



Market Profile

C E King Pkwy & Tidwell Rd, Houston, Texas, 77044
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 29.85007
Longitude: -95.21426

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,486	29,698	103,329
2010 Total Population	8,574	38,905	119,641
2017 Total Population	9,661	47,130	135,314
2017 Group Quarters	0	85	828
2022 Total Population	11,115	52,503	146,939
2017-2022 Annual Rate	2.84%	2.18%	1.66%
2017 Total Daytime Population	7,344	36,594	113,485
Workers	1,097	6,612	30,578
Residents	6,247	29,982	82,907
Household Summary			
2000 Households	1,727	8,733	32,751
2000 Average Household Size	3.17	3.39	3.13
2010 Households	2,462	11,284	37,227
2010 Average Household Size	3.48	3.44	3.19
2017 Households	2,735	13,457	41,471
2017 Average Household Size	3.53	3.50	3.24
2022 Households	3,125	14,906	44,736
2022 Average Household Size	3.56	3.52	3.27
2017-2022 Annual Rate	2.70%	2.07%	1.53%
2010 Families	2,019	9,133	28,583
2010 Average Family Size	3.85	3.83	3.67
2017 Families	2,230	10,866	31,818
2017 Average Family Size	3.91	3.90	3.73
2022 Families	2,542	12,018	34,302
2022 Average Family Size	3.94	3.92	3.75
2017-2022 Annual Rate	2.65%	2.04%	1.51%
Housing Unit Summary			
2000 Housing Units	1,907	9,367	34,896
Owner Occupied Housing Units	62.0%	59.9%	59.9%
Renter Occupied Housing Units	28.6%	33.3%	33.9%
Vacant Housing Units	9.4%	6.8%	6.1%
2010 Housing Units	2,675	12,499	41,511
Owner Occupied Housing Units	62.1%	60.5%	57.4%
Renter Occupied Housing Units	29.9%	29.8%	32.3%
Vacant Housing Units	8.0%	9.7%	10.3%
2017 Housing Units	2,840	14,386	45,397
Owner Occupied Housing Units	62.4%	60.1%	56.0%
Renter Occupied Housing Units	33.9%	33.4%	35.4%
Vacant Housing Units	3.7%	6.5%	8.6%
2022 Housing Units	3,218	15,845	48,823
Owner Occupied Housing Units	62.3%	60.2%	56.1%
Renter Occupied Housing Units	34.8%	33.9%	35.5%
Vacant Housing Units	2.9%	5.9%	8.4%
Median Household Income			
2017	\$46,499	\$47,580	\$47,151
2022	\$50,927	\$51,528	\$51,299
Median Home Value			
2017	\$112,065	\$99,228	\$100,791
2022	\$133,168	\$124,759	\$118,310
Per Capita Income			
2017	\$16,097	\$16,887	\$18,429
2022	\$17,942	\$18,941	\$20,603
Median Age			
2010	26.4	27.9	30.2
2017	27.7	29.4	31.4
2022	28.1	30.4	32.3

