



Market Profile

Gulf Fwy, Houston, Texas, 77034
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 29.59672
Longitude: -95.19710

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,525	51,453	199,785
2010 Total Population	11,497	71,103	250,684
2017 Total Population	13,274	77,989	276,206
2017 Group Quarters	87	159	643
2022 Total Population	14,538	83,775	296,345
2017-2022 Annual Rate	1.84%	1.44%	1.42%
2017 Total Daytime Population	9,718	68,590	235,589
Workers	2,696	26,921	85,403
Residents	7,022	41,669	150,186
Household Summary			
2000 Households	3,086	18,081	70,832
2000 Average Household Size	3.09	2.84	2.81
2010 Households	3,765	23,866	85,913
2010 Average Household Size	3.03	2.97	2.91
2017 Households	4,342	25,786	93,325
2017 Average Household Size	3.04	3.02	2.95
2022 Households	4,749	27,570	99,592
2022 Average Household Size	3.04	3.03	2.97
2017-2022 Annual Rate	1.81%	1.35%	1.31%
2010 Families	2,785	17,770	63,918
2010 Average Family Size	3.54	3.47	3.40
2017 Families	3,153	19,001	68,984
2017 Average Family Size	3.58	3.54	3.46
2022 Families	3,418	20,216	73,373
2022 Average Family Size	3.60	3.57	3.48
2017-2022 Annual Rate	1.63%	1.25%	1.24%
Housing Unit Summary			
2000 Housing Units	3,187	18,591	74,347
Owner Occupied Housing Units	60.6%	62.2%	60.6%
Renter Occupied Housing Units	36.2%	35.0%	34.7%
Vacant Housing Units	3.2%	2.7%	4.7%
2010 Housing Units	3,995	25,314	92,233
Owner Occupied Housing Units	61.9%	61.6%	60.2%
Renter Occupied Housing Units	32.4%	32.7%	32.9%
Vacant Housing Units	5.8%	5.7%	6.9%
2017 Housing Units	4,568	27,398	99,056
Owner Occupied Housing Units	58.3%	58.5%	58.4%
Renter Occupied Housing Units	36.7%	35.7%	35.8%
Vacant Housing Units	4.9%	5.9%	5.8%
2022 Housing Units	4,927	29,256	105,439
Owner Occupied Housing Units	58.5%	58.0%	58.2%
Renter Occupied Housing Units	37.9%	36.2%	36.2%
Vacant Housing Units	3.6%	5.8%	5.5%
Median Household Income			
2017	\$56,780	\$60,118	\$64,166
2022	\$61,872	\$66,072	\$71,574
Median Home Value			
2017	\$119,747	\$138,302	\$159,183
2022	\$123,651	\$147,368	\$178,989
Per Capita Income			
2017	\$23,108	\$25,815	\$29,233
2022	\$26,098	\$28,809	\$32,452
Median Age			
2010	30.2	31.8	32.7
2017	31.9	33.1	33.8
2022	32.4	33.5	34.3

