



# Market Profile

City Centre  
 800 Town And Country Blvd Houston TX 77024  
 Rings: 3, 5, 10 mile radii

Latitude: 29.7798  
 Longitude: -95.5606

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2000 Total Population	122,242	328,897	1,260,805
2010 Total Population	117,999	351,238	1,414,164
2019 Total Population	134,176	398,918	1,596,403
2019 Group Quarters	245	1,756	7,157
2024 Total Population	143,596	426,882	1,704,160
2019-2024 Annual Rate	1.37%	1.36%	1.31%
2019 Total Daytime Population	185,539	493,400	1,824,026
Workers	118,995	303,001	1,057,976
Residents	66,544	190,399	766,050
<b>Household Summary</b>			
2000 Households	47,155	135,970	487,141
2000 Average Household Size	2.58	2.40	2.57
2010 Households	45,961	143,744	536,983
2010 Average Household Size	2.56	2.43	2.62
2019 Households	51,838	161,362	604,766
2019 Average Household Size	2.58	2.46	2.63
2024 Households	55,364	172,292	645,564
2024 Average Household Size	2.59	2.47	2.63
2019-2024 Annual Rate	1.32%	1.32%	1.31%
2010 Families	30,493	84,966	339,200
2010 Average Family Size	3.15	3.16	3.31
2019 Families	34,244	94,925	376,601
2019 Average Family Size	3.19	3.20	3.35
2024 Families	36,470	101,158	399,933
2024 Average Family Size	3.20	3.22	3.36
2019-2024 Annual Rate	1.27%	1.28%	1.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	49,825	147,480	524,754
Owner Occupied Housing Units	53.4%	39.8%	44.4%
Renter Occupied Housing Units	41.2%	52.4%	48.4%
Vacant Housing Units	5.4%	7.8%	7.2%
2010 Housing Units	51,673	161,227	602,707
Owner Occupied Housing Units	52.4%	38.2%	43.9%
Renter Occupied Housing Units	36.6%	50.9%	45.2%
Vacant Housing Units	11.1%	10.8%	10.9%
2019 Housing Units	57,160	176,795	664,588
Owner Occupied Housing Units	47.5%	35.6%	41.8%
Renter Occupied Housing Units	43.2%	55.7%	49.2%
Vacant Housing Units	9.3%	8.7%	9.0%
2024 Housing Units	60,810	187,990	706,831
Owner Occupied Housing Units	47.0%	35.4%	41.7%
Renter Occupied Housing Units	44.1%	56.2%	49.6%
Vacant Housing Units	9.0%	8.4%	8.7%
<b>Median Household Income</b>			
2019	\$72,262	\$59,377	\$59,688
2024	\$78,519	\$66,663	\$67,280
<b>Median Home Value</b>			
2019	\$390,793	\$351,914	\$252,861
2024	\$414,947	\$378,139	\$290,572
<b>Per Capita Income</b>			
2019	\$48,569	\$41,370	\$37,073
2024	\$52,077	\$45,602	\$41,340
<b>Median Age</b>			
2010	36.9	33.9	33.2
2019	38.3	35.5	34.7
2024	39.0	36.0	35.0

