

# InterDirect

## Market Assessment: Houston, TX

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people + property

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## I. Overview

### Goal

The goal of the Market Assessment is to identify specific restaurant opportunities where the Cattle Guard restaurant is currently located in Houston, Texas.

### Objectives

- Determine the primary trade for the proposed site; the market area from which the restaurant will primarily draw its customer base.
- Analyze key demographics, business data, consumer expenditures, and business sales for the primary trade area.
- Conduct a restaurant supply and demand analysis for the primary trade area as compared to a larger, more mature market area (11-mile radius).
- Identify specific restaurant opportunities in the primary trade area.

### Key Findings

- The primary trade area is defined as a three-mile radius around the current Cattle Guard restaurant in Houston, Texas.
- The trade area is expected to see population growth of 8.59% over the next five years (from 47,029 to 51,071) and individuals within the primary trade area, on average, have reached higher levels of education (earning a Bachelor's Degree or higher) than the average American (54.65% versus 28.11%).
- It is estimated that the daytime population within the three-mile trade area is 50,597. The two largest employment groups in the trade area, based on the number of employees, are Professional/Scientific/Technical (20.7%), Petroleum and Coal Products Manufacturing (10.2%).
- There are an estimated 68 Casual Dining eating places within a three-mile radius of the current Cattle Guard restaurant. Of these, the largest is American Menu (16% of Casual Dining Restaurants), followed by Chinese Menu (13%) and Mexican Menu (13%).
- Based on InterDirect's supply and demand analysis of the primary trade area, the underserved restaurant categories include Barbeque, Mexican, Italian, South American, Cajun, Middle Eastern, Chicken, and Mediterranean Menu; these categories have the highest likelihood for success. This analysis is based on the total population and employee base in

the primary trade area. Due to the visibility issues from I-10, the restaurant should be marketed aggressively, then these categories could thrive in the current location.

## II. Trade Area Mapping

### III. Demographic & Firmographic Analysis

The following are highlights of the demographic findings for the primary trade area:

- The area within a three-mile radius of the current Cattle Guard restaurant has approximately 20,896 households and population of 47,029. The area has seen population growth of nearly 35.28% from the 2000 to 2010 census and is expected to see additional growth of 8.59% over the next five years. Household growth was 38.42% from 2000 to 2010, and the number of households is anticipated to grow another 8.05% by 2018.
- Average household income in the primary trade area is estimated at \$96,242, while the national average is \$69,637.
- The average age within the primary trade area is currently 37.84; national average is currently 38.27. The 25 to 34 (17.1%) and 35 to 44 (14.18%) age brackets make up the largest percentage of the population in the area.
- There is a relatively large Asian population within three-mile trade area (14.66% compared to 5.04% nationally). Approximately 59.61% are classified as White, 14.86% are Black, and 22.47% are Hispanic.
- Approximately 51.86% of the population ages 15 and over are married; nationally, 51.36% are married.
- Nearly 55% of the population within the primary trade area over the age of 25 have earned at least a Bachelor's Degree, while nationally, 18% have. Approximately 19.78% of the population in the primary trade area have an advanced degree (Masters, Professional, or Doctorate Degree), compared to 10.41% nationally.
- Of those living within the three-mile radius, an estimated 79.37% work in white collar occupations (60.82% nationally), 10.44% are blue collar workers (20.61% nationally), and 10.19% are service and farm workers (18.57% nationally).
- Approximately 29.18% of the population age 16 and over are not currently in the workforce, while 12.94% are employed in Office and Administrative Support, 12.13% in Sales and Related Occupations, and 10.24% are in management. Nationally, 35.27% are not in the workforce, 13.96% are in Office and Administrative Support, 11.11% are Sales and Related Occupations, and 9.68% are in management.
- The estimated average household size within the primary trade area is 2.25; the national average is 2.57.
- The median value of owner occupied homes within three miles of the trade area is \$234,863, almost 37% higher than the national median home value of \$171,345.

The following are highlights of the firmographic findings for the primary trade area:

- There are currently an estimated 3,130 businesses within three miles, employing 50,597 people, and accounting for an approximate \$867 billion in sales.
- Professional/Scientific/Technical establishments account for the largest number of businesses (17.63%), employees (20.71%), and sales (13.05%).

## IV. PRIZM Analysis

### An Overview

The PRIZM customer analysis provides you with a demographic and lifestyle profile of your best customers.

Through PRIZM segmentation system is the best approach to deliver the right products to the right people through the right channels. PRIZM culminates two years of research and development in a groundbreaking methodology that allows marketers to seamlessly shift from five-digit ZIP code to Census Tract to Block Group to ZIP+4, all the way down to the individual household level.

PRIZM distills an ocean of demographic and behavioral data into an easy way to identify, understand and target your customers and prospects. By defining every household in terms of 66 demographically and behaviorally distinct types of “segments”, PRIZM helps you learn about their likes, dislikes, lifestyles and purchase behavior. This revolutionary marketing tool provides a sound basis for effective decision making across every aspect of consumer marketing.

What differentiates PRIZM is its powerful ability to link household and neighborhood-level segment assignments. This integrated system provides a seamless transition from market planning and media strategy to customer acquisition, cross selling and retention. This seamless transition between household-level precision and the power of neighborhood context marks the first time a segmentation system-one complete with links to market estimates, syndicated lifestyle descriptors and media measures, and access through multiple data partners-shares the same segments for all levels of analysis.

### Top Target Segment Analysis

Consumer segmentation methods were employed to identify the top target segments within the specified trade area (3-mile radius). The specific consumer segmentation system used by InterDirect is the PRIZM system. PRIZM classifies every household in the United States into one of 66 lifestyle segments based upon their purchasing patterns, financial behavior, and needs for products and services. These data are already pre-compiled and provide InterDirect with the information necessary to make educated marketing and expansion decisions.

**Defining the Top Target Segments:** The Top Target Segments detail the group of segments ideal for targeting efforts based on the segments using Casual Dining Bar and Grill Restaurant Dollar Demand. The Top Target Segment Analysis was evaluated based on three groups:

***Total Trade Area Households:*** Total households by segment within the trade area (3-mile radius).



**Trade Area Propensity Index:** Compares the propensity or likelihood of each lifestyle segment density to the average segment ('100' being average). For example, if a lifestyle segment has a propensity index of '500,' that segment is five times more likely to appear in the trade area than the average lifestyle segment.

**Casual Dining Bar and Grill Restaurant Visits:** The potential number of times each lifestyle segment visits a Casual Dining Bar and Grill restaurant annually.

**Casual Dining Bar and Grill Restaurant Propensity Index:** Compares each lifestyle segment to the average ('100' being average), based on their propensity when visiting at Casual Dining Bar and Grill restaurants. For example, if a lifestyle segment has a propensity index of '500,' that segment is five times more likely to visit than the average lifestyle segment.

**Casual Dining Bar and Grill Restaurant Dollar Demand:** The potential amount of money each lifestyle segment spends at Casual Dining Bar and Grill restaurants annually.

**Casual Dining Bar and Grill Restaurant Profitability Index:** Compares each lifestyle segment to the average ('100' being average), based on their profitability when dining at Casual Dining Bar and Grill restaurants. For example, if a lifestyle segment has a profitability index of '500,' that segment is five times more profitable than the average lifestyle segment.

**Top Target Segments Report:** This report is the same as the one described above, except it only details the group of segments ideal for within the trade area for targeting efforts.

The Top Target Segment Analysis was evaluated based on two groups:

The Primary Top Target Segments (shown in Blue) are those segments that have a high (above 300) Casual Dining Bar and Grill Restaurant Profitability Index.

Secondary Top Target Segments (shown in Gray) are those segments that have above average (above 100) Casual Dining Bar and Grill Restaurant Profitability Index.