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	4,342	25,786	93,325
<\$15,000	9.0%	6.9%	7.3%
\$15,000 - \$24,999	8.9%	7.8%	7.8%
\$25,000 - \$34,999	11.4%	10.7%	9.7%
\$35,000 - \$49,999	12.9%	14.1%	13.0%
\$50,000 - \$74,999	21.5%	20.8%	18.6%
\$75,000 - \$99,999	16.0%	15.3%	14.1%
\$100,000 - \$149,999	14.1%	15.2%	16.2%
\$150,000 - \$199,999	4.2%	5.9%	7.4%
\$200,000+	2.0%	3.4%	5.9%
Average Household Income	\$69,441	\$76,677	\$86,093
2022 Households by Income			
Household Income Base	4,749	27,570	99,592
<\$15,000	9.0%	6.9%	7.2%
\$15,000 - \$24,999	8.3%	7.2%	7.2%
\$25,000 - \$34,999	10.1%	9.4%	8.5%
\$35,000 - \$49,999	11.2%	12.5%	11.4%
\$50,000 - \$74,999	19.8%	19.4%	17.5%
\$75,000 - \$99,999	16.9%	16.3%	15.0%
\$100,000 - \$149,999	16.7%	17.4%	18.2%
\$150,000 - \$199,999	5.3%	7.1%	8.4%
\$200,000+	2.7%	4.0%	6.6%
Average Household Income	\$78,715	\$86,004	\$96,122
2017 Owner Occupied Housing Units by Value			
Total	2,665	16,005	57,852
<\$50,000	2.4%	2.7%	2.9%
\$50,000 - \$99,999	28.5%	16.4%	12.1%
\$100,000 - \$149,999	48.2%	40.2%	30.9%
\$150,000 - \$199,999	16.4%	17.3%	22.7%
\$200,000 - \$249,999	0.1%	8.7%	11.4%
\$250,000 - \$299,999	1.8%	6.2%	6.0%
\$300,000 - \$399,999	0.6%	5.6%	7.6%
\$400,000 - \$499,999	0.1%	0.7%	2.7%
\$500,000 - \$749,999	0.2%	0.8%	2.0%
\$750,000 - \$999,999	0.8%	0.6%	1.0%
\$1,000,000 +	0.9%	0.6%	0.6%
Average Home Value	\$137,664	\$171,181	\$198,672
2022 Owner Occupied Housing Units by Value			
Total	2,881	16,967	61,366
<\$50,000	2.3%	2.4%	2.5%
\$50,000 - \$99,999	25.2%	13.7%	9.8%
\$100,000 - \$149,999	47.6%	35.8%	25.5%
\$150,000 - \$199,999	17.8%	17.5%	21.1%
\$200,000 - \$249,999	0.1%	9.5%	12.2%
\$250,000 - \$299,999	2.9%	7.9%	7.8%
\$300,000 - \$399,999	0.8%	8.6%	11.2%
\$400,000 - \$499,999	0.3%	1.1%	4.2%
\$500,000 - \$749,999	0.4%	1.8%	3.1%
\$750,000 - \$999,999	1.5%	1.0%	1.5%
\$1,000,000 +	1.0%	0.8%	1.1%
Average Home Value	\$151,128	\$193,735	\$229,996

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	11,495	71,103	250,685
0 - 4	9.0%	8.3%	7.9%
5 - 9	8.7%	8.0%	7.9%
10 - 14	7.7%	8.0%	8.0%
15 - 24	15.0%	14.6%	14.6%
25 - 34	18.4%	16.3%	14.9%
35 - 44	13.9%	14.1%	14.1%
45 - 54	11.5%	12.5%	14.0%
55 - 64	9.1%	9.7%	9.9%
65 - 74	4.0%	5.2%	5.1%
75 - 84	1.9%	2.6%	2.7%
85 +	0.8%	0.7%	0.9%
18 +	70.1%	71.3%	71.4%
2017 Population by Age			
Total	13,274	77,989	276,204
0 - 4	8.3%	7.7%	7.5%
5 - 9	8.0%	7.6%	7.4%
10 - 14	7.6%	7.3%	7.3%
15 - 24	13.8%	14.1%	14.1%
25 - 34	17.7%	16.3%	15.6%
35 - 44	14.9%	14.2%	13.5%
45 - 54	11.0%	11.7%	12.5%
55 - 64	9.6%	10.2%	11.1%
65 - 74	5.8%	6.9%	6.9%
75 - 84	2.2%	3.0%	3.0%
85 +	1.0%	1.0%	1.1%
18 +	71.8%	73.2%	73.7%
2022 Population by Age			
Total	14,540	83,777	296,347
0 - 4	8.5%	7.8%	7.5%
5 - 9	8.0%	7.4%	7.2%
10 - 14	7.8%	7.5%	7.2%
15 - 24	12.9%	13.6%	13.2%
25 - 34	17.8%	16.1%	15.9%
35 - 44	16.3%	14.8%	14.2%
45 - 54	10.6%	11.4%	11.5%
55 - 64	8.5%	9.7%	10.9%
65 - 74	6.2%	7.2%	7.7%
75 - 84	2.5%	3.5%	3.6%
85 +	0.9%	1.0%	1.1%
18 +	71.4%	73.2%	74.1%
2010 Population by Sex			
Males	5,687	34,653	123,171
Females	5,810	36,450	127,513
2017 Population by Sex			
Males	6,518	38,010	135,696
Females	6,755	39,980	140,511
2022 Population by Sex			
Males	7,138	40,819	145,597
Females	7,400	42,957	150,748