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	51,838	161,362	604,766
<\$15,000	7.5%	10.0%	10.2%
\$15,000 - \$24,999	7.7%	9.6%	9.3%
\$25,000 - \$34,999	7.8%	9.6%	9.4%
\$35,000 - \$49,999	11.4%	12.8%	12.8%
\$50,000 - \$74,999	17.0%	17.1%	17.2%
\$75,000 - \$99,999	10.6%	10.1%	10.8%
\$100,000 - \$149,999	14.0%	12.9%	13.6%
\$150,000 - \$199,999	6.5%	5.5%	5.8%
\$200,000+	17.5%	12.4%	10.8%
Average Household Income	\$125,647	\$102,128	\$97,708
<b>2024 Households by Income</b>			
Household Income Base	55,364	172,292	645,564
<\$15,000	6.4%	8.3%	8.5%
\$15,000 - \$24,999	6.6%	8.1%	8.0%
\$25,000 - \$34,999	7.0%	8.5%	8.3%
\$35,000 - \$49,999	10.7%	12.0%	11.9%
\$50,000 - \$74,999	17.3%	17.8%	17.4%
\$75,000 - \$99,999	11.1%	10.8%	11.3%
\$100,000 - \$149,999	15.4%	14.8%	15.6%
\$150,000 - \$199,999	7.4%	6.5%	7.1%
\$200,000+	18.1%	13.3%	11.9%
Average Household Income	\$135,008	\$112,845	\$108,959
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	27,150	62,810	277,651
<\$50,000	0.7%	1.1%	1.6%
\$50,000 - \$99,999	2.2%	4.8%	7.3%
\$100,000 - \$149,999	5.0%	7.8%	15.4%
\$150,000 - \$199,999	7.9%	10.6%	15.0%
\$200,000 - \$249,999	7.9%	9.0%	10.2%
\$250,000 - \$299,999	8.7%	8.5%	8.0%
\$300,000 - \$399,999	19.4%	16.0%	12.7%
\$400,000 - \$499,999	11.1%	9.8%	8.4%
\$500,000 - \$749,999	15.5%	13.8%	9.5%
\$750,000 - \$999,999	8.4%	6.8%	4.5%
\$1,000,000 - \$1,499,999	6.8%	5.9%	3.9%
\$1,500,000 - \$1,999,999	2.5%	2.5%	1.5%
\$2,000,000 +	3.9%	3.6%	2.0%
Average Home Value	\$568,416	\$519,607	\$396,957
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	28,558	66,558	294,904
<\$50,000	0.4%	0.7%	1.2%
\$50,000 - \$99,999	1.7%	3.6%	5.5%
\$100,000 - \$149,999	3.8%	6.1%	12.5%
\$150,000 - \$199,999	6.2%	9.0%	13.9%
\$200,000 - \$249,999	6.6%	8.6%	10.5%
\$250,000 - \$299,999	7.8%	8.0%	8.0%
\$300,000 - \$399,999	21.4%	17.8%	14.6%
\$400,000 - \$499,999	13.6%	11.9%	10.6%
\$500,000 - \$749,999	15.3%	13.9%	10.1%
\$750,000 - \$999,999	9.6%	7.9%	5.4%
\$1,000,000 - \$1,499,999	7.0%	6.1%	4.1%
\$1,500,000 - \$1,999,999	2.5%	2.6%	1.6%
\$2,000,000 +	4.0%	3.7%	2.1%
Average Home Value	\$590,832	\$544,896	\$424,902

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	118,000	351,238	1,414,161
0 - 4	7.1%	7.6%	7.9%
5 - 9	7.2%	6.8%	7.2%
10 - 14	6.9%	6.0%	6.7%
15 - 24	12.2%	13.3%	13.8%
25 - 34	13.9%	18.1%	17.2%
35 - 44	13.8%	14.1%	14.6%
45 - 54	14.4%	13.2%	13.7%
55 - 64	11.5%	10.3%	10.2%
65 - 74	6.9%	5.6%	4.8%
75 - 84	4.5%	3.5%	2.7%
85 +	1.5%	1.4%	1.1%
18 +	74.5%	76.1%	74.1%
<b>2019 Population by Age</b>			
Total	134,177	398,916	1,596,401
0 - 4	6.4%	6.8%	7.1%
5 - 9	6.7%	6.5%	6.8%
10 - 14	7.0%	6.3%	6.6%
15 - 24	12.4%	12.9%	13.1%
25 - 34	13.1%	16.6%	17.0%
35 - 44	12.9%	14.2%	14.0%
45 - 54	12.5%	11.8%	12.1%
55 - 64	12.9%	11.3%	11.4%
65 - 74	9.2%	7.9%	7.4%
75 - 84	4.9%	3.9%	3.2%
85 +	2.1%	1.8%	1.3%
18 +	75.9%	76.9%	75.9%
<b>2024 Population by Age</b>			
Total	143,596	426,882	1,704,158
0 - 4	6.4%	6.9%	7.1%
5 - 9	6.6%	6.4%	6.6%
10 - 14	6.7%	6.1%	6.4%
15 - 24	12.1%	13.1%	12.9%
25 - 34	13.2%	16.2%	17.0%
35 - 44	13.0%	14.1%	14.3%
45 - 54	12.1%	11.6%	11.6%
55 - 64	12.0%	10.5%	10.5%
65 - 74	10.2%	8.6%	8.2%
75 - 84	5.7%	4.7%	4.0%
85 +	2.1%	1.8%	1.4%
18 +	76.4%	77.2%	76.3%
<b>2010 Population by Sex</b>			
Males	58,162	175,340	703,750
Females	59,837	175,898	710,414
<b>2019 Population by Sex</b>			
Males	66,222	199,284	794,356
Females	67,954	199,634	802,047
<b>2024 Population by Sex</b>			
Males	70,870	212,217	846,020
Females	72,727	214,665	858,140

