Population 25-54 Unemployment rate	5.1%	5.9%	6.9%
Population 55-64 Employed	11.2%	13.1%	14.2%
Population 55-64 Unemployment rate	5.8%	6.5%	7.4%
Population 65+ Employed	6.4%	8.2%	8.2%
Population 65+ Unemployment rate	4.8%	5.9%	6.2%
<b>2020 Employed Population 16+ by Industry</b>			
Total	21,148	127,042	271,206
Agriculture/Mining	9.5%	6.9%	5.3%
Construction	5.0%	4.9%	7.3%
Manufacturing	9.6%	8.9%	8.1%
Wholesale Trade	3.7%	3.2%	3.0%
Retail Trade	3.8%	5.5%	6.3%
Transportation/Utilities	5.1%	4.8%	5.2%
Information	1.8%	1.4%	1.3%
Finance/Insurance/Real Estate	9.5%	9.7%	9.2%
Services	49.5%	52.8%	52.5%
Public Administration	2.5%	1.8%	2.0%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	21,150	127,041	271,206
White Collar	88.4%	83.8%	77.1%
Management/Business/Financial	33.7%	28.5%	24.6%
Professional	38.4%	37.3%	33.7%
Sales	9.7%	9.8%	9.8%
Administrative Support	6.6%	8.2%	9.0%
Services	6.0%	9.0%	10.8%
Blue Collar	5.6%	7.2%	12.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.1%	2.4%	4.4%
Installation/Maintenance/Repair	0.4%	0.9%	1.2%
Production	1.4%	1.8%	2.7%
Transportation/Material Moving	1.7%	2.1%	3.6%

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

April 07, 2021

## Demographic Market Profile

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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	9,705	73,489	175,968
Households with 1 Person	46.5%	47.2%	42.7%
Households with 2+ People	53.5%	52.8%	57.3%
Family Households	38.2%	39.0%	46.4%
Husband-wife Families	29.9%	29.2%	32.7%
With Related Children	9.0%	10.1%	13.4%
Other Family (No Spouse Present)	8.3%	9.8%	13.7%
Other Family with Male Householder	3.3%	3.3%	4.1%
With Related Children	1.4%	1.4%	1.8%
Other Family with Female Householder	5.0%	6.5%	9.6%
With Related Children	2.5%	3.7%	5.7%
Nonfamily Households	15.3%	13.8%	10.9%
All Households with Children	13.0%	15.4%	21.1%
Multigenerational Households	1.3%	1.7%	3.0%
Unmarried Partner Households	8.0%	8.5%	7.2%
Male-female	6.0%	5.8%	5.4%
Same-sex	2.0%	2.7%	1.8%
<b>2010 Households by Size</b>			
Total	9,706	73,490	175,969
1 Person Household	46.5%	47.2%	42.7%
2 Person Household	35.9%	33.6%	31.5%
3 Person Household	10.5%	9.9%	11.3%
4 Person Household	4.3%	5.3%	7.7%
5 Person Household	1.4%	2.2%	3.7%
6 Person Household	0.8%	1.0%	1.7%
7 + Person Household	0.5%	0.8%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	9,705	73,489	175,968
Owner Occupied	50.7%	45.1%	45.3%
Owned with a Mortgage/Loan	41.5%	33.1%	29.8%
Owned Free and Clear	9.1%	12.0%	15.5%
Renter Occupied	49.3%	54.9%	54.7%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	116	97	87
Percent of Income for Mortgage	16.8%	20.7%	23.4%
Wealth Index	132	123	123
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	10,710	82,877	203,257
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	18,001	143,085	393,628
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

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Prepared by Business Geographer, LLC

Latitude: 29.77073  
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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Laptops and Lattes (3A)	Metro Renters (3B)	Metro Renters (3B)
2.	Metro Renters (3B)	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 \$	\$58,999,554	\$331,875,622	\$685,975,341
Average Spent	\$3,834.13	\$3,347.65	\$3,092.97
Spending Potential Index	179	156	144
Education: Total \$	\$50,621,068	\$278,789,838	\$569,830,973
Average Spent	\$3,289.65	\$2,812.17	\$2,569.29
Spending Potential Index	184	157	144
Entertainment/Recreation: Total \$	\$80,566,918	\$456,006,128	\$953,660,954
Average Spent	\$5,235.70	\$4,599.76	\$4,299.93
Spending Potential Index	161	142	132
Food at Home: Total \$	\$135,885,225	\$773,758,167	\$1,621,778,570
Average Spent	\$8,830.60	\$7,804.94	\$7,312.39
Spending Potential Index	165	146	137
Food Away from Home: Total \$	\$103,279,014	\$583,293,265	\$1,203,392,799
Average Spent	\$6,711.66	\$5,883.71	\$5,425.94
Spending Potential Index	178	156	144
Health Care: Total \$	\$128,257,945	\$744,656,681	\$1,603,701,995
Average Spent	\$8,334.93	\$7,511.39	\$7,230.89
Spending Potential Index	145	131	126
HH Furnishings & Equipment: Total \$	\$53,100,227	\$305,299,358	\$646,913,499
Average Spent	\$3,450.76	\$3,079.57	\$2,916.85
Spending Potential Index	158	141	134
Personal Care Products & Services: Total \$	\$23,915,017	\$136,127,333	\$284,029,205
Average Spent	\$1,554.13	\$1,373.12	\$1,280.65
Spending Potential Index	169	149	139
Shelter: Total \$	\$546,033,228	\$3,054,623,677	\$6,262,061,123
Average Spent	\$35,484.35	\$30,812.15	\$28,234.83
Spending Potential Index	183	159	146
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$49,944,555	\$294,939,084	\$638,056,053
Average Spent	\$3,245.68	\$2,975.07	\$2,876.91
Spending Potential Index	139	127	123
Travel: Total \$	\$61,467,903	\$345,628,973	\$716,605,479
Average Spent	\$3,994.53	\$3,486.38	\$3,231.08
Spending Potential Index	166	145	134
Vehicle Maintenance & Repairs: Total \$	\$27,048,367	\$159,277,192	\$339,560,531
Average Spent	\$1,757.76	\$1,606.64	\$1,531.03
Spending Potential Index	152	139	132

**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.