### Top Target Segments

| PRIZM NE |                    |
|----------|--------------------|
| Segment  | Description        |
| 19       | Home Sweet Home    |
| 3        | Movers & Shakers   |
| 22       | Young Influentials |
| 8        | Executive Suites   |

|    |                    |
|----|--------------------|
| 1  | Upper Crust        |
| 36 | Blue-Chip Blues    |
| 15 | Pools & Patios     |
| 31 | Urban Achievers    |
| 18 | Kids & Cul-de-sacs |
| 14 | New Empty Nests    |
| 17 | Beltway Boomers    |
| 16 | Bohemian Mix       |
| 21 | Gray Power         |
| 2  | Blue Blood Estates |
| 25 | Country Casuals    |
| 6  | Winner's Circle    |
| 39 | Domestic Duos      |
| 4  | Young Digerati     |

These individual segment descriptions include the demographic, attitudinal, and consumer-spending characteristics of each segment. Primary segments are identified with a P, the Secondary with an S, and are listed in numerical order.

**Description of Top Target Segments**

**P01 Upper Crust**

The nation’s most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

**S02 Blue Blood Estates**

Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. It is the nation's second wealthiest lifestyle, characterized by married couples with children, college degrees, a significant percentage of Asian Americans, and six-figure incomes earned by business executives, managers, and professionals.

**P03 Movers & Shakers**

Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between ages of 35 and 54, and often with children. Given its high percentage of executives and white-collar professionals, there is a decided business bent to this segment: Movers & Shakers rank number one for owning a small business and having a home office.

**S04 Young Digerati**

Young Digerati are the nation’s tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young

Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.

### **S06 Winner's Circle**

Among the wealthy suburban lifestyles, Winner's Circle is the youngest. It includes young couples (mostly between 25 and 34) with large families living in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses, and upscale malls. With a median income of nearly \$90,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show.

### **P08 Executive Suites**

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.

### **S14 New Empty Nests**

With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.

### **P15 Pools & Patios**

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960s—residents work as white-collar managers and professionals, and are now at the top of their careers.

### **S16 Bohemian Mix**

A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

### **S17 Beltway Boomers**

The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort—college-educated, upper-middle-class and home-owning—is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles.

**S18 Kids & Cul-de-Sacs**

Kids & Cul-de-Sacs is an enviable lifestyle of large families in recently built subdivisions. This segment includes upscale, suburban, married couples with children. It is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services.

**P19 Home Sweet Home**

The residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in this segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets, and pets.

**S21 Gray Power**

The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

**P22 Young Influentials**

Young Influentials is a segment of young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants. Young Influentials enjoy nightlife, gathering at bars, movie theaters, billiard halls, and dance clubs. They pursue athletic activities; shop at midscale stores; and buy high-priced computers, mobile phones, and sporting equipment.

**S25 Country Casuals**

There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.

**S31 Urban Achievers**

Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

**P36 Blue-Chip Blues**

Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. This segment is ethnically diverse, with a significant presence of

Hispanics and African-Americans. Its neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households. Blue-Chip Blues families are big on indoor diversions, have sports-crazy lifestyles, love casual dining out, and frequent theme parks.

### **S39 Domestic Duos**

Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

## Consumer Lifestyle Distribution Report

*Trade Area: 3-Mile Radius*

**Sorted by Casual Dining Bar & Grill Profitability**

| PRIZM NE |                        | Trade Area Households | Trade Area Propensity Index | Casual Dining Bar & Grill Visits | Casual Dining Bar & Grill Propensity Index | Casual Dining Bar & Grill Dollar Demand | Casual Dining Bar & Grill Profitability Index |
|----------|------------------------|-----------------------|-----------------------------|----------------------------------|--|---|---|
| Segment  | Description            |                       |                             |                                  |  |   |   |
| 19       | Home Sweet Home        | 2,798                 | 884                         | 48,975                           | 1,096                                      | \$629,474                               | 1,066   |
| 3        | Movers & Shakers       | 1,810                 | 572                         | 30,435                           | 681  | \$419,356                               | 710   |
| 22       | Young Influentials     | 2,288                 | 723                         | 30,096                           | 674  | \$405,149                               | 686   |
| 8        | Executive Suites       | 1,819                 | 575                         | 29,675                           | 664  | \$396,385                               | 671   |
| 1        | Upper Crust            | 1,788                 | 565                         | 21,540                           | 482  | \$290,726                               | 492   |
| 36       | Blue-Chip Blues        | 1,378                 | 435                         | 20,150                           | 451  | \$246,717                               | 418   |
| 15       | Pools & Patios         | 1,132                 | 358                         | 18,666                           | 418  | \$242,851                               | 411   |
| 31       | Urban Achievers        | 1,140                 | 360                         | 10,673                           | 239  | \$160,105                               | 271   |
| 18       | Kids & Cul-de-sacs     | 550                   | 174                         | 10,796                           | 242  | \$139,125                               | 236   |
| 14       | New Empty Nests        | 750                   | 237                         | 9,793                            | 219  | \$128,778                               | 218   |
| 17       | Beltway Boomers        | 559                   | 177                         | 8,224                            | 184  | \$110,396                               | 187   |
| 16       | Bohemian Mix           | 694                   | 219                         | 6,488                            | 145  | \$90,843                                | 154   |
| 21       | Gray Power             | 523                   | 165                         | 6,221                            | 139  | \$78,139                                | 132   |
| 2        | Blue Blood Estates     | 310                   | 98                          | 5,491                            | 123  | \$74,401                                | 126   |
| 25       | Country Casuals        | 411                   | 130                         | 5,005                            | 112  | \$65,720                                | 111   |
| 6        | Winner's Circle        | 196                   | 62                          | 5,414                            | 121  | \$64,939                                | 110   |
| 39       | Domestic Duos          | 373                   | 118                         | 4,700                            | 105  | \$59,495                                | 101   |
| 4        | Young Digerati         | 403                   | 127                         | 4,270                            | 96   | \$59,357                                | 100   |
| 50       | Kid Country, USA       | 561                   | 177                         | 3,392                            | 76   | \$45,148                                | 76  |
| 30       | Suburban Sprawl        | 205                   | 65                          | 2,709                            | 61   | \$32,480                                | 55  |
| 20       | Fast-Track Families    | 133                   | 42                          | 1,859                            | 42   | \$23,239                                | 39  |
| 7        | Money & Brains         | 113                   | 36                          | 1,383                            | 31   | \$20,327                                | 34  |
| 29       | American Dreams        | 112                   | 35                          | 1,227                            | 27   | \$17,544                                | 30  |
| 48       | Young & Rustic         | 193                   | 61                          | 1,277                            | 29   | \$15,096                                | 26  |
| 26       | The Cosmopolitans      | 88                    | 28                          | 895                              | 20   | \$11,453                                | 19  |
| 46       | Old Glories            | 114                   | 36                          | 1,004                            | 22   | \$10,856                                | 18  |
| 59       | Urban Elders           | 107                   | 34                          | 565                              | 13   | \$9,525                                 | 16  |
| 44       | New Beginnings         | 71                    | 22                          | 671                              | 15   | \$9,323                                 | 16  |
| 40       | Close-In Couples       | 62                    | 20                          | 653                              | 15   | \$8,832                                 | 15  |
| 23       | Greenbelt Sports       | 70                    | 22                          | 677                              | 15   | \$8,567                                 | 15  |
| 24       | Up-and-Comers          | 30                    | 9                           | 531                              | 12   | \$6,424                                 | 11  |
| 52       | Suburban Pioneers      | 41                    | 13                          | 382                              | 9  | \$4,781                                 | 8   |
| 34       | White Picket Fences    | 19                    | 6                           | 290                              | 6  | \$3,763                                 | 6   |
| 12       | Brite Lites, Li'l City | 10                    | 3                           | 239                              | 5  | \$3,018                                 | 5   |
| 32       | New Homesteaders       | 23                    | 7                           | 223                              | 5  | \$2,889                                 | 5   |
| 13       | Upward Bound           | 5                     | 2                           | 128                              | 3  | \$1,633                                 | 3   |

