



Market Profile

HICC Office
 12700 Northborough Dr, Houston, Texas, 77067
 Rings: 5, 10, 20 mile radii

Latitude: 29.95267
 Longitude: -95.42221

	5 miles	10 miles	20 miles
Population Summary			
2000 Total Population	186,433	775,307	2,503,942
2010 Total Population	252,076	938,237	3,111,869
2014 Total Population	268,212	987,410	3,302,057
2014 Group Quarters	134	4,163	42,176
2019 Total Population	292,727	1,068,449	3,589,513
2014-2019 Annual Rate	1.76%	1.59%	1.68%
Household Summary			
2000 Households	61,489	260,140	900,552
2000 Average Household Size	3.02	2.97	2.74
2010 Households	76,834	309,384	1,113,111
2010 Average Household Size	3.28	3.02	2.76
2014 Households	80,696	323,850	1,176,333
2014 Average Household Size	3.32	3.04	2.77
2019 Households	87,553	349,943	1,278,185
2019 Average Household Size	3.34	3.04	2.78
2014-2019 Annual Rate	1.64%	1.56%	1.67%
2010 Families	57,833	225,413	749,087
2010 Average Family Size	3.78	3.55	3.39
2014 Families	60,356	234,499	788,170
2014 Average Family Size	3.84	3.57	3.41
2019 Families	65,293	252,298	853,847
2019 Average Family Size	3.86	3.59	3.41
2014-2019 Annual Rate	1.58%	1.47%	1.61%
Housing Unit Summary			
2000 Housing Units	67,169	278,284	972,047
Owner Occupied Housing Units	43.8%	55.0%	50.6%
Renter Occupied Housing Units	47.7%	38.4%	42.0%
Vacant Housing Units	8.5%	6.5%	7.4%
2010 Housing Units	87,543	345,983	1,239,822
Owner Occupied Housing Units	43.3%	51.9%	50.7%
Renter Occupied Housing Units	44.5%	37.6%	39.1%
Vacant Housing Units	12.2%	10.6%	10.2%
2014 Housing Units	91,142	358,995	1,298,325
Owner Occupied Housing Units	42.2%	50.5%	49.8%
Renter Occupied Housing Units	46.3%	39.7%	40.8%
Vacant Housing Units	11.5%	9.8%	9.4%
2019 Housing Units	97,307	382,946	1,394,740
Owner Occupied Housing Units	42.9%	50.8%	50.3%
Renter Occupied Housing Units	47.1%	40.6%	41.3%
Vacant Housing Units	10.0%	8.6%	8.4%
Median Household Income			
2014	\$39,150	\$49,503	\$56,196
2019	\$45,902	\$57,164	\$69,658
Median Home Value			
2014	\$135,852	\$156,966	\$194,306
2019	\$168,343	\$196,558	\$244,301
Per Capita Income			
2014	\$15,493	\$22,114	\$29,530
2019	\$17,865	\$25,768	\$35,081
Median Age			
2010	27.8	31.0	32.5
2014	28.3	31.5	33.1
2019	29.1	32.2	33.7