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	2,735	13,457	41,471
<\$15,000	12.2%	13.3%	12.2%
\$15,000 - \$24,999	10.7%	11.1%	11.7%
\$25,000 - \$34,999	11.3%	11.1%	11.9%
\$35,000 - \$49,999	19.3%	16.5%	16.5%
\$50,000 - \$74,999	20.3%	21.9%	20.7%
\$75,000 - \$99,999	11.9%	11.6%	11.8%
\$100,000 - \$149,999	12.0%	10.6%	10.9%
\$150,000 - \$199,999	1.3%	2.4%	2.9%
\$200,000+	1.1%	1.6%	1.4%
Average Household Income	\$57,657	\$58,938	\$59,276
2022 Households by Income			
Household Income Base	3,125	14,906	44,736
<\$15,000	12.1%	13.2%	12.3%
\$15,000 - \$24,999	10.0%	10.4%	11.0%
\$25,000 - \$34,999	9.7%	9.6%	10.5%
\$35,000 - \$49,999	17.1%	14.8%	14.7%
\$50,000 - \$74,999	20.0%	21.1%	19.8%
\$75,000 - \$99,999	14.0%	13.1%	13.2%
\$100,000 - \$149,999	14.0%	12.7%	13.2%
\$150,000 - \$199,999	1.7%	3.0%	3.6%
\$200,000+	1.5%	2.1%	1.8%
Average Household Income	\$64,742	\$66,583	\$66,873
2017 Owner Occupied Housing Units by Value			
Total	1,771	8,645	25,408
<\$50,000	23.7%	12.4%	13.0%
\$50,000 - \$99,999	20.1%	38.2%	36.7%
\$100,000 - \$149,999	26.0%	17.5%	23.0%
\$150,000 - \$199,999	14.7%	12.1%	12.0%
\$200,000 - \$249,999	4.5%	6.5%	5.7%
\$250,000 - \$299,999	4.2%	4.9%	3.5%
\$300,000 - \$399,999	3.7%	5.4%	3.4%
\$400,000 - \$499,999	2.7%	1.9%	1.5%
\$500,000 - \$749,999	0.4%	0.4%	0.4%
\$750,000 - \$999,999	0.2%	0.3%	0.4%
\$1,000,000 +	0.0%	0.5%	0.4%
Average Home Value	\$129,755	\$141,610	\$133,256
2022 Owner Occupied Housing Units by Value			
Total	2,005	9,531	27,397
<\$50,000	22.8%	11.4%	12.0%
\$50,000 - \$99,999	13.8%	31.6%	30.9%
\$100,000 - \$149,999	20.1%	14.1%	19.6%
\$150,000 - \$199,999	15.7%	12.0%	12.0%
\$200,000 - \$249,999	6.5%	7.8%	7.3%
\$250,000 - \$299,999	7.1%	7.7%	5.8%
\$300,000 - \$399,999	5.8%	8.5%	6.2%
\$400,000 - \$499,999	7.1%	4.6%	3.8%
\$500,000 - \$749,999	0.4%	0.8%	1.1%
\$750,000 - \$999,999	0.4%	0.7%	0.7%
\$1,000,000 +	0.0%	0.8%	0.6%
Average Home Value	\$162,275	\$175,443	\$164,271

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	8,574	38,903	119,643
0 - 4	12.0%	10.2%	9.0%
5 - 9	11.1%	9.9%	8.8%
10 - 14	9.1%	9.2%	8.4%
15 - 24	15.5%	16.2%	15.7%
25 - 34	16.8%	15.6%	14.9%
35 - 44	14.5%	13.6%	13.1%
45 - 54	9.9%	11.5%	12.5%
55 - 64	6.7%	8.6%	9.7%
65 - 74	3.1%	3.6%	4.9%
75 - 84	1.1%	1.4%	2.3%
85 +	0.2%	0.3%	0.6%
18 +	62.5%	65.3%	68.7%
2017 Population by Age			
Total	9,661	47,128	135,314
0 - 4	10.7%	9.6%	8.6%
5 - 9	10.3%	9.2%	8.4%
10 - 14	9.5%	8.6%	8.0%
15 - 24	15.2%	15.3%	14.7%
25 - 34	15.3%	16.0%	15.7%
35 - 44	14.0%	13.3%	13.0%
45 - 54	10.7%	11.0%	11.4%
55 - 64	7.8%	9.1%	10.2%
65 - 74	4.5%	5.6%	6.6%
75 - 84	1.6%	1.8%	2.6%
85 +	0.4%	0.4%	0.8%
18 +	64.7%	67.9%	70.5%
2022 Population by Age			
Total	11,117	52,502	146,938
0 - 4	10.3%	9.4%	8.6%
5 - 9	10.1%	9.2%	8.4%
10 - 14	9.9%	8.9%	8.2%
15 - 24	15.3%	14.5%	13.9%
25 - 34	14.4%	15.4%	15.3%
35 - 44	13.7%	14.1%	13.9%
45 - 54	11.0%	10.7%	10.9%
55 - 64	7.9%	8.7%	9.7%
65 - 74	5.0%	6.2%	7.2%
75 - 84	2.0%	2.3%	3.1%
85 +	0.4%	0.5%	0.8%
18 +	64.4%	67.7%	70.4%
2010 Population by Sex			
Males	4,145	18,919	58,630
Females	4,429	19,986	61,011
2017 Population by Sex			
Males	4,683	22,964	66,401
Females	4,978	24,166	68,913
2022 Population by Sex			
Males	5,401	25,640	72,171
Females	5,714	26,863	74,768