|                      |                      |               |            |                |            |                    |            |
|----------------------|----------------------|---------------|------------|----------------|------------|--------------------|------------|
| 49                   | American Classics    | 4             | 1          | 38             | 1          | \$530              | 1          |
| 27                   | Middleburg Managers  | 3             | 1          | 36             | 1          | \$465              | 1          |
| 54                   | Multi-Culti Mosaic   | 4             | 1          | 30             | 1          | \$395              | 1          |
| 61                   | City Roots           | 3             | 1          | 18             | 0          | \$239              | 0          |
| 5                    | Country Squires      | 0             | 0          | 0              | 0          | \$0                | 0          |
| 9                    | Big Fish, Small Pond | 0             | 0          | 0              | 0          | \$0                | 0          |
| 10                   | Second City Elite    | 0             | 0          | 0              | 0          | \$0                | 0          |
| 11                   | God's Country        | 0             | 0          | 0              | 0          | \$0                | 0          |
| 28                   | Traditional Times    | 0             | 0          | 0              | 0          | \$0                | 0          |
| 33                   | Big Sky Families     | 0             | 0          | 0              | 0          | \$0                | 0          |
| 35                   | Boomtown Singles     | 0             | 0          | 0              | 0          | \$0                | 0          |
| 37                   | Mayberry-ville       | 0             | 0          | 0              | 0          | \$0                | 0          |
| 38                   | Simple Pleasures     | 0             | 0          | 0              | 0          | \$0                | 0          |
| 41                   | Sunset City Blues    | 0             | 0          | 0              | 0          | \$0                | 0          |
| 42                   | Red, White & Blues   | 0             | 0          | 0              | 0          | \$0                | 0          |
| 43                   | Heartlanders         | 0             | 0          | 0              | 0          | \$0                | 0          |
| 45                   | Blue Highways        | 0             | 0          | 0              | 0          | \$0                | 0          |
| 47                   | City Startups        | 0             | 0          | 0              | 0          | \$0                | 0          |
| 51                   | Shotguns & Pickups   | 0             | 0          | 0              | 0          | \$0                | 0          |
| 53                   | Mobility Blues       | 0             | 0          | 0              | 0          | \$0                | 0          |
| 55                   | Golden Ponds         | 0             | 0          | 0              | 0          | \$0                | 0          |
| 56                   | Crossroads Villagers | 0             | 0          | 0              | 0          | \$0                | 0          |
| 57                   | Old Milltowns        | 0             | 0          | 0              | 0          | \$0                | 0          |
| 58                   | Back Country Folks   | 0             | 0          | 0              | 0          | \$0                | 0          |
| 60                   | Park Bench Seniors   | 0             | 0          | 0              | 0          | \$0                | 0          |
| 62                   | Hometown Retired     | 0             | 0          | 0              | 0          | \$0                | 0          |
| 63                   | Family Thrifts       | 0             | 0          | 0              | 0          | \$0                | 0          |
| 64                   | Bedrock America      | 0             | 0          | 0              | 0          | \$0                | 0          |
| 65                   | Big City Blues       | 0             | 0          | 0              | 0          | \$0                | 0          |
| 66                   | Low-Rise Living      | 0             | 0          | 0              | 0          | \$0                | 0          |
| <b>Total/Average</b> |                      | <b>20,893</b> | <b>100</b> | <b>294,839</b> | <b>100</b> | <b>\$3,898,483</b> | <b>100</b> |



**Primary Top Target Segments: Defined as Over 300 for Casual Dining Bar & Grill Profitability Index**

**Secondary Top Target Segments: Defined as Between 100 and 299 for Casual Dining Bar & Grill Profitability Index**

## V. Consumer Expenditure/Restaurant Sales Analysis

The following are highlights of the consumer expenditure findings for the primary trade area:

- Consumer expenditure on food away from home accounts for an estimated 6.25% of 2013 aggregate consumer expenditures within the primary trade area, resulting in an average household expenditure of \$3,332. The national average household expenditure is \$2,902. The per household average is expected to increase 1.9% over the next five years, to \$3,379.
- Approximately 28.05% of the expenditures on food away from home are spent on full service dinner, while 10.9% is for full service lunch.
- Consumers within the three-mile radius around the primary trade area spend, on average, \$181 per household on alcoholic beverages away from home. The national average per household expenditure on alcohol away from home is \$135.

| BUSINESS SALES AND CONSUMER EXPENDITURE DATA                     | 3-Mile            | 11-Mile           |
|--|-------------------|-------------------|
| Total Consumer Expenditure on Food Away From Home                | \$69,621,131      | \$1,657,075,951   |
| Total per Household  | <b>\$3,332.00</b> | <b>\$3,188.00</b> |
| Lunch per Household  | <b>\$898</b>      | <b>\$844</b>      |
| Dinner per Household   | <b>\$1,373</b>    | <b>\$1,257</b>    |
| Consumer Expenditure on Full-Service Restaurants                 | \$29,262,061      | \$631,879,620     |
| Per Household  | <b>\$1,400</b>    | <b>\$1,216</b>    |
|  |                   |                   |
| Total Food and Beverage Business Sales                           | \$116,923,000     | \$2,055,466,000   |
| per Business   | <b>\$615,384</b>  | <b>\$663,054</b>  |
| Consumer Expenditure on Food and Alcohol Away From Home          | \$73,393,651      | \$1,735,384,454   |
| Per Household  | <b>\$3,512</b>    | <b>\$3,338</b>    |
| Restaurant Dollars Coming Into (+) or Leaving (-) Trade Area     | \$43,529,349      | \$320,081,546     |
| Percent of Total Restaurant Sales Coming from Outside Trade Area | 37%               | 16%               |



### Recommendations

- The supply and demand analysis indicates the following restaurant categories are underserved for the primary trade area and are recommended for solicitation:
  - Barbeque Menu (Goode Co., Pappas Bar-B-Q, County Line, Rudy's BBQ, Spring Creek BBQ, Luling City Market, Demeris BBQ, Cooper's)
  - Mexican Menu (Chuy's, Cyclone Anayas, Ninfas, On The Border, Gringos, Escalante's, Los Cucos, El Fenix, Uncle Julios)
  - Italian Menu (Macaroni Grill, Maggiano's Little Italy, Olive Garden, Zios, Buca di Beppo, Johnny Carinos, Spaghetti Warehouse, Pronto!)
  - Cajun Menu (Boudreaux's, BB's Café, Ragin Cajun, Pappadeaux, Razzoo's, Treebeards)
  - Mediterranean Menu (Fadi's, Aladdin, Café Layal, Dimassi's, Niko Niko's, Yia Yia Mary's, Zoe's Kitchen)
- The Casual Dining American Menu is currently the most over-served restaurant in the primary trade area. Well-established Casual Dining restaurants such as Chili's Grill & Bar, Cracker Barrel, and Applebee's are a few of the brands that are saturating the immediate area. Additionally, Casual Dining Pizza Menu, Chinese Menu and Japanese Menu restaurants are also heavily over-served in the immediate trade area. Casual Dining restaurants such as Red Robin that specialize in burgers are also over-served.
- The visibility from Interstate 10 is severely obstructed by the Drury Inn & Suites, however, the visibility from HWY 6 is unobstructed. The access heading south on HWY 6 is also a concern.

## VI. Opportunity Analysis

### Methodology

To analyze the restaurant climate of the primary trade area, InterDirect conducts an opportunity analysis. In this analysis, the trade area demographics and firmographics of the primary trade area (a three-mile radius) are scaled against the number of restaurants. This process is also performed on a larger, selected geographic area chosen as a benchmark. The benchmark area chosen for this study is an 11-mile radius around the site. An 11-mile radius was utilized as the benchmark so as to exclude the Galleria, but to include the Katy, TX trade area from the study. The Galleria was purposely excluded from the analysis due to it drawing from a much larger trade area.