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2014 Households by Income			
Household Income Base	80,696	323,850	1,176,329
<\$15,000	15.2%	12.9%	11.8%
\$15,000 - \$24,999	14.5%	12.1%	10.6%
\$25,000 - \$34,999	14.6%	11.7%	10.2%
\$35,000 - \$49,999	16.1%	13.7%	12.0%
\$50,000 - \$74,999	18.1%	18.1%	16.3%
\$75,000 - \$99,999	9.9%	11.1%	10.9%
\$100,000 - \$149,999	8.4%	12.3%	14.2%
\$150,000 - \$199,999	2.0%	4.7%	6.9%
\$200,000+	1.2%	3.5%	6.9%
Average Household Income	\$51,457	\$67,151	\$82,301
2019 Households by Income			
Household Income Base	87,553	349,943	1,278,181
<\$15,000	14.7%	12.1%	10.8%
\$15,000 - \$24,999	10.8%	8.9%	7.6%
\$25,000 - \$34,999	12.0%	9.4%	7.9%
\$35,000 - \$49,999	15.9%	13.1%	11.1%
\$50,000 - \$74,999	18.1%	17.4%	15.0%
\$75,000 - \$99,999	13.4%	14.2%	13.7%
\$100,000 - \$149,999	10.8%	14.2%	16.1%
\$150,000 - \$199,999	2.7%	5.9%	8.7%
\$200,000+	1.7%	4.7%	9.1%
Average Household Income	\$59,708	\$78,349	\$97,838
2014 Owner Occupied Housing Units by Value			
Total	38,442	181,315	646,746
<\$50,000	6.6%	5.4%	4.3%
\$50,000 - \$99,999	13.4%	13.0%	10.0%
\$100,000 - \$149,999	41.8%	28.7%	19.1%
\$150,000 - \$199,999	24.6%	21.7%	18.7%
\$200,000 - \$249,999	7.6%	12.7%	12.9%
\$250,000 - \$299,999	2.3%	7.0%	8.4%
\$300,000 - \$399,999	1.4%	6.1%	9.6%
\$400,000 - \$499,999	0.6%	2.5%	5.3%
\$500,000 - \$749,999	1.0%	1.9%	5.9%
\$750,000 - \$999,999	0.1%	0.4%	1.9%
\$1,000,000 +	0.7%	0.8%	3.8%
Average Home Value	\$153,185	\$190,270	\$276,558
2019 Owner Occupied Housing Units by Value			
Total	41,654	194,492	701,852
<\$50,000	3.5%	3.0%	2.3%
\$50,000 - \$99,999	7.8%	7.6%	5.7%
\$100,000 - \$149,999	27.0%	17.7%	10.4%
\$150,000 - \$199,999	31.9%	23.3%	17.5%
\$200,000 - \$249,999	14.2%	17.4%	16.0%
\$250,000 - \$299,999	5.1%	10.5%	11.6%
\$300,000 - \$399,999	3.1%	8.9%	12.3%
\$400,000 - \$499,999	2.4%	5.3%	8.0%
\$500,000 - \$749,999	3.4%	3.8%	7.1%
\$750,000 - \$999,999	0.5%	1.3%	4.3%
\$1,000,000 +	1.0%	1.1%	4.8%
Average Home Value	\$202,562	\$242,012	\$337,551

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	252,074	938,236	3,111,871
0 - 4	10.1%	8.9%	8.1%
5 - 9	9.5%	8.3%	7.7%
10 - 14	8.7%	7.9%	7.3%
15 - 24	16.8%	15.3%	14.3%
25 - 34	17.1%	15.8%	16.5%
35 - 44	14.5%	14.1%	14.6%
45 - 54	11.5%	13.0%	13.5%
55 - 64	7.2%	9.3%	9.8%
65 - 74	3.0%	4.5%	4.8%
75 - 84	1.2%	2.2%	2.5%
85 +	0.3%	0.7%	0.9%
18 +	66.5%	70.0%	72.5%
2014 Population by Age			
Total	268,214	987,410	3,302,056
0 - 4	9.8%	8.6%	7.8%
5 - 9	9.1%	8.2%	7.7%
10 - 14	8.5%	7.7%	7.3%
15 - 24	16.7%	15.0%	14.1%
25 - 34	17.1%	15.8%	16.1%
35 - 44	14.1%	13.7%	14.3%
45 - 54	11.2%	12.2%	12.7%
55 - 64	8.0%	10.1%	10.6%
65 - 74	3.8%	5.5%	5.8%
75 - 84	1.3%	2.3%	2.5%
85 +	0.3%	0.7%	1.0%
18 +	67.8%	71.1%	73.2%
2019 Population by Age			
Total	292,728	1,068,449	3,589,513
0 - 4	9.9%	8.7%	7.9%
5 - 9	8.9%	8.1%	7.5%
10 - 14	8.2%	7.7%	7.3%
15 - 24	15.4%	13.8%	13.1%
25 - 34	18.1%	16.3%	16.2%
35 - 44	13.8%	13.8%	14.5%
45 - 54	10.6%	11.3%	11.8%
55 - 64	8.3%	10.2%	10.7%
65 - 74	4.8%	6.6%	7.0%
75 - 84	1.7%	2.7%	2.9%
85 +	0.4%	0.8%	1.0%
18 +	68.4%	71.3%	73.3%
2010 Population by Sex			
Males	124,955	465,140	1,554,879
Females	127,121	473,097	1,556,990
2014 Population by Sex			
Males	133,023	489,609	1,650,358
Females	135,189	497,801	1,651,699
2019 Population by Sex			
Males	145,293	529,790	1,793,300
Females	147,434	538,659	1,796,213