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<b>2010 Population by Race/Ethnicity</b>			
Total	118,000	351,237	1,414,164
White Alone	68.7%	60.1%	54.4%
Black Alone	8.4%	12.6%	17.1%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	7.7%	9.6%	10.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.7%	13.4%	13.6%
Two or More Races	3.0%	3.5%	3.5%
Hispanic Origin	31.4%	36.3%	37.7%
Diversity Index	72.4	79.2	82.1
<b>2019 Population by Race/Ethnicity</b>			
Total	134,176	398,919	1,596,402
White Alone	64.5%	56.3%	51.4%
Black Alone	8.8%	13.2%	17.1%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	9.8%	11.3%	12.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.7%	14.4%	14.7%
Two or More Races	3.7%	4.1%	4.0%
Hispanic Origin	35.0%	39.4%	40.7%
Diversity Index	76.4	81.9	84.1
<b>2024 Population by Race/Ethnicity</b>			
Total	143,596	426,882	1,704,159
White Alone	62.4%	54.6%	50.2%
Black Alone	9.0%	13.3%	17.1%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	11.1%	12.3%	12.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.0%	14.7%	15.0%
Two or More Races	4.0%	4.4%	4.3%
Hispanic Origin	37.1%	41.3%	42.6%
Diversity Index	78.1	82.9	84.8
<b>2010 Population by Relationship and Household Type</b>			
Total	117,999	351,238	1,414,164
In Households	99.8%	99.5%	99.5%
In Family Households	83.8%	79.0%	82.1%
Householder	25.8%	24.2%	24.0%
Spouse	19.2%	17.0%	16.6%
Child	31.3%	29.2%	32.3%
Other relative	5.3%	6.0%	6.6%
Nonrelative	2.3%	2.6%	2.6%
In Nonfamily Households	16.0%	20.5%	17.4%
In Group Quarters	0.2%	0.5%	0.5%
Institutionalized Population	0.1%	0.4%	0.3%
Noninstitutionalized Population	0.1%	0.1%	0.2%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	90,647	268,995	1,061,003
Less than 9th Grade	7.1%	8.9%	9.3%
9th - 12th Grade, No Diploma	5.0%	5.6%	6.6%
High School Graduate	12.6%	15.7%	17.8%
GED/Alternative Credential	1.8%	1.9%	2.3%
Some College, No Degree	15.9%	16.2%	17.3%
Associate Degree	5.4%	5.4%	5.7%
Bachelor's Degree	31.4%	28.3%	24.9%
Graduate/Professional Degree	21.0%	18.0%	16.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	107,220	320,446	1,269,850
Never Married	32.6%	36.9%	37.2%
Married	53.9%	49.5%	49.3%
Widowed	4.4%	4.4%	4.1%
Divorced	9.2%	9.3%	9.4%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.0%	96.0%	95.9%
Civilian Unemployed (Unemployment Rate)	4.0%	4.0%	4.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	68,934	212,763	847,255
Agriculture/Mining	4.6%	4.1%	3.6%
Construction	7.7%	9.3%	9.4%
Manufacturing	8.4%	8.0%	8.2%
Wholesale Trade	3.4%	3.6%	3.5%
Retail Trade	9.3%	9.8%	10.1%
Transportation/Utilities	4.8%	5.3%	5.4%
Information	1.3%	1.3%	1.3%
Finance/Insurance/Real Estate	9.1%	8.1%	7.3%
Services	49.7%	49.0%	49.0%
Public Administration	1.6%	1.7%	2.2%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	68,936	212,762	847,255
White Collar	67.7%	63.1%	61.9%
Management/Business/Financial	19.7%	17.5%	16.5%
Professional	23.8%	22.6%	22.7%
Sales	12.6%	11.3%	11.3%
Administrative Support	11.6%	11.7%	11.3%
Services	16.0%	18.2%	18.2%
Blue Collar	16.3%	18.7%	19.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.6%	6.9%	6.9%
Installation/Maintenance/Repair	2.5%	2.8%	3.0%
Production	4.4%	4.5%	4.8%
Transportation/Material Moving	3.8%	4.4%	5.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	117,999	351,238	1,414,164
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	45,961	143,743	536,983
Households with 1 Person	27.9%	33.6%	29.8%
Households with 2+ People	72.1%	66.4%	70.2%