The benchmark is calculated using the ratio of population per number of restaurants and employees per number of restaurants for the area. Finally, the ratio is divided into both the primary trade area population and number of employees to determine how many restaurants the primary trade area can support. The difference between the actual number of restaurants and the benchmark number in the trade area indicates over- and under-supply. A negative number shows restaurant under-supply, while a positive number shows restaurant over-supply. Consequently, this analysis determines which type of restaurant is under-supplied and would therefore be welcomed in the primary trade area.

## Opportunity Analysis Total Population per Number of Restaurants

This section of the analysis includes two reports:

### *Total Population per Number of Restaurants – Full Service Restaurant Categories*

This report details all full service restaurant categories for the primary trade area, highlighting those that are under-supplied with respect to population.

### *Total Population per Number of Restaurant – Under-Supplied Restaurant Categories*

This report details only those full service restaurant categories under-supplied with respect to population for the primary trade area.

Both reports read as follows:

### ***Number of Restaurants***

This column gives the total number of restaurants in the primary trade area for each category.

### ***Population per Number of Restaurants***

This column divides the primary trade area population by the number of restaurants for each category in the trade area. This shows the number of people supporting each restaurant within the particular category.

### ***Benchmark***

The benchmark area chosen for this study is the 11-mile radius around the site. The benchmark is calculated using the ratio of population per number of restaurants inside of the 11-mile radius. This is then compared to the data in the previous column (Population per Number of Restaurants) to determine under-supply in the primary trade area.

### ***Over-/Under-Supply***

This column shows the over or under-supply rating for each restaurant category. A positive number indicates over-supply of the particular category in the primary trade area, while a negative number indicates under-supply.

### Opportunity Analysis

**Total Population per Number of Restaurants**

*Sorted by Population Over/Under-Supply*

**Trade Area 2013 Population 3-Mile Radius: 47,029**

**Benchmark: 11-Mile Radius**

| Restaurant Category    | Number of Restaurant | Population per Number of Restaurant | Benchmark | Over-/Under-Supply |
|------------------------|----------------------|-------------------------------------|-----------|--------------------|
| Barbecue               | 1                    | 47,029                              | 2         | -1                 |
| South American         | 0                    | 0                                   | 1         | -1                 |
| Cajun                  | 0                    | 0                                   | 1         | -1                 |
| Middle Eastern         | 0                    | 0                                   | 0         | 0                  |
| Chicken                | 0                    | 0                                   | 0         | 0                  |
| Vietnamese             | 0                    | 0                                   | 0         | 0                  |
| Organic                | 0                    | 0                                   | 0         | 0                  |
| Greek                  | 0                    | 0                                   | 0         | 0                  |
| Cuban                  | 0                    | 0                                   | 0         | 0                  |
| Diner                  | 0                    | 0                                   | 0         | 0                  |
| Soul Food              | 0                    | 0                                   | 0         | 0                  |
| African                | 0                    | 0                                   | 0         | 0                  |
| Brazilian              | 0                    | 0                                   | 0         | 0                  |
| German                 | 0                    | 0                                   | 0         | 0                  |
| Irish                  | 0                    | 0                                   | 0         | 0                  |
| Jamaican               | 0                    | 0                                   | 0         | 0                  |
| Southwestern           | 0                    | 0                                   | 0         | 0                  |
| Spanish                | 0                    | 0                                   | 0         | 0                  |
| Taiwanese              | 0                    | 0                                   | 0         | 0                  |
| Tapas                  | 0                    | 0                                   | 0         | 0                  |
| Etheopian              | 0                    | 0                                   | 0         | 0                  |
| Hawaiian               | 0                    | 0                                   | 0         | 0                  |
| Indian/Vegetarian      | 0                    | 0                                   | 0         | 0                  |
| International Vegan    | 0                    | 0                                   | 0         | 0                  |
| International-African  | 0                    | 0                                   | 0         | 0                  |
| International-Nigerian | 0                    | 0                                   | 0         | 0                  |
| Mongolian              | 0                    | 0                                   | 0         | 0                  |
| Portuguese             | 0                    | 0                                   | 0         | 0                  |
| Swiss                  | 0                    | 0                                   | 0         | 0                  |
| Italian                | 2                    | 23,515                              | 2         | 0                  |
| Mediterranean          | 1                    | 47,029                              | 1         | 0                  |
| International          | 1                    | 47,029                              | 1         | 0                  |
| Korean                 | 1                    | 47,029                              | 0         | 1                  |
| French                 | 1                    | 47,029                              | 0         | 1                  |
| Fusion                 | 1                    | 47,029                              | 0         | 1                  |
| Steak Houses           | 2                    | 23,515                              | 1         | 1                  |
| Indian                 | 2                    | 23,515                              | 1         | 1                  |
| Bistro                 | 2                    | 23,515                              | 1         | 1                  |
| Asian                  | 3                    | 15,676                              | 2         | 1                  |
| Burgers                | 2                    | 23,515                              | 0         | 2                  |

|          |    |        |   |   |
|----------|----|--------|---|---|
| Seafood  | 4  | 11,757 | 2 | 2 |
| Thai     | 2  | 23,515 | 0 | 2 |
| Mexican  | 9  | 5,225  | 7 | 2 |
| Japanese | 6  | 7,838  | 1 | 5 |
| Chinese  | 9  | 5,225  | 4 | 5 |
| Pizza    | 8  | 5,879  | 3 | 5 |
| American | 11 | 4,275  | 4 | 7 |

## Opportunity Analysis Total Employees per Number of Restaurants

This section of the analysis includes two reports:

### *Total Employees per Number of Restaurants – All Restaurant Categories*

This report details all restaurant categories for the primary trade area, highlighting those that are under-supplied with respect to total employees.

### *Total Employees per Number of Restaurants – Under-Supplied Restaurant Categories*

This report details only those restaurant categories under-supplied with respect to total employees for the primary trade area.

Both reports read as follows:

### ***Number of Restaurants***

This column gives the total number of restaurants in the primary trade area for each restaurant category.

### ***Employees per Number of Restaurants***

This column divides the number of the trade area employees by the number of restaurants for each category in the trade area. This shows the number of employees supporting each restaurant within the particular category.

### ***Benchmark***

The benchmark area chosen for this study is the 11-mile radius around the site. The benchmark is calculated using the ratio of employees per number of restaurants inside of the 11-mile radius. This is then compared to the data in the previous column (Employees per Number of Restaurants) to determine under-supply in the primary trade area.

### ***Over-/Under-Supply***

This column shows the over or under-supply rating for each restaurant category. A positive number indicates over-supply of the particular category in the primary trade area, while a negative number indicates under-supply.

