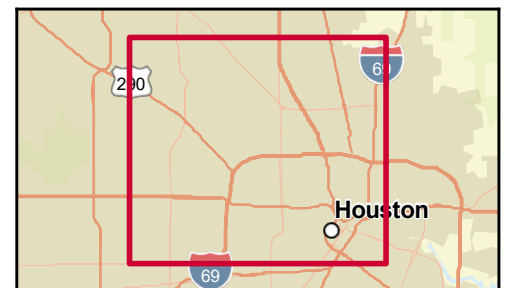
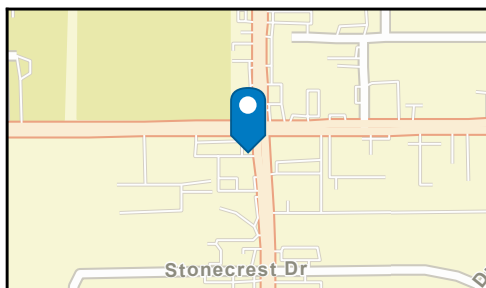
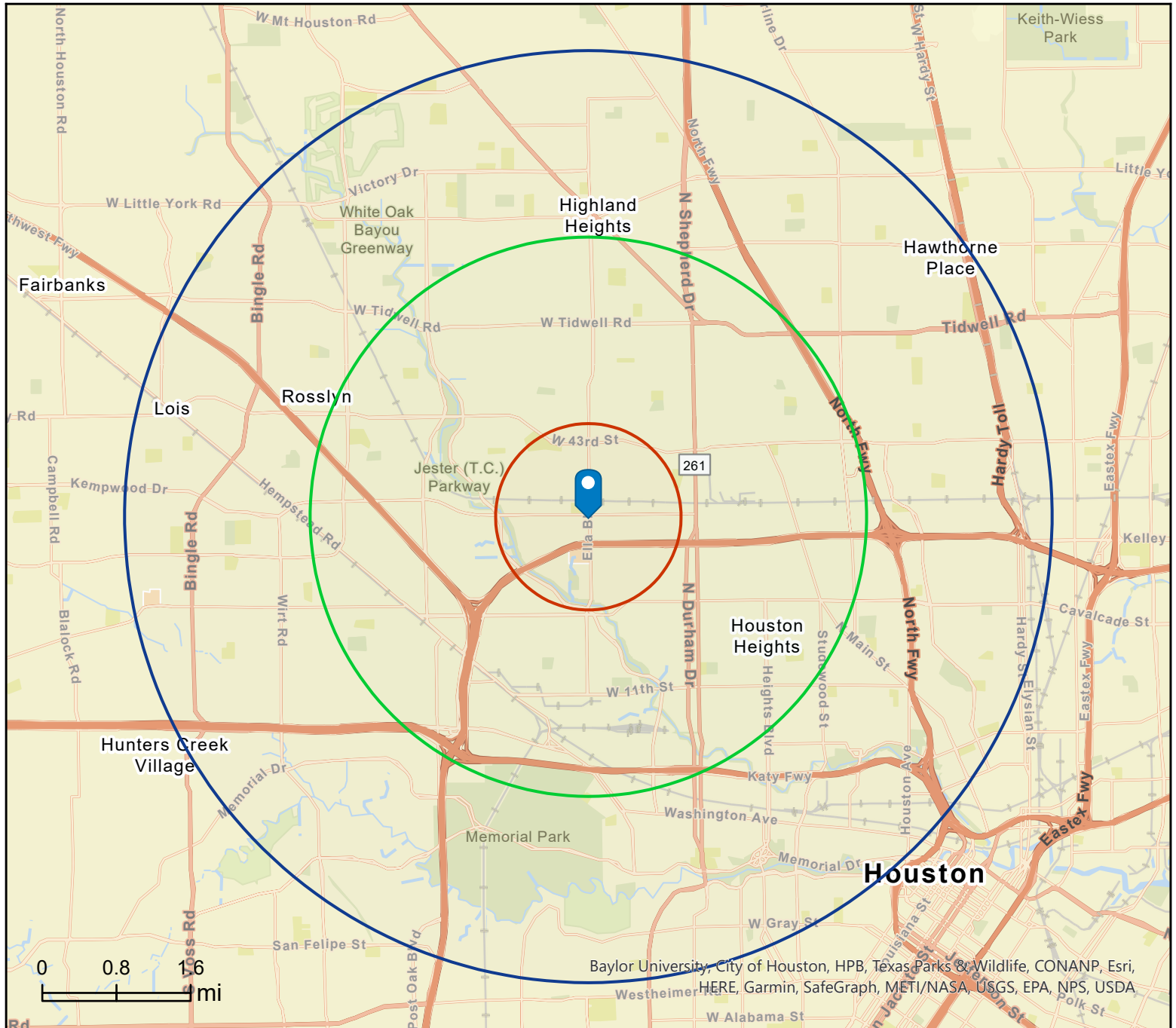