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	11,497	71,103	250,684
White Alone	55.2%	56.7%	65.1%
Black Alone	13.5%	14.4%	10.1%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	10.1%	10.1%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.2%	14.9%	12.9%
Two or More Races	3.3%	3.2%	3.1%
Hispanic Origin	49.8%	46.2%	42.2%
Diversity Index	83.3	82.3	77.4
2017 Population by Race/Ethnicity			
Total	13,272	77,989	276,206
White Alone	52.5%	53.6%	61.8%
Black Alone	13.7%	14.6%	10.5%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	11.4%	11.7%	9.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.3%	15.8%	13.7%
Two or More Races	3.7%	3.6%	3.5%
Hispanic Origin	51.9%	48.4%	44.6%
Diversity Index	84.6	83.9	79.6
2022 Population by Race/Ethnicity			
Total	14,538	83,776	296,346
White Alone	51.0%	52.0%	60.0%
Black Alone	13.6%	14.6%	10.6%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	12.2%	12.9%	11.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.7%	16.1%	14.0%
Two or More Races	3.9%	3.8%	3.7%
Hispanic Origin	53.8%	50.1%	46.5%
Diversity Index	85.2	84.6	80.7
2010 Population by Relationship and Household Type			
Total	11,497	71,104	250,684
In Households	99.3%	99.8%	99.8%
In Family Households	88.5%	89.1%	88.9%
Householder	24.3%	25.2%	25.5%
Spouse	17.0%	17.9%	18.7%
Child	38.0%	37.2%	36.7%
Other relative	6.4%	6.5%	5.8%
Nonrelative	2.8%	2.4%	2.3%
In Nonfamily Households	10.8%	10.7%	10.8%
In Group Quarters	0.7%	0.2%	0.2%
Institutionalized Population	0.7%	0.1%	0.2%
Noninstitutionalized Population	0.0%	0.1%	0.0%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	8,258	49,307	176,068
Less than 9th Grade	7.8%	8.7%	8.3%
9th - 12th Grade, No Diploma	10.1%	8.2%	8.3%
High School Graduate	20.4%	21.7%	20.8%
GED/Alternative Credential	3.5%	3.7%	3.8%
Some College, No Degree	29.2%	26.9%	22.6%
Associate Degree	5.8%	7.7%	8.0%
Bachelor's Degree	18.3%	16.1%	19.5%
Graduate/Professional Degree	4.9%	7.0%	8.7%
2017 Population 15+ by Marital Status			
Total	10,090	60,295	215,000
Never Married	34.5%	34.2%	32.8%
Married	48.9%	51.7%	53.2%
Widowed	4.4%	4.2%	3.9%
Divorced	12.2%	9.9%	10.1%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	94.5%	93.8%
Civilian Unemployed (Unemployment Rate)	5.4%	5.5%	6.2%
2017 Employed Population 16+ by Industry			
Total	6,395	37,030	128,406
Agriculture/Mining	1.7%	1.8%	1.7%
Construction	9.9%	9.3%	9.1%
Manufacturing	8.6%	9.1%	11.5%
Wholesale Trade	4.3%	3.4%	3.4%
Retail Trade	10.6%	12.6%	11.3%
Transportation/Utilities	6.7%	7.6%	6.2%
Information	1.3%	1.2%	1.2%
Finance/Insurance/Real Estate	5.9%	5.5%	5.7%
Services	46.9%	45.3%	46.4%
Public Administration	3.9%	4.1%	3.4%
2017 Employed Population 16+ by Occupation			
Total	6,395	37,032	128,407
White Collar	57.8%	56.7%	58.5%
Management/Business/Financial	12.9%	11.1%	12.9%
Professional	21.5%	18.0%	20.9%
Sales	9.6%	11.5%	11.2%
Administrative Support	13.8%	16.1%	13.5%
Services	18.4%	18.1%	17.0%
Blue Collar	23.8%	25.3%	24.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	4.4%	6.5%	6.7%
Installation/Maintenance/Repair	5.2%	4.3%	4.4%
Production	6.8%	7.0%	7.2%
Transportation/Material Moving	7.5%	7.4%	6.0%
2010 Population By Urban/ Rural Status			
Total Population	11,497	71,103	250,684
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