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	252,076	938,238	3,111,869
White Alone	37.3%	50.4%	58.7%
Black Alone	31.1%	23.3%	17.8%
American Indian Alone	0.8%	0.8%	0.7%
Asian Alone	5.5%	4.8%	5.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	21.5%	17.3%	13.6%
Two or More Races	3.7%	3.3%	3.2%
Hispanic Origin	54.5%	46.2%	38.7%
Diversity Index	87.9	84.4	80.0
2014 Population by Race/Ethnicity			
Total	268,213	987,410	3,302,058
White Alone	37.0%	49.5%	57.7%
Black Alone	30.5%	23.1%	17.6%
American Indian Alone	0.8%	0.8%	0.7%
Asian Alone	5.5%	5.0%	6.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	22.3%	18.0%	14.2%
Two or More Races	3.8%	3.5%	3.4%
Hispanic Origin	56.2%	48.1%	40.4%
Diversity Index	88.2	85.0	80.9
2019 Population by Race/Ethnicity			
Total	292,727	1,068,447	3,589,513
White Alone	37.3%	48.7%	56.7%
Black Alone	29.5%	22.8%	17.4%
American Indian Alone	0.8%	0.8%	0.7%
Asian Alone	5.6%	5.3%	6.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	22.8%	18.6%	14.7%
Two or More Races	4.0%	3.7%	3.7%
Hispanic Origin	58.3%	50.5%	42.8%
Diversity Index	88.2	85.4	81.8
2010 Population by Relationship and Household Type			
Total	252,076	938,237	3,111,869
In Households	100.0%	99.6%	98.7%
In Family Households	90.2%	88.3%	84.1%
Householder	23.0%	24.0%	24.1%
Spouse	13.9%	15.9%	16.9%
Child	41.3%	38.1%	34.5%
Other relative	8.5%	7.2%	6.1%
Nonrelative	3.6%	3.0%	2.5%
In Nonfamily Households	9.7%	11.3%	14.6%
In Group Quarters	0.0%	0.4%	1.3%
Institutionalized Population	0.0%	0.3%	0.7%
Noninstitutionalized Population	0.0%	0.2%	0.6%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2014 Population 25+ by Educational Attainment			
Total	149,788	596,807	2,084,362
Less than 9th Grade	18.3%	13.5%	10.8%
9th - 12th Grade, No Diploma	15.0%	12.5%	9.2%
High School Graduate	25.1%	22.6%	18.6%
GED/Alternative Credential	4.5%	4.2%	3.3%
Some College, No Degree	20.2%	21.5%	20.6%
Associate Degree	5.4%	5.7%	5.6%
Bachelor's Degree	8.4%	14.0%	20.6%
Graduate/Professional Degree	3.1%	6.0%	11.2%
2014 Population 15+ by Marital Status			
Total	194,633	744,645	2,549,699
Never Married	40.9%	35.2%	33.8%
Married	46.8%	50.3%	51.8%
Widowed	2.9%	4.4%	4.4%
Divorced	9.5%	10.1%	10.0%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	93.6%	94.1%	94.6%
Civilian Unemployed	6.4%	5.9%	5.4%
2014 Employed Population 16+ by Industry			
Total	123,877	466,393	1,617,117
Agriculture/Mining	2.2%	3.3%	4.4%
Construction	11.3%	10.8%	8.9%
Manufacturing	9.9%	10.4%	9.9%
Wholesale Trade	2.7%	3.4%	3.4%
Retail Trade	11.9%	11.3%	10.3%
Transportation/Utilities	8.5%	8.0%	6.7%
Information	1.2%	1.2%	1.2%
Finance/Insurance/Real Estate	5.0%	5.7%	6.4%
Services	44.2%	43.2%	46.3%
Public Administration	3.1%	2.8%	2.5%
2014 Employed Population 16+ by Occupation			
Total	123,876	466,393	1,617,118
White Collar	42.5%	51.7%	59.8%
Management/Business/Financial	7.2%	11.3%	15.3%
Professional	11.5%	15.1%	20.6%
Sales	9.5%	10.7%	11.0%
Administrative Support	14.4%	14.5%	13.0%
Services	24.0%	18.9%	16.7%
Blue Collar	33.5%	29.4%	23.5%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	10.0%	9.3%	7.4%
Installation/Maintenance/Repair	5.2%	4.4%	3.5%
Production	9.6%	7.6%	5.9%
Transportation/Material Moving	8.6%	8.0%	6.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	76,834	309,384	1,113,112
Households with 1 Person	19.7%	21.8%	26.3%
Households with 2+ People	80.3%	78.2%	73.7%
Family Households	75.3%	72.9%	67.3%
Husband-wife Families	45.5%	48.1%	47.3%
With Related Children	30.0%	27.5%	25.6%
Other Family (No Spouse Present)	29.8%	24.7%	20.0%
Other Family with Male Householder	8.0%	6.7%	5.7%
With Related Children	4.9%	3.9%	3.2%
Other Family with Female Householder	21.8%	18.0%	14.3%
With Related Children	16.5%	12.7%	9.8%
Nonfamily Households	5.0%	5.3%	6.4%
All Households with Children	52.0%	44.6%	39.0%
Multigenerational Households	9.2%	7.8%	5.7%
Unmarried Partner Households	7.9%	6.9%	6.3%
Male-female	7.2%	6.1%	5.5%
Same-sex	0.7%	0.8%	0.9%
2010 Households by Size			
Total	76,835	309,383	1,113,110
1 Person Household	19.7%	21.8%	26.3%
2 Person Household	21.4%	26.1%	28.2%
3 Person Household	17.7%	17.4%	16.2%
4 Person Household	17.2%	15.8%	14.5%
5 Person Household	11.9%	9.8%	8.1%
6 Person Household	6.3%	4.9%	3.7%
7 + Person Household	5.8%	4.3%	3.0%
2010 Households by Tenure and Mortgage Status			
Total	76,834	309,384	1,113,111
Owner Occupied	49.3%	58.0%	56.4%
Owned with a Mortgage/Loan	38.2%	41.5%	40.7%
Owned Free and Clear	11.1%	16.5%	15.8%
Renter Occupied	50.7%	42.0%	43.6%