## Demographic Market Profile - Study Area

3323 Ella Blvd, Houston, Texas, 77018  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.81694  
Longitude: -95.42974



January 06, 2022

## Demographic Market Profile

3323 Ella Blvd, Houston, Texas, 77018  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.81694  
Longitude: -95.42974

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	11,244	109,241	342,579
2010 Total Population	11,321	108,245	347,148
2021 Total Population	15,137	134,091	408,520
2021 Group Quarters	302	1,117	3,677
2026 Total Population	17,748	150,775	450,081
2021-2026 Annual Rate	3.23%	2.37%	1.96%
2021 Total Daytime Population	26,915	158,401	451,257
Workers	20,551	98,715	254,803
Residents	6,364	59,686	196,454
<b>Household Summary</b>			
2000 Households	4,416	42,383	125,800
2000 Average Household Size	2.49	2.56	2.69
2010 Households	4,964	45,119	134,783
2010 Average Household Size	2.22	2.38	2.55
2021 Households	6,779	56,041	161,129
2021 Average Household Size	2.19	2.37	2.51
2026 Households	7,936	62,850	178,929
2026 Average Household Size	2.20	2.38	2.49
2021-2026 Annual Rate	3.20%	2.32%	2.12%
2010 Families	2,671	25,277	78,862
2010 Average Family Size	2.92	3.13	3.33
2021 Families	3,509	30,737	91,124
2021 Average Family Size	2.90	3.14	3.32
2026 Families	4,107	34,372	99,689
2026 Average Family Size	2.91	3.16	3.31
2021-2026 Annual Rate	3.20%	2.26%	1.81%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,718	45,759	137,439
Owner Occupied Housing Units	60.1%	50.0%	46.3%
Renter Occupied Housing Units	33.5%	42.7%	45.2%
Vacant Housing Units	6.4%	7.4%	8.5%
2010 Housing Units	5,630	51,150	153,106
Owner Occupied Housing Units	57.4%	49.4%	45.3%
Renter Occupied Housing Units	30.7%	38.8%	42.7%
Vacant Housing Units	11.8%	11.8%	12.0%
2021 Housing Units	7,360	62,465	180,675
Owner Occupied Housing Units	62.6%	51.6%	44.2%
Renter Occupied Housing Units	29.5%	38.1%	44.9%
Vacant Housing Units	7.9%	10.3%	10.8%
2026 Housing Units	8,554	69,407	198,811
Owner Occupied Housing Units	60.1%	51.1%	43.5%
Renter Occupied Housing Units	32.7%	39.5%	46.5%
Vacant Housing Units	7.2%	9.4%	10.0%
<b>Median Household Income</b>			
2021	\$108,663	\$77,934	\$64,669
2026	\$114,675	\$87,539	\$73,213
<b>Median Home Value</b>			
2021	\$409,760	\$396,498	\$375,891
2026	\$429,786	\$424,197	\$412,369
<b>Per Capita Income</b>			
2021	\$66,184	\$50,547	\$44,439
2026	\$69,976	\$55,332	\$49,409
<b>Median Age</b>			
2010	37.9	35.7	33.9
2021	40.3	37.9	35.8
2026	40.8	38.2	36.1