### Opportunity Analysis

#### Total Employees per Number of Restaurants

*Sorted by Employee Over/Under-Supply*

Trade Area 2013 Employees 3-Mile

Radius: **50,597**

Benchmark: **11-Mile Radius**

| Restaurant Category    | Number of Restaurants | Employees per Number of Restaurant | Benchmark | Over-/Under-Supply |
|------------------------|-----------------------|------------------------------------|-----------|--------------------|
| Mexican                | 9                     | 5,622                              | 16        | -7                 |
| Barbecue               | 1                     | 50,597                             | 5         | -4                 |
| Italian                | 2                     | 25,299                             | 4         | -2                 |
| Seafood                | 4                     | 12,649                             | 6         | -2                 |
| South American         | 0                     | 0                                  | 1         | -1                 |
| Cajun                  | 0                     | 0                                  | 1         | -1                 |
| Chinese                | 9                     | 5,622                              | 10        | -1                 |
| Middle Eastern         | 0                     | 0                                  | 1         | -1                 |
| Chicken                | 0                     | 0                                  | 1         | -1                 |
| Vietnamese             | 0                     | 0                                  | 1         | -1                 |
| Mediterranean          | 1                     | 50,597                             | 2         | -1                 |
| Asian                  | 3                     | 16,866                             | 4         | -1                 |
| Steak Houses           | 2                     | 25,299                             | 3         | -1                 |
| Organic                | 0                     | 0                                  | 0         | 0                  |
| Greek                  | 0                     | 0                                  | 0         | 0                  |
| Cuban                  | 0                     | 0                                  | 0         | 0                  |
| Diner                  | 0                     | 0                                  | 0         | 0                  |
| Soul Food              | 0                     | 0                                  | 0         | 0                  |
| African                | 0                     | 0                                  | 0         | 0                  |
| Brazilian              | 0                     | 0                                  | 0         | 0                  |
| German                 | 0                     | 0                                  | 0         | 0                  |
| Irish                  | 0                     | 0                                  | 0         | 0                  |
| International          | 1                     | 50,597                             | 1         | 0                  |
| Jamaican               | 0                     | 0                                  | 0         | 0                  |
| Southwestern           | 0                     | 0                                  | 0         | 0                  |
| Spanish                | 0                     | 0                                  | 0         | 0                  |
| Taiwanese              | 0                     | 0                                  | 0         | 0                  |
| Tapas                  | 0                     | 0                                  | 0         | 0                  |
| Etheopian              | 0                     | 0                                  | 0         | 0                  |
| Hawaiian               | 0                     | 0                                  | 0         | 0                  |
| Indian/Vegetarian      | 0                     | 0                                  | 0         | 0                  |
| International Vegan    | 0                     | 0                                  | 0         | 0                  |
| International-African  | 0                     | 0                                  | 0         | 0                  |
| International-Nigerian | 0                     | 0                                  | 0         | 0                  |
| Mongolian              | 0                     | 0                                  | 0         | 0                  |
| Portuguese             | 0                     | 0                                  | 0         | 0                  |
| Swiss                  | 0                     | 0                                  | 0         | 0                  |
| Korean                 | 1                     | 50,597                             | 1         | 0                  |

**Market Assessment: Houston, TX**

|          |    |        |    |   |
|----------|----|--------|----|---|
| Indian   | 2  | 25,299 | 1  | 1 |
| Bistro   | 2  | 25,299 | 1  | 1 |
| Pizza    | 8  | 6,325  | 7  | 1 |
| French   | 1  | 50,597 | 0  | 1 |
| Fusion   | 1  | 50,597 | 0  | 1 |
| American | 11 | 4,600  | 10 | 1 |
| Burgers  | 2  | 25,299 | 1  | 1 |
| Thai     | 2  | 25,299 | 1  | 1 |
| Japanese | 6  | 8,433  | 4  | 2 |



### Over-/Under-Supply Summary – All Restaurant Categories

This report details all restaurant categories for the primary trade area, highlighting those that are under-supplied. The report reads as follows:

#### ***Total Population Over-/Under-Supply***

This column shows the degree of over- or under-supply in respect to population for the particular restaurant category in the primary trade area, as compared to the 11-mile radius benchmark.

#### ***Total Employees Over-/Under-Supply***

This column displays the degree of over- or under-supply in respect to total employees for the particular restaurant category in the primary trade area, as compared to the 11-mile radius benchmark.

#### ***Average***

This column is an average of the previous two columns and provides an overall over- or under-supply rating for both population and employees.

**Opportunity Analysis**  
**Over-/Under-Supply Summary**  
**Sorted by Average Over/Under-Supply**

| Restaurant Category    | Total Population Over-/Under-Supply | Total Employees Over-/Under-Supply | Average |
|------------------------|-------------------------------------|------------------------------------|---------|
| Barbecue               | -1                                  | -4                                 | -3      |
| Mexican                | 2                                   | -7                                 | -3      |
| Italian                | 0                                   | -2                                 | -1      |
| South American         | -1                                  | -1                                 | -1      |
| Cajun                  | -1                                  | -1                                 | -1      |
| Middle Eastern         | 0                                   | -1                                 | -1      |
| Chicken                | 0                                   | -1                                 | -1      |
| Mediterranean          | 0                                   | -1                                 | -1      |
| Vietnamese             | 0                                   | -1                                 | -1      |
| Organic                | 0                                   | 0                                  | 0       |
| Greek                  | 0                                   | 0                                  | 0       |
| Cuban                  | 0                                   | 0                                  | 0       |
| Diner                  | 0                                   | 0                                  | 0       |
| Soul Food              | 0                                   | 0                                  | 0       |
| African                | 0                                   | 0                                  | 0       |
| Brazilian              | 0                                   | 0                                  | 0       |
| German                 | 0                                   | 0                                  | 0       |
| Irish                  | 0                                   | 0                                  | 0       |
| Jamaican               | 0                                   | 0                                  | 0       |
| Southwestern           | 0                                   | 0                                  | 0       |
| Spanish                | 0                                   | 0                                  | 0       |
| Taiwanese              | 0                                   | 0                                  | 0       |
| Tapas                  | 0                                   | 0                                  | 0       |
| Seafood                | 2                                   | -2                                 | 0       |
| Etheopian              | 0                                   | 0                                  | 0       |
| Hawaiian               | 0                                   | 0                                  | 0       |
| Indian/Vegetarian      | 0                                   | 0                                  | 0       |
| International Vegan    | 0                                   | 0                                  | 0       |
| International-African  | 0                                   | 0                                  | 0       |
| International-Nigerian | 0                                   | 0                                  | 0       |
| Mongolian              | 0                                   | 0                                  | 0       |
| Portuguese             | 0                                   | 0                                  | 0       |
| Swiss                  | 0                                   | 0                                  | 0       |
| International          | 0                                   | 0                                  | 0       |
| Steak Houses           | 1                                   | -1                                 | 0       |
| Asian                  | 1                                   | -1                                 | 0       |
| Korean                 | 1                                   | 0                                  | 0       |
| French                 | 1                                   | 1                                  | 1       |
| Fusion                 | 1                                   | 1                                  | 1       |
| Indian                 | 1                                   | 1                                  | 1       |
| Bistro                 | 1                                   | 1                                  | 1       |

|          |   |    |   |
|----------|---|----|---|
| Burgers  | 2 | 1  | 1 |
| Thai     | 2 | 1  | 1 |
| Chinese  | 5 | -1 | 2 |
| Pizza    | 5 | 1  | 3 |
| Japanese | 5 | 2  | 3 |
| American | 7 | 1  | 4 |

## VII. Appendix

The following are existing restaurants within a 3-mile radius of the trade area.

### **American Menu**

|                            |                          |
|----------------------------|--------------------------|
| 7 Rivers A Texas Kitchen   | Freddy's Cafe            |
| Café Express               | Park 10 Café             |
| Chatters Café              | R & R Sports Bar & Grill |
| Chili's Grill & Bar        | Sporting News & Grill    |
| Coaches Sports Bar & Grill | Waffle House             |
| Cracker Barrel             |                          |

### **Asian Menu**

|                         |                 |
|-------------------------|-----------------|
| Chef Ding Asian Cuisine | Nom Nom Noodles |
| Ginger Thai             |                 |

### **Barbeque Menu**

Houston Barbecue Company

### **Bistro Menu**

|                        |               |
|------------------------|---------------|
| Hungry's Café & Bistro | Rattan Bistro |
|------------------------|---------------|

### **Burgers Menu**

|                            |                            |
|----------------------------|----------------------------|
| Princess Famous Hamburgers | Sam's Burgers Fries & Pies |
|----------------------------|----------------------------|

### **Chinese Menu**

|                       |                |
|-----------------------|----------------|
| Bamboo Garden         | Nihao          |
| Cafe Taipei           | North China    |
| China One             | Ta Hua Chinese |
| Kim Son Café          | Timmy Chan's   |
| Lee's Chinese Kitchen |                |