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.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	Up and Coming Families
2.	Metro Fusion (11C)	American Dreamers (7C)	Barrios Urbanos (7D)
3.	NeWest Residents (13C)	NeWest Residents (13C)	NeWest Residents (13C)
2014 Consumer Spending			
Apparel & Services: Total \$	\$90,837,782	\$466,819,773	\$2,089,241,279
Average Spent	\$1,125.68	\$1,441.47	\$1,776.06
Spending Potential Index	50	64	79
Computers & Accessories: Total \$	\$15,566,880	\$79,833,686	\$356,142,615
Average Spent	\$192.91	\$246.51	\$302.76
Spending Potential Index	76	97	119
Education: Total \$	\$81,905,734	\$435,928,329	\$2,025,602,651
Average Spent	\$1,014.99	\$1,346.08	\$1,721.96
Spending Potential Index	68	91	116
Entertainment/Recreation: Total \$	\$183,828,584	\$972,513,948	\$4,329,177,742
Average Spent	\$2,278.04	\$3,002.98	\$3,680.23
Spending Potential Index	71	93	114
Food at Home: Total \$	\$305,439,522	\$1,561,390,518	\$6,874,427,651
Average Spent	\$3,785.06	\$4,821.34	\$5,843.95
Spending Potential Index	74	95	115
Food Away from Home: Total \$	\$195,423,435	\$1,002,819,648	\$4,458,955,170
Average Spent	\$2,421.72	\$3,096.56	\$3,790.56
Spending Potential Index	76	97	118
Health Care: Total \$	\$240,845,451	\$1,304,073,548	\$5,753,868,723
Average Spent	\$2,984.60	\$4,026.78	\$4,891.36
Spending Potential Index	65	87	106
HH Furnishings & Equipment: Total \$	\$93,066,562	\$487,609,923	\$2,169,267,423
Average Spent	\$1,153.30	\$1,505.67	\$1,844.09
Spending Potential Index	64	84	103
Investments: Total \$	\$154,153,165	\$783,384,767	\$3,467,206,977
Average Spent	\$1,910.29	\$2,418.97	\$2,947.47
Spending Potential Index	71	90	110
Retail Goods: Total \$	\$1,372,035,038	\$7,166,427,764	\$31,628,931,459
Average Spent	\$17,002.52	\$22,128.85	\$26,887.74
Spending Potential Index	68	89	108
Shelter: Total \$	\$974,855,043	\$5,016,152,808	\$22,356,192,522
Average Spent	\$12,080.59	\$15,489.12	\$19,004.99
Spending Potential Index	75	97	119
TV/Video/Audio: Total \$	\$74,257,162	\$385,006,604	\$1,700,807,068
Average Spent	\$920.21	\$1,188.84	\$1,445.86
Spending Potential Index	72	93	113
Travel: Total \$	\$104,604,342	\$563,744,361	\$2,537,309,187
Average Spent	\$1,296.28	\$1,740.76	\$2,156.97
Spending Potential Index	68	91	113
Vehicle Maintenance & Repairs: Total \$	\$64,302,810	\$333,711,361	\$1,469,443,541
Average Spent	\$796.85	\$1,030.45	\$1,249.17
Spending Potential Index	73	95	115

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.