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 06, 2022

## Demographic Market Profile

3323 Ella Blvd, Houston, Texas, 77018  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.81694  
Longitude: -95.42974

	1 mile	3 miles	5 miles
<b>2021 Households by Income</b>			
Household Income Base	6,779	56,041	161,129
<\$15,000	6.2%	9.5%	10.5%
\$15,000 - \$24,999	4.0%	7.3%	9.1%
\$25,000 - \$34,999	4.0%	8.3%	8.8%
\$35,000 - \$49,999	7.5%	10.1%	11.4%
\$50,000 - \$74,999	15.4%	13.4%	15.2%
\$75,000 - \$99,999	9.3%	9.6%	9.8%
\$100,000 - \$149,999	15.5%	14.1%	12.2%
\$150,000 - \$199,999	14.4%	9.9%	7.4%
\$200,000+	23.8%	17.8%	15.5%
Average Household Income	\$147,774	\$120,902	\$112,548
<b>2026 Households by Income</b>			
Household Income Base	7,936	62,850	178,929
<\$15,000	5.0%	7.7%	8.8%
\$15,000 - \$24,999	3.5%	6.2%	7.8%
\$25,000 - \$34,999	3.9%	7.4%	8.0%
\$35,000 - \$49,999	7.0%	9.6%	10.8%
\$50,000 - \$74,999	15.0%	13.4%	15.4%
\$75,000 - \$99,999	9.4%	10.0%	10.4%
\$100,000 - \$149,999	16.5%	15.3%	13.5%
\$150,000 - \$199,999	16.0%	11.6%	8.8%
\$200,000+	23.7%	18.7%	16.5%
Average Household Income	\$156,537	\$132,693	\$124,161
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	4,605	32,249	79,907
<\$50,000	0.2%	1.4%	1.9%
\$50,000 - \$99,999	0.1%	2.0%	4.8%
\$100,000 - \$149,999	0.2%	3.8%	8.3%
\$150,000 - \$199,999	0.9%	3.9%	7.5%
\$200,000 - \$249,999	3.6%	4.7%	6.5%
\$250,000 - \$299,999	8.7%	6.9%	6.6%
\$300,000 - \$399,999	34.1%	28.2%	19.0%
\$400,000 - \$499,999	22.6%	21.5%	14.4%
\$500,000 - \$749,999	15.7%	17.7%	15.4%
\$750,000 - \$999,999	9.1%	5.9%	5.8%
\$1,000,000 - \$1,499,999	4.5%	3.3%	4.6%
\$1,500,000 - \$1,999,999	0.3%	0.3%	1.8%
\$2,000,000 +	0.0%	0.4%	3.4%
Average Home Value	\$494,810	\$455,521	\$504,413
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	5,138	35,432	86,447
<\$50,000	0.0%	0.2%	0.3%
\$50,000 - \$99,999	0.0%	0.3%	0.7%
\$100,000 - \$149,999	0.0%	0.9%	3.0%
\$150,000 - \$199,999	0.2%	2.2%	5.8%
\$200,000 - \$249,999	1.7%	4.4%	7.8%
\$250,000 - \$299,999	6.1%	6.8%	8.1%
\$300,000 - \$399,999	33.8%	28.9%	22.0%
\$400,000 - \$499,999	27.3%	25.7%	17.7%
\$500,000 - \$749,999	18.6%	20.8%	18.1%
\$750,000 - \$999,999	8.1%	6.0%	6.3%
\$1,000,000 - \$1,499,999	3.8%	2.9%	4.7%
\$1,500,000 - \$1,999,999	0.3%	0.3%	1.8%
\$2,000,000 +	0.0%	0.6%	3.6%
Average Home Value	\$502,680	\$486,854	\$550,050

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 06, 2022

## Demographic Market Profile

3323 Ella Blvd, Houston, Texas, 77018  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.81694  
Longitude: -95.42974