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	8,574	38,905	119,642
White Alone	47.2%	40.1%	39.1%
Black Alone	24.6%	35.8%	38.6%
American Indian Alone	1.2%	0.9%	0.8%
Asian Alone	0.6%	1.2%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	22.0%	18.7%	16.9%
Two or More Races	4.4%	3.3%	3.0%
Hispanic Origin	60.7%	51.2%	46.9%
Diversity Index	85.2	85.5	84.8
2017 Population by Race/Ethnicity			
Total	9,660	47,129	135,314
White Alone	45.5%	39.5%	38.5%
Black Alone	25.0%	34.8%	37.6%
American Indian Alone	1.1%	0.9%	0.7%
Asian Alone	0.7%	1.5%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	23.0%	19.8%	18.0%
Two or More Races	4.6%	3.6%	3.3%
Hispanic Origin	62.9%	54.0%	49.5%
Diversity Index	85.6	86.1	85.5
2022 Population by Race/Ethnicity			
Total	11,116	52,502	146,938
White Alone	45.1%	39.6%	38.5%
Black Alone	24.8%	33.9%	36.9%
American Indian Alone	1.2%	0.9%	0.8%
Asian Alone	0.7%	1.6%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	23.4%	20.2%	18.3%
Two or More Races	4.8%	3.8%	3.4%
Hispanic Origin	64.9%	56.0%	51.4%
Diversity Index	85.6	86.2	85.8
2010 Population by Relationship and Household Type			
Total	8,574	38,905	119,641
In Households	100.0%	99.8%	99.4%
In Family Households	93.5%	92.8%	90.4%
Householder	23.3%	23.5%	23.9%
Spouse	14.8%	14.5%	14.6%
Child	44.0%	44.0%	41.5%
Other relative	8.5%	7.9%	7.6%
Nonrelative	3.0%	2.9%	2.8%
In Nonfamily Households	6.5%	7.0%	8.9%
In Group Quarters	0.0%	0.2%	0.6%
Institutionalized Population	0.0%	0.0%	0.5%
Noninstitutionalized Population	0.0%	0.2%	0.1%

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	5,246	26,968	81,607
Less than 9th Grade	14.2%	14.4%	12.4%
9th - 12th Grade, No Diploma	15.1%	14.3%	14.6%
High School Graduate	25.5%	24.9%	25.8%
GED/Alternative Credential	4.6%	5.2%	5.4%
Some College, No Degree	20.7%	20.5%	21.8%
Associate Degree	5.0%	6.3%	5.8%
Bachelor's Degree	9.4%	9.6%	9.8%
Graduate/Professional Degree	5.5%	4.9%	4.3%
2017 Population 15+ by Marital Status			
Total	6,717	34,201	101,452
Never Married	32.9%	38.0%	39.1%
Married	55.6%	50.4%	46.4%
Widowed	4.2%	3.5%	4.9%
Divorced	7.4%	8.1%	9.5%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	90.9%	88.4%	88.7%
Civilian Unemployed (Unemployment Rate)	9.1%	11.6%	11.3%
2017 Employed Population 16+ by Industry			
Total	3,494	17,528	53,125
Agriculture/Mining	0.5%	1.6%	1.5%
Construction	14.7%	12.9%	11.8%
Manufacturing	13.7%	11.9%	10.6%
Wholesale Trade	2.7%	3.7%	3.7%
Retail Trade	9.8%	8.2%	9.1%
Transportation/Utilities	17.3%	15.2%	12.3%
Information	0.5%	0.4%	0.6%
Finance/Insurance/Real Estate	2.8%	2.6%	3.9%
Services	36.7%	41.4%	43.8%
Public Administration	1.1%	2.1%	2.6%
2017 Employed Population 16+ by Occupation			
Total	3,492	17,529	53,127
White Collar	43.1%	45.9%	47.0%
Management/Business/Financial	10.1%	8.9%	8.4%
Professional	7.4%	12.4%	13.6%
Sales	11.3%	8.2%	9.1%
Administrative Support	14.4%	16.4%	16.0%
Services	11.6%	14.6%	17.0%
Blue Collar	45.2%	39.5%	36.0%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	10.6%	8.9%	8.9%
Installation/Maintenance/Repair	6.5%	4.2%	4.6%
Production	9.6%	10.1%	8.6%
Transportation/Material Moving	18.5%	15.9%	13.8%
2010 Population By Urban/ Rural Status			
Total Population	8,574	38,905	119,641
Population Inside Urbanized Area	99.8%	99.3%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	0.7%	0.8%