### **French Menu**

Le Mistral

### **Fusion Menu**

La Vie Fusion Bistro & Lounge

### **Indian Menu**

|                      |                           |
|----------------------|---------------------------|
| Annam Indian Cuisine | Nirvana Indian Restaurant |
|----------------------|---------------------------|

### **International Menu**

Far Seas Grill

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**Italian Menu**

Carmelo's Italian

Lomonte's Italian Restaurant & Bar

**Japanese Menu**

Aka Japanese Cuisine

Matsu Sushi Bar

Sushi Nikko

Iron Chef Sushi Bar

Sushi Jin

Zushi Cuisine

**Korean Menu**

Kimchi Korean Café

**Mediterranean Menu**

Cafe Benedicte

**Mexican Menu**

A Great Mexican Restaurant

El Rancho Mexican Restaurant

El Rincon Paisa Restaurante

La Hacienda Mexican Restaurant

Lasventanas

Ninfa's Mexican Restaurant

Poblano's Mexican Grill

Rincon Criollo Cuban Cuisine

Sombrero's Grill & Cantina

**Pizza Menu**

Brother's Pizzeria

Fat Tony's

Milano Pizza

Russo's New York Pizzeria

Candelari's Pizzeria Memorial

Marco's Pizza

Napoli Flying Pizza

**Seafood Menu**

Joe's Crab Shack

La Wild Oyster

Paul's Seafood & Oyster Boat

Sharky's American Grill

**Steakhouses**

Lynn's Steakhouse

Texas Land & Cattle

**Thai Menu**

Naam Khao Restaurant

Nit Noi Thai Restaurant Cafe

**Pop Facts: Demographic Quick Facts**

| <b>Pop Facts:<br/>Demographic Quick Facts</b>                  | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>Population</b>  |   |        |
| 2018 Projection  | 51,071  |        |
| 2013 Estimate  | 47,029  |        |
| 2010 Census  | 44,783  |        |
| 2000 Census  | 33,105  |        |
| Growth 2000-2010   | 35.28%  |        |
|  |   |        |
| <b>Households</b>  |   |        |
| 2018 Projection  | 22,578  |        |
| 2013 Estimate  | 20,896  |        |
| 2010 Census  | 20,052  |        |
| 2000 Census  | 14,486  |        |
| Growth 2000-2010   | 38.42%  |        |
|  |   |        |
| <b>2013 Estimated Population by Single Race Classification</b> | <b>47,029</b>   |        |
| White Alone  | 28,032  | 59.61% |
| Black or African American Alone                                | 6,987   | 14.86% |
| American Indian and Alaska Native Alone                        | 198   | 0.42%  |
| Asian Alone  | 6,893   | 14.66% |
| Native Hawaiian and Other Pacific Islander Alone               | 25  | 0.05%  |
| Some Other Race Alone  | 3,236   | 6.88%  |
| Two or More Races  | 1,658   | 3.53%  |
|  |   |        |
| <b>2013 Estimated Population Hispanic or Latino</b>            | <b>47,029</b>   |        |
| Hispanic or Latino   | 10,566  | 22.47% |
| Not Hispanic or Latino   | 36,463  | 77.53% |
|  |   |        |
| <b>2013 Tenure of Occupied Housing Units</b>                   | <b>20,896</b>   |        |
| Owner-Occupied   | 8,410   | 40.25% |
| Renter-Occupied  | 12,486  | 59.75% |
|  |   |        |
| <b>2013 Average Household Size</b>                             | <b>2.25</b>   |        |
|  |   |        |

| <b>Pop Facts:<br/>Demographic Quick Facts</b>                                  | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>2013 Estimated Households by Household Income</b>                           | <b>20,896</b>   |        |
| Less than \$15,000   | 1,565   | 7.49%  |
| \$15,000 to \$24,999   | 1,771   | 8.48%  |
| \$25,000 to \$34,999   | 1,760   | 8.42%  |
| \$35,000 to \$49,999   | 2,837   | 13.58% |
| \$50,000 to \$74,999   | 3,591   | 17.18% |
| \$75,000 to \$99,999   | 2,792   | 13.36% |
| \$100,000 to \$124,999   | 2,027   | 9.70%  |
| \$125,000 to \$149,999   | 1,189   | 5.69%  |
| \$150,000 to \$199,999   | 1,573   | 7.53%  |
| \$200,000 to \$249,999   | 595   | 2.85%  |
| \$250,000 to \$499,999   | 911   | 4.36%  |
| \$500,000 or more  | 284   | 1.36%  |
| <b>2013 Estimated Average Household Income</b>                                 | <b>\$96,242</b>                                       |        |
| <b>2013 Estimated Median Household Income</b>                                  | <b>\$67,507</b>                                       |        |
| <b>2013 Median Household Income by Single Race Classification or Ethnicity</b> |   |        |
| White Alone  | \$75,771  |        |
| Black or African American Alone  | \$47,466  |        |
| American Indian and Alaska Native Alone  | \$42,839  |        |
| Asian Alone  | \$78,427  |        |
| Native Hawaiian and Other Pacific Islander Alone                               | \$101,961   |        |
| Some Other Race Alone  | \$50,498  |        |
| Two or More Races  | \$69,632  |        |
| Hispanic or Latino   | \$46,669  |        |
| Not Hispanic or Latino   | \$73,167  |        |

**Pop Facts: Population Quick Facts**

| <b>Pop Facts:<br/>Population Quick Facts</b> | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |  |
|--|---|--|
| <b>Population</b>                            |   |  |
| 2018 Projection                              | 51,071  |  |
| 2013 Estimate                                | 47,029  |  |
| 2010 Census                                  | 44,783  |  |
| 2000 Census                                  | 33,105  |  |

| <b>Pop Facts:<br/>Population Quick Facts</b>  | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|---|---|--------|
| Growth 2013-2018                              | 8.59%   |        |
| Growth 2010-2013                              | 5.02%   |        |
| Growth 2000-2010                              | 35.28%  |        |
|   |   |        |
| <b>2013 Estimated Total Population by Age</b> | <b>47,029</b>   |        |
| Age 0 to 4                                    | 3,249   | 6.91%  |
| Age 5 to 9                                    | 2,969   | 6.31%  |
| Age 10 to 14                                  | 2,761   | 5.87%  |
| Age 15 to 17                                  | 1,666   | 3.54%  |
| Age 18 to 20                                  | 1,354   | 2.88%  |
| Age 21 to 24                                  | 2,425   | 5.16%  |
| Age 25 to 34                                  | 8,040   | 17.10% |
| Age 35 to 44                                  | 6,668   | 14.18% |
| Age 45 to 54                                  | 6,371   | 13.55% |
| Age 55 to 64                                  | 5,797   | 12.33% |
| Age 65 to 74                                  | 3,130   | 6.65%  |
| Age 75 to 84                                  | 1,804   | 3.84%  |
| Age 85 and over                               | 794   | 1.69%  |
|   |   |        |
| Age 16 and over                               | 37,498  | 79.73% |
| Age 18 and over                               | 36,383  | 77.36% |
| Age 21 and over                               | 35,029  | 74.48% |
| Age 65 and over                               | 5,728   | 12.18% |
| <b>2013 Estimated Median Age</b>              | <b>36.57</b>  |        |
|   |   |        |
| <b>2013 Estimated Average Age</b>             | <b>37.84</b>  |        |
|   |   |        |



| <b>Pop Facts:<br/>Population Quick Facts</b>                   | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>2013 Estimated Population by Single Race Classification</b> | <b>47,029</b>   |        |
| White Alone  | 28,032  | 59.61% |
| Black or African American Alone                                | 6,987   | 14.86% |
| American Indian and Alaska Native Alone                        | 198   | 0.42%  |
| Asian Alone  | 6,893   | 14.66% |
| Native Hawaiian and Other Pacific Islander Alone               | 25  | 0.05%  |
| Some Other Race Alone  | 3,236   | 6.88%  |
| Two or More Races  | 1,658   | 3.53%  |
|  |   |        |
| <b>2013 Estimated Population Hispanic or Latino</b>            | <b>47,029</b>   |        |
| Hispanic or Latino   | 10,566  | 22.47% |
| Not Hispanic or Latino   | 36,463  | 77.53% |
|  |   |        |
| <b>2013 Estimated Population by Sex</b>                        | <b>47,029</b>   |        |
| Male   | 22,776  | 48.43% |
| Female   | 24,253  | 51.57% |