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	11,322	108,244	347,148
0 - 4	6.9%	7.6%	7.9%
5 - 9	4.7%	5.9%	6.8%
10 - 14	4.2%	5.0%	5.9%
15 - 24	9.7%	11.3%	13.2%
25 - 34	19.6%	19.0%	18.1%
35 - 44	16.6%	15.2%	14.3%
45 - 54	15.1%	14.1%	13.4%
55 - 64	11.2%	11.1%	10.5%
65 - 74	5.8%	5.6%	5.4%
75 - 84	3.9%	3.7%	3.2%
85 +	2.3%	1.6%	1.3%
18 +	81.6%	78.4%	75.8%
<b>2021 Population by Age</b>			
Total	15,137	134,091	408,520
0 - 4	5.4%	6.3%	6.8%
5 - 9	5.7%	6.2%	6.5%
10 - 14	6.0%	6.1%	6.3%
15 - 24	9.3%	11.1%	12.3%
25 - 34	14.5%	15.4%	16.8%
35 - 44	16.6%	15.8%	14.5%
45 - 54	14.0%	12.6%	11.6%
55 - 64	12.6%	11.9%	11.4%
65 - 74	8.8%	8.8%	8.4%
75 - 84	4.6%	4.1%	3.8%
85 +	2.5%	1.7%	1.6%
18 +	80.3%	78.2%	76.9%
<b>2026 Population by Age</b>			
Total	17,747	150,774	450,080
0 - 4	5.5%	6.3%	6.8%
5 - 9	5.5%	5.9%	6.3%
10 - 14	5.6%	5.7%	6.0%
15 - 24	10.6%	11.9%	12.6%
25 - 34	14.8%	15.7%	16.8%
35 - 44	14.7%	14.5%	14.2%
45 - 54	13.9%	12.8%	11.6%
55 - 64	11.7%	10.9%	10.3%
65 - 74	9.8%	9.4%	8.9%
75 - 84	5.5%	5.0%	4.8%
85 +	2.5%	1.8%	1.7%
18 +	80.2%	78.7%	77.5%
<b>2010 Population by Sex</b>			
Males	5,695	54,571	176,188
Females	5,626	53,674	170,960
<b>2021 Population by Sex</b>			
Males	7,573	67,492	206,786
Females	7,563	66,599	201,733
<b>2026 Population by Sex</b>			
Males	8,843	75,739	226,946
Females	8,905	75,036	223,136

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 06, 2022

## Demographic Market Profile

3323 Ella Blvd, Houston, Texas, 77018  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.81694  
Longitude: -95.42974

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	11,321	108,244	347,148
White Alone	78.5%	63.8%	61.1%
Black Alone	4.6%	15.9%	15.3%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	2.4%	1.9%	2.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.0%	14.7%	17.5%
Two or More Races	2.6%	2.9%	3.1%
Hispanic Origin	35.3%	41.1%	49.2%
Diversity Index	66.4	77.7	80.2
<b>2021 Population by Race/Ethnicity</b>			
Total	15,138	134,089	408,520
White Alone	72.9%	60.8%	58.6%
Black Alone	5.9%	15.2%	15.1%
American Indian Alone	0.8%	0.7%	0.6%
Asian Alone	3.2%	2.6%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	13.6%	17.2%	19.0%
Two or More Races	3.5%	3.5%	3.6%
Hispanic Origin	43.4%	47.8%	52.9%
Diversity Index	72.7	80.3	81.6
<b>2026 Population by Race/Ethnicity</b>			
Total	17,748	150,773	450,082
White Alone	70.7%	59.8%	58.1%
Black Alone	6.1%	14.6%	14.8%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	3.6%	2.9%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.9%	18.1%	19.1%
Two or More Races	3.8%	3.8%	3.8%
Hispanic Origin	48.0%	51.4%	54.7%
Diversity Index	74.7	81.0	81.8
<b>2010 Population by Relationship and Household Type</b>			
Total	11,321	108,245	347,148
In Households	97.5%	99.0%	99.0%
In Family Households	71.2%	75.8%	78.6%
Householder	23.6%	23.3%	22.7%
Spouse	16.7%	15.4%	14.9%
Child	24.3%	28.6%	31.4%
Other relative	4.3%	5.8%	6.6%
Nonrelative	2.3%	2.7%	2.9%
In Nonfamily Households	26.4%	23.2%	20.5%
In Group Quarters	2.5%	1.0%	1.0%
Institutionalized Population	1.7%	0.4%	0.5%
Noninstitutionalized Population	0.8%	0.6%	0.5%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 06, 2022