February 16, 2018



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2010 Households by Type			
Total	3,765	23,866	85,912
Households with 1 Person	21.2%	20.9%	20.9%
Households with 2+ People	78.8%	79.1%	79.1%
Family Households	74.0%	74.5%	74.4%
Husband-wife Families	51.6%	52.6%	54.4%
With Related Children	30.3%	29.1%	29.8%
Other Family (No Spouse Present)	22.4%	21.8%	20.0%
Other Family with Male Householder	6.6%	5.8%	5.9%
With Related Children	4.0%	3.5%	3.5%
Other Family with Female Householder	15.8%	16.0%	14.1%
With Related Children	11.1%	11.1%	9.8%
Nonfamily Households	4.8%	4.6%	4.7%
All Households with Children	45.7%	44.1%	43.6%
Multigenerational Households	7.6%	7.3%	6.5%
Unmarried Partner Households	6.5%	6.3%	6.1%
Male-female	5.9%	5.6%	5.5%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	3,763	23,868	85,912
1 Person Household	21.2%	20.9%	20.9%
2 Person Household	24.0%	26.9%	27.8%
3 Person Household	19.6%	18.2%	18.2%
4 Person Household	17.1%	17.1%	17.1%
5 Person Household	9.6%	9.7%	9.3%
6 Person Household	5.1%	4.5%	4.0%
7 + Person Household	3.3%	2.8%	2.7%
2010 Households by Tenure and Mortgage Status			
Total	3,765	23,866	85,913
Owner Occupied	65.6%	65.3%	64.6%
Owned with a Mortgage/Loan	51.2%	47.9%	47.2%
Owned Free and Clear	14.4%	17.4%	17.4%
Renter Occupied	34.4%	34.7%	35.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,995	25,314	92,233
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

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.	Up and Coming Families	American Dreamers (7C)	Home Improvement (4B)
2.	Home Improvement (4B)	Home Improvement (4B)	American Dreamers (7C)
3.	American Dreamers (7C)	Metro Fusion (11C)	Up and Coming Families
2017 Consumer Spending			
Apparel & Services: Total \$	\$8,399,713	\$54,863,558	\$223,060,172
Average Spent	\$1,934.53	\$2,127.65	\$2,390.14
Spending Potential Index	90	99	111
Education: Total \$	\$5,005,205	\$35,083,382	\$143,772,588
Average Spent	\$1,152.74	\$1,360.56	\$1,540.56
Spending Potential Index	79	93	106
Entertainment/Recreation: Total \$	\$11,630,023	\$75,861,260	\$307,930,957
Average Spent	\$2,678.49	\$2,941.96	\$3,299.55
Spending Potential Index	86	94	106
Food at Home: Total \$	\$18,809,604	\$124,644,633	\$505,585,011
Average Spent	\$4,332.01	\$4,833.81	\$5,417.47
Spending Potential Index	86	96	108
Food Away from Home: Total \$	\$12,930,236	\$84,765,122	\$343,605,339
Average Spent	\$2,977.94	\$3,287.25	\$3,681.81
Spending Potential Index	89	99	110
Health Care: Total \$	\$20,056,080	\$130,978,567	\$532,078,765
Average Spent	\$4,619.09	\$5,079.44	\$5,701.35
Spending Potential Index	83	91	102
HH Furnishings & Equipment: Total \$	\$7,445,072	\$48,171,679	\$195,608,866
Average Spent	\$1,714.66	\$1,868.13	\$2,096.00
Spending Potential Index	88	96	108
Personal Care Products & Services: Total \$	\$3,020,344	\$19,706,324	\$80,131,241
Average Spent	\$695.61	\$764.23	\$858.63
Spending Potential Index	87	96	108
Shelter: Total \$	\$62,123,596	\$410,750,696	\$1,655,039,776
Average Spent	\$14,307.60	\$15,929.21	\$17,734.15
Spending Potential Index	88	98	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,621,369	\$56,087,263	\$228,208,280
Average Spent	\$1,985.58	\$2,175.11	\$2,445.31
Spending Potential Index	85	93	104
Travel: Total \$	\$7,755,685	\$50,137,242	\$204,344,064
Average Spent	\$1,786.20	\$1,944.36	\$2,189.60
Spending Potential Index	86	94	106
Vehicle Maintenance & Repairs: Total \$	\$4,001,170	\$26,293,112	\$106,399,293
Average Spent	\$921.50	\$1,019.67	\$1,140.09
Spending Potential Index	86	95	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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.