### **Pop Facts: Household Quick Facts**

| <b>Pop Facts:<br/>Household Quick Facts</b>          | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>Households</b>                                    |   |        |
| 2018 Projection                                      | 22,578  |        |
| 2013 Estimate  | 20,896  |        |
| 2010 Census  | 20,052  |        |
| 2000 Census  | 14,486  |        |
|  |   |        |
| Growth 2013-2018                                     | 8.05%   |        |
| Growth 2010-2013                                     | 4.21%   |        |
| Growth 2000-2010                                     | 38.42%  |        |
|  |   |        |
| <b>2013 Estimated Households by Household Income</b> | <b>20,896</b>   |        |
| Less than \$15,000                                   | 1,565   | 7.49%  |
| \$15,000 to \$24,999                                 | 1,771   | 8.48%  |
| \$25,000 to \$34,999                                 | 1,760   | 8.42%  |
| \$35,000 to \$49,999                                 | 2,837   | 13.58% |
| \$50,000 to \$74,999                                 | 3,591   | 17.18% |
| \$75,000 to \$99,999                                 | 2,792   | 13.36% |
| \$100,000 to \$124,999                               | 2,027   | 9.70%  |

| <b>Pop Facts:<br/>Household Quick Facts</b>                                    | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| \$125,000 to \$149,999   | 1,189   | 5.69%  |
| \$150,000 to \$199,999   | 1,573   | 7.53%  |
| \$200,000 to \$249,999   | 595   | 2.85%  |
| \$250,000 to \$499,999   | 911   | 4.36%  |
| \$500,000 or more  | 284   | 1.36%  |
| <b>2013 Estimated Average Household Income</b>                                 | \$96,242  |        |
| <b>2013 Estimated Median Household Income</b>                                  | \$67,507  |        |
| <b>2013 Median Household Income by Single Race Classification or Ethnicity</b> |   |        |
| White Alone  | \$75,771  |        |
| Black or African American Alone  | \$47,466  |        |
| American Indian and Alaska Native Alone  | \$42,839  |        |
| Asian Alone  | \$78,427  |        |
| Native Hawaiian and Other Pacific Islander Alone                               | \$101,961   |        |
| Some Other Race Alone  | \$50,498  |        |
| Two or More Races  | \$69,632  |        |
| Hispanic or Latino   | \$46,669  |        |
| Not Hispanic or Latino   | \$73,167  |        |
| <b>2013 Estimated Households by Household Type</b>                             |   |        |
| Family Households  | 12,042  | 57.63% |
| Nonfamily Households   | 8,854   | 42.37% |
| <b>2013 Estimated Group Quarters Population</b>                                |   |        |
|  | <b>79</b>   |        |
| <b>2013 Estimated Households by Household Size</b>                             |   |        |
| 1-person household   | 7,488   | 35.84% |
| 2-person household   | 6,604   | 31.60% |
| 3-person household   | 3,093   | 14.80% |
| 4-person household   | 2,261   | 10.82% |
| 5-person household   | 938   | 4.49%  |
| 6-person household   | 333   | 1.59%  |
| 7 or more person household   | 179   | 0.86%  |
| <b>2013 Average Household Size</b>   | <b>2.25</b>   |        |

| <b>Pop Facts:<br/>Household Quick Facts</b>                                  | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>2013 Estimated Family Households by Type and Presence of Own Children</b> | <b>12,042</b>   |        |
| Married-Couple Family, own children  | 3,692   | 30.66% |
| Married-Couple Family, no own children                                       | 5,316   | 44.15% |
| Male Householder, own children   | 443   | 3.68%  |
| Male Householder, no own children  | 474   | 3.93%  |
| Female Householder, own children   | 1,291   | 10.72% |
| Female Householder, no own children  | 825   | 6.85%  |