## Demographic Market Profile

3323 Ella Blvd, Houston, Texas, 77018  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.81694  
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	1 mile	3 miles	5 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	11,135	94,308	277,891
Less than 9th Grade	3.6%	6.9%	10.7%
9th - 12th Grade, No Diploma	3.8%	5.8%	8.4%
High School Graduate	11.0%	15.9%	17.6%
GED/Alternative Credential	1.5%	2.6%	2.9%
Some College, No Degree	11.2%	13.4%	13.2%
Associate Degree	4.8%	5.0%	4.5%
Bachelor's Degree	39.6%	30.3%	25.4%
Graduate/Professional Degree	24.5%	20.2%	17.3%
<b>2021 Population 15+ by Marital Status</b>			
Total	12,551	109,169	328,039
Never Married	34.5%	37.4%	41.1%
Married	52.3%	47.5%	44.6%
Widowed	4.5%	4.2%	4.4%
Divorced	8.7%	10.9%	9.9%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	9,149	78,758	226,319
Population 16+ Employed	96.4%	95.0%	94.5%
Population 16+ Unemployment rate	3.6%	5.0%	5.5%
Population 16-24 Employed	8.5%	10.7%	11.6%
Population 16-24 Unemployment rate	7.7%	11.4%	10.8%
Population 25-54 Employed	69.0%	66.8%	66.3%
Population 25-54 Unemployment rate	3.3%	4.3%	4.8%
Population 55-64 Employed	15.8%	14.9%	14.6%
Population 55-64 Unemployment rate	1.8%	3.9%	4.9%
Population 65+ Employed	6.8%	7.5%	7.5%
Population 65+ Unemployment rate	5.4%	4.0%	4.1%
<b>2021 Employed Population 16+ by Industry</b>			
Total	8,823	74,782	213,880
Agriculture/Mining	5.7%	5.0%	4.2%
Construction	5.7%	10.3%	12.8%
Manufacturing	8.8%	9.1%	8.9%
Wholesale Trade	4.2%	3.6%	3.6%
Retail Trade	5.1%	7.0%	7.7%
Transportation/Utilities	6.0%	5.6%	5.9%
Information	0.7%	1.4%	1.2%
Finance/Insurance/Real Estate	9.8%	8.4%	8.0%
Services	49.3%	47.1%	45.4%
Public Administration	4.8%	2.4%	2.4%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	8,821	74,783	213,878
White Collar	85.0%	71.6%	64.0%
Management/Business/Financial	31.6%	25.1%	22.3%
Professional	34.5%	29.0%	24.6%
Sales	9.4%	8.7%	8.8%
Administrative Support	9.5%	8.8%	8.4%
Services	6.2%	10.6%	12.5%
Blue Collar	8.8%	17.8%	23.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.0%	6.8%	9.8%
Installation/Maintenance/Repair	1.4%	1.6%	2.0%
Production	1.8%	3.1%	4.3%
Transportation/Material Moving	2.5%	6.2%	7.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 06, 2022