Family Households	66.3%	59.1%	63.2%
Husband-wife Families	49.2%	41.4%	43.7%
With Related Children	23.5%	20.0%	22.7%
Other Family (No Spouse Present)	17.1%	17.7%	19.4%
Other Family with Male Householder	5.0%	5.6%	5.8%
With Related Children	2.6%	2.8%	3.0%
Other Family with Female Householder	12.1%	12.2%	13.7%
With Related Children	7.8%	8.1%	9.3%
Nonfamily Households	5.8%	7.2%	7.1%
All Households with Children	34.3%	31.2%	35.4%
Multigenerational Households	3.4%	3.4%	4.8%
Unmarried Partner Households	5.2%	6.1%	6.5%
Male-female	4.5%	5.4%	5.5%
Same-sex	0.7%	0.8%	1.0%
<b>2010 Households by Size</b>			
Total	45,961	143,743	536,985
1 Person Household	27.9%	33.6%	29.8%
2 Person Household	31.8%	30.0%	28.5%
3 Person Household	15.5%	14.5%	15.5%
4 Person Household	13.3%	11.7%	13.2%
5 Person Household	6.9%	5.9%	7.2%
6 Person Household	2.6%	2.5%	3.3%
7 + Person Household	2.0%	1.9%	2.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	45,961	143,744	536,983
Owner Occupied	58.9%	42.9%	49.3%
Owned with a Mortgage/Loan	37.0%	27.7%	35.2%
Owned Free and Clear	21.9%	15.2%	14.1%
Renter Occupied	41.1%	57.1%	50.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	51,673	161,227	602,707
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%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Top Tier (1A)	Young and Restless (11B)	NeWest Residents (13C)
2.	NeWest Residents (13C)	Top Tier (1A)	Young and Restless (11B)
3.	Exurbanites (1E)	NeWest Residents (13C)	American Dreamers (7C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$161,684,774	\$427,225,914	\$1,528,296,233
Average Spent	\$3,119.04	\$2,647.62	\$2,527.09
Spending Potential Index	146	124	118
Education: Total \$	\$125,056,047	\$305,166,202	\$1,080,191,849
Average Spent	\$2,412.44	\$1,891.19	\$1,786.13
Spending Potential Index	151	119	112
Entertainment/Recreation: Total \$	\$237,322,178	\$599,301,442	\$2,148,254,796
Average Spent	\$4,578.15	\$3,714.02	\$3,552.21
Spending Potential Index	140	114	109
Food at Home: Total \$	\$378,261,805	\$997,300,052	\$3,555,840,982
Average Spent	\$7,297.00	\$6,180.51	\$5,879.70
Spending Potential Index	141	119	114
Food Away from Home: Total \$	\$275,060,250	\$729,257,482	\$2,606,199,586
Average Spent	\$5,306.15	\$4,519.39	\$4,309.43
Spending Potential Index	144	123	117
Health Care: Total \$	\$415,273,184	\$1,039,466,102	\$3,730,502,392
Average Spent	\$8,010.98	\$6,441.83	\$6,168.51
Spending Potential Index	135	109	104
HH Furnishings & Equipment: Total \$	\$157,427,687	\$403,029,390	\$1,449,382,665
Average Spent	\$3,036.92	\$2,497.67	\$2,396.60
Spending Potential Index	142	117	112
Personal Care Products & Services: Total \$	\$66,063,423	\$171,181,984	\$612,196,108
Average Spent	\$1,274.42	\$1,060.86	\$1,012.29
Spending Potential Index	144	120	114
Shelter: Total \$	\$1,415,076,129	\$3,648,576,948	\$13,039,315,767
Average Spent	\$27,298.05	\$22,611.13	\$21,560.93
Spending Potential Index	148	122	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$182,014,022	\$444,313,846	\$1,588,775,131
Average Spent	\$3,511.21	\$2,753.52	\$2,627.09
Spending Potential Index	142	111	106
Travel: Total \$	\$169,552,962	\$411,247,527	\$1,486,027,707
Average Spent	\$3,270.82	\$2,548.60	\$2,457.19
Spending Potential Index	146	114	109
Vehicle Maintenance & Repairs: Total \$	\$84,532,075	\$220,988,731	\$774,746,572
Average Spent	\$1,630.70	\$1,369.52	\$1,281.07
Spending Potential Index	143	120	112

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.