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 Households by Type			
Total	2,462	11,285	37,228
Households with 1 Person	14.3%	15.3%	19.2%
Households with 2+ People	85.7%	84.7%	80.8%
Family Households	82.0%	80.9%	76.8%
Husband-wife Families	51.9%	50.0%	47.0%
With Related Children	37.0%	32.6%	27.7%
Other Family (No Spouse Present)	30.1%	31.0%	29.8%
Other Family with Male Householder	8.1%	7.3%	7.2%
With Related Children	5.1%	4.6%	4.3%
Other Family with Female Householder	22.1%	23.6%	22.7%
With Related Children	17.1%	17.3%	15.5%
Nonfamily Households	3.7%	3.7%	4.0%
All Households with Children	59.6%	55.0%	47.9%
Multigenerational Households	9.9%	11.3%	10.4%
Unmarried Partner Households	6.9%	6.6%	6.6%
Male-female	6.3%	6.1%	6.1%
Same-sex	0.6%	0.5%	0.5%
2010 Households by Size			
Total	2,463	11,285	37,229
1 Person Household	14.3%	15.3%	19.2%
2 Person Household	20.7%	21.8%	24.3%
3 Person Household	18.4%	18.5%	18.1%
4 Person Household	19.5%	18.3%	16.2%
5 Person Household	13.4%	12.8%	11.2%
6 Person Household	7.7%	6.9%	5.8%
7 + Person Household	6.1%	6.4%	5.1%
2010 Households by Tenure and Mortgage Status			
Total	2,462	11,284	37,227
Owner Occupied	67.5%	67.0%	64.0%
Owned with a Mortgage/Loan	47.3%	48.0%	42.5%
Owned Free and Clear	20.2%	19.0%	21.5%
Renter Occupied	32.5%	33.0%	36.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,675	12,499	41,511
Housing Units Inside Urbanized Area	99.8%	99.3%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	0.7%	0.7%

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.	American Dreamers (7C)	American Dreamers (7C)	Barrios Urbanos (7D)
2.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	American Dreamers (7C)
3.	Southern Satellites (10A)	Hardscrabble Road (8G)	Family Foundations (12A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$4,418,698	\$22,133,333	\$68,276,098
Average Spent	\$1,615.61	\$1,644.74	\$1,646.36
Spending Potential Index	75	76	76
Education: Total \$	\$2,463,231	\$12,945,935	\$40,274,940
Average Spent	\$900.63	\$962.02	\$971.16
Spending Potential Index	62	66	67
Entertainment/Recreation: Total \$	\$6,105,059	\$30,682,517	\$95,213,718
Average Spent	\$2,232.20	\$2,280.04	\$2,295.91
Spending Potential Index	72	73	74
Food at Home: Total \$	\$10,238,964	\$51,246,377	\$159,773,910
Average Spent	\$3,743.68	\$3,808.16	\$3,852.67
Spending Potential Index	74	76	77
Food Away from Home: Total \$	\$6,806,937	\$34,083,939	\$105,884,145
Average Spent	\$2,488.83	\$2,532.80	\$2,553.21
Spending Potential Index	75	76	77
Health Care: Total \$	\$10,914,202	\$54,378,409	\$169,617,303
Average Spent	\$3,990.57	\$4,040.90	\$4,090.02
Spending Potential Index	71	72	73
HH Furnishings & Equipment: Total \$	\$3,919,103	\$19,655,427	\$60,758,284
Average Spent	\$1,432.94	\$1,460.61	\$1,465.08
Spending Potential Index	74	75	75
Personal Care Products & Services: Total \$	\$1,564,354	\$7,875,834	\$24,428,760
Average Spent	\$571.98	\$585.26	\$589.06
Spending Potential Index	72	74	74
Shelter: Total \$	\$32,284,957	\$162,726,593	\$504,068,275
Average Spent	\$11,804.37	\$12,092.34	\$12,154.72
Spending Potential Index	73	74	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,571,280	\$22,841,337	\$71,036,559
Average Spent	\$1,671.40	\$1,697.36	\$1,712.92
Spending Potential Index	71	72	73
Travel: Total \$	\$3,879,296	\$19,609,126	\$60,330,506
Average Spent	\$1,418.39	\$1,457.17	\$1,454.76
Spending Potential Index	68	70	70
Vehicle Maintenance & Repairs: Total \$	\$2,152,721	\$10,752,178	\$33,419,664
Average Spent	\$787.10	\$799.00	\$805.86
Spending Potential Index	73	75	75

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.