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Rings: 1, 3, 5 mile radii

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Latitude: 29.81694  
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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	4,964	45,120	134,783
Households with 1 Person	34.6%	34.2%	32.6%
Households with 2+ People	65.4%	65.8%	67.4%
Family Households	53.8%	56.0%	58.5%
Husband-wife Families	38.2%	37.1%	38.4%
With Related Children	15.8%	16.6%	18.6%
Other Family (No Spouse Present)	15.6%	19.0%	20.1%
Other Family with Male Householder	4.8%	5.6%	6.1%
With Related Children	2.0%	2.6%	3.1%
Other Family with Female Householder	10.8%	13.4%	14.1%
With Related Children	6.3%	7.9%	9.0%
Nonfamily Households	11.6%	9.8%	8.9%
All Households with Children	24.5%	27.5%	31.0%
Multigenerational Households	3.2%	4.5%	5.5%
Unmarried Partner Households	9.5%	8.3%	7.7%
Male-female	6.5%	6.1%	6.1%
Same-sex	3.0%	2.2%	1.6%
<b>2010 Households by Size</b>			
Total	4,962	45,119	134,782
1 Person Household	34.6%	34.2%	32.6%
2 Person Household	35.3%	31.9%	29.5%
3 Person Household	14.4%	14.3%	14.0%
4 Person Household	9.4%	9.9%	10.9%
5 Person Household	3.6%	5.1%	6.4%
6 Person Household	1.7%	2.5%	3.4%
7 + Person Household	1.0%	2.1%	3.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,964	45,119	134,783
Owner Occupied	65.1%	56.0%	51.5%
Owned with a Mortgage/Loan	45.5%	36.2%	32.2%
Owned Free and Clear	19.6%	19.8%	19.2%
Renter Occupied	34.9%	44.0%	48.5%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	126	95	84
Percent of Income for Mortgage	15.8%	21.3%	24.4%
Wealth Index	173	123	112
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,630	51,150	153,106
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	11,321	108,245	347,148
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 06, 2022



## Demographic Market Profile

3323 Ella Blvd, Houston, Texas, 77018  
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC

Latitude: 29.81694  
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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Metro Renters (3B)	Emerald City (8B)	Metro Renters (3B)
2.	In Style (5B)	NeWest Residents (13C)	Barrios Urbanos (7D)
3.	Enterprising Professionals (2D)	Metro Renters (3B)	NeWest Residents (13C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$23,387,061	\$160,339,481	\$432,890,132
Average Spent	\$3,449.93	\$2,861.11	\$2,686.61
Spending Potential Index	163	135	127
Education: Total \$	\$19,775,097	\$130,580,561	\$349,207,014
Average Spent	\$2,917.11	\$2,330.09	\$2,167.25
Spending Potential Index	169	135	126
Entertainment/Recreation: Total \$	\$34,130,681	\$229,439,118	\$610,089,822
Average Spent	\$5,034.77	\$4,094.13	\$3,786.34
Spending Potential Index	156	127	117
Food at Home: Total \$	\$57,928,022	\$401,783,595	\$1,082,625,463
Average Spent	\$8,545.22	\$7,169.46	\$6,719.00
Spending Potential Index	157	132	123
Food Away from Home: Total \$	\$41,921,716	\$289,033,387	\$781,764,040
Average Spent	\$6,184.06	\$5,157.53	\$4,851.79
Spending Potential Index	163	136	128
Health Care: Total \$	\$62,992,379	\$430,683,859	\$1,147,419,091
Average Spent	\$9,292.28	\$7,685.16	\$7,121.12
Spending Potential Index	149	123	114
HH Furnishings & Equipment: Total \$	\$23,921,521	\$162,572,175	\$434,864,793
Average Spent	\$3,528.77	\$2,900.95	\$2,698.86
Spending Potential Index	156	129	120
Personal Care Products & Services: Total \$	\$9,746,779	\$66,414,509	\$178,205,327
Average Spent	\$1,437.79	\$1,185.11	\$1,105.98
Spending Potential Index	160	132	123
Shelter: Total \$	\$225,742,304	\$1,541,700,865	\$4,136,235,630
Average Spent	\$33,300.24	\$27,510.23	\$25,670.34
Spending Potential Index	165	136	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,177,271	\$165,243,772	\$436,909,261
Average Spent	\$3,566.50	\$2,948.62	\$2,711.55
Spending Potential Index	149	123	113
Travel: Total \$	\$27,477,861	\$181,819,558	\$480,997,913
Average Spent	\$4,053.38	\$3,244.40	\$2,985.17
Spending Potential Index	160	128	118
Vehicle Maintenance & Repairs: Total \$	\$11,562,510	\$79,607,086	\$212,962,221
Average Spent	\$1,705.64	\$1,420.52	\$1,321.69
Spending Potential Index	154	128	119

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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