### **Pop Facts: Demographic Snapshot (Part 1)**

| <b>Pop Facts:<br/>Demographic Snapshot (Part 1)</b>            | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>Population</b>  |   |        |
| 2018 Projection  | 51,071  |        |
| 2013 Estimate  | 47,029  |        |
| 2010 Census  | 44,783  |        |
| 2000 Census  | 33,105  |        |
| Growth 2013-2018   | 8.59%   |        |
| Growth 2010-2013   | 5.02%   |        |
| Growth 2000-2010   | 35.28%  |        |
| <b>2013 Estimated Population by Single Race Classification</b> | <b>47,029</b>   |        |
| White Alone  | 28,032  | 59.61% |
| Black or African American Alone                                | 6,987   | 14.86% |
| American Indian and Alaska Native Alone                        | 198   | 0.42%  |
| Asian Alone  | 6,893   | 14.66% |
| Native Hawaiian and Other Pacific Islander Alone               | 25  | 0.05%  |
| Some Other Race Alone  | 3,236   | 6.88%  |
| Two or More Races  | 1,658   | 3.53%  |
| <b>2013 Estimated Population Hispanic or Latino by Origin</b>  | <b>47,029</b>   |        |
| Not Hispanic or Latino   | 36,463  | 77.53% |
| Hispanic or Latino   | 10,566  | 22.47% |
| <b>Hispanic or Latino by Origin</b>                            | <b>10,566</b>   |        |
| Mexican  | 5,860   | 55.46% |
| Puerto Rican   | 135   | 1.27%  |
| Cuban  | 207   | 1.96%  |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 1)</b>                    | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| All Other Hispanic or Latino   | 4,364   | 41.30% |
|  |   |        |
| <b>2013 Estimated Hispanic or Latino by Single Race Classification</b> | <b>10,566</b>   |        |
| White Alone  | 6,432   | 60.87% |
| Black or African American Alone  | 264   | 2.49%  |
| American Indian and Alaska Native Alone                                | 104   | 0.99%  |
| Asian Alone  | 35  | 0.34%  |
| Native Hawaiian and Other Pacific Islander Alone                       | 5   | 0.05%  |
| Some Other Race Alone  | 3,085   | 29.20% |
| Two or More Races  | 641   | 6.07%  |
|  |   |        |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 1)</b>            | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>2013 Estimated Population, Asian Alone Race by Category</b> | <b>6,893</b>  |        |
| Chinese, except Taiwanese                                      | 1,553   | 22.54% |
| Filipino   | 255   | 3.69%  |
| Japanese   | 396   | 5.74%  |
| Asian Indian   | 1,749   | 25.38% |
| Korean   | 953   | 13.82% |
| Vietnamese   | 649   | 9.42%  |
| Cambodian  | 0   | 0.00%  |
| Hmong  | 0   | 0.00%  |
| Laotian  | 0   | 0.00%  |
| Thai   | 30  | 0.44%  |
| All other Asian Races, including 2 or more                     | 1,307   | 18.97% |
|  |   |        |
| <b>2013 Estimated Population by Ancestry</b>                   | <b>47,029</b>   |        |
| Arab   | 391   | 0.83%  |
| Czech  | 234   | 0.50%  |
| Danish   | 20  | 0.04%  |
| Dutch  | 295   | 0.63%  |
| English  | 2,978   | 6.33%  |
| French (except Basque)   | 895   | 1.90%  |
| French Canadian  | 180   | 0.38%  |
| German   | 3,034   | 6.45%  |
| Greek  | 91  | 0.19%  |
| Hungarian  | 96  | 0.20%  |
| Irish  | 2,069   | 4.40%  |
| Italian  | 809   | 1.72%  |
| Lithuanian   | 71  | 0.15%  |
| Norwegian  | 309   | 0.66%  |
| Polish   | 601   | 1.28%  |
| Portuguese   | 27  | 0.06%  |
| Russian  | 306   | 0.65%  |
| Scottish   | 594   | 1.26%  |
| Scotch-Irish   | 471   | 1.00%  |
| Slovak   | 35  | 0.07%  |
| Subsaharan African   | 1,040   | 2.21%  |
| Swedish  | 254   | 0.54%  |
| Swiss  | 113   | 0.24%  |
| Ukrainian  | 70  | 0.15%  |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 1)</b>                | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| United States of America   | 2,073   | 4.41%  |
| Welsh  | 141   | 0.30%  |
| West Indian (exc Hisp groups)                                      | 184   | 0.39%  |
| Other  | 26,202  | 55.71% |
| Ancestry Unclassified  | 3,448   | 7.33%  |
|  |   |        |
| <b>2013 Estimated Population Age 5+ by Language Spoken At Home</b> | <b>43,780</b>   |        |
| Speak only English   | 27,870  | 63.66% |
| Speak Asian or Pacific Island Language                             | 3,614   | 8.25%  |
| Speak IndoEuropean Language  | 3,983   | 9.10%  |
| Speak Spanish  | 7,573   | 17.30% |
| Speak Other Language   | 740   | 1.69%  |
|  |   |        |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 1)</b> | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|---|---|--------|
| <b>2013 Estimated Population by Sex</b>             | <b>47,029</b>   |        |
| Male  | 22,776  | 48.43% |
| Female  | 24,253  | 51.57% |
| <b>2013 Estimated Population by Age</b>             |   |        |
| Age 0 to 4  | 3,249   | 6.91%  |
| Age 5 to 9  | 2,969   | 6.31%  |
| Age 10 to 14  | 2,761   | 5.87%  |
| Age 15 to 17  | 1,666   | 3.54%  |
| Age 18 to 20  | 1,354   | 2.88%  |
| Age 21 to 24  | 2,425   | 5.16%  |
| Age 25 to 34  | 8,040   | 17.10% |
| Age 35 to 44  | 6,668   | 14.18% |
| Age 45 to 54  | 6,371   | 13.55% |
| Age 55 to 64  | 5,797   | 12.33% |
| Age 65 to 74  | 3,130   | 6.65%  |
| Age 75 to 84  | 1,804   | 3.84%  |
| Age 85 and over                                     | 794   | 1.69%  |
| Age 16 and over                                     | 37,498  | 79.73% |
| Age 18 and over                                     | 36,383  | 77.36% |
| Age 21 and over                                     | 35,029  | 74.48% |
| Age 65 and over                                     | 5,728   | 12.18% |
| <b>2013 Estimated Median Age</b>                    | <b>36.57</b>  |        |
| <b>2013 Estimated Average Age</b>                   | <b>37.84</b>  |        |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 1)</b> | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|---|---|--------|
| <b>2013 Estimated Male Population by Age</b>        | <b>22,776</b>   |        |
| Age 0 to 4  | 1,662   | 7.30%  |
| Age 5 to 9  | 1,529   | 6.71%  |
| Age 10 to 14  | 1,396   | 6.13%  |
| Age 15 to 17  | 843   | 3.70%  |
| Age 18 to 20  | 690   | 3.03%  |
| Age 21 to 24  | 1,134   | 4.98%  |
| Age 25 to 34  | 3,947   | 17.33% |
| Age 35 to 44  | 3,290   | 14.45% |
| Age 45 to 54  | 3,024   | 13.28% |
| Age 55 to 64  | 2,772   | 12.17% |
| Age 65 to 74  | 1,424   | 6.25%  |
| Age 75 to 84  | 760   | 3.34%  |
| Age 85 and over                                     | 304   | 1.33%  |
| <b>2013 Estimated Median Age, Male</b>              | <b>35.57</b>  |        |
|   |   |        |
| <b>2013 Estimated Average Age, Male</b>             | <b>36.88</b>  |        |
|   |   |        |
| <b>2013 Estimated Female Population by Age</b>      | <b>24,253</b>   |        |
| Age 0 to 4  | 1,587   | 6.54%  |
| Age 5 to 9  | 1,440   | 5.94%  |
| Age 10 to 14  | 1,366   | 5.63%  |
| Age 15 to 17  | 823   | 3.39%  |
| Age 18 to 20  | 664   | 2.74%  |
| Age 21 to 24  | 1,291   | 5.32%  |
| Age 25 to 34  | 4,093   | 16.87% |
| Age 35 to 44  | 3,378   | 13.93% |
| Age 45 to 54  | 3,347   | 13.80% |
| Age 55 to 64  | 3,025   | 12.47% |
| Age 65 to 74  | 1,706   | 7.03%  |
| Age 75 to 84  | 1,044   | 4.30%  |
| Age 85 and over                                     | 491   | 2.02%  |
| <b>2013 Estimated Median Age, Female</b>            | <b>37.56</b>  |        |
|   |   |        |
| <b>2013 Estimated Average Age, Female</b>           | <b>38.75</b>  |        |
|   |   |        |



| <b>Pop Facts:<br/>Demographic Snapshot (Part 1)</b>                         | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|---|---|--------|
| <b>2013 Estimated Population Age 15 and Over by Marital Status</b>          | <b>38,049</b>   |        |
| Total, Never Married  | 11,356  | 29.84% |
| Males, Never Married  | 5,451   | 14.33% |
| Females, Never Married  | 5,904   | 15.52% |
| Married, Spouse present   | 17,645  | 46.37% |
| Married, Spouse absent  | 2,088   | 5.49%  |
| Widowed   | 1,906   | 5.01%  |
| Males, Widowed  | 307   | 0.81%  |
| Females, Widowed  | 1,599   | 4.20%  |
| Divorced  | 5,055   | 13.28% |
| Males, Divorced   | 2,218   | 5.83%  |
| Females, Divorced   | 2,836   | 7.45%  |
|   |   |        |
| <b>2013 Estimated Population Age 25 and Over by Educational Attainment</b>  | <b>32,604</b>   |        |
| Less than 9th grade   | 761   | 2.33%  |
| Some High School, no diploma  | 804   | 2.47%  |
| High School Graduate (or GED)   | 4,541   | 13.93% |
| Some College, no degree   | 6,747   | 20.69% |
| Associate Degree  | 1,930   | 5.92%  |
| Bachelor's Degree   | 11,369  | 34.87% |
| Master's Degree   | 4,599   | 14.10% |
| Professional School Degree  | 906   | 2.78%  |
| Doctorate Degree  | 946   | 2.90%  |
|   |   |        |
| <b>2013 Est. Pop. Age 25+ by Educational Attainment, Hispanic or Latino</b> | <b>6,078</b>  |        |
| Less than High School   | 1,116   | 18.35% |
| High School Graduate (or GED)   | 1,127   | 18.54% |
| Some College or Associate's Degree  | 1,685   | 27.72% |
| Bachelor's Degree or Higher   | 2,151   | 35.39% |

**Pop Facts: Demographic Snapshot (Part 2)**

| <b>Pop Facts:<br/>Demographic Snapshot (Part 2)</b> | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |  |
|---|---|--|
| <b>Households</b>                                   |   |  |
| 2018 Projection                                     | 22,578  |  |
| 2013 Estimate                                       | 20,896  |  |
| 2010 Census   | 20,052  |  |
| 2000 Census   | 14,486  |  |

| Pop Facts:<br>Demographic Snapshot (Part 2)                                    | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |               |
|--|---|---------------|
|  |   |               |
| Growth 2013-2018   | 8.05%   |               |
| Growth 2010-2013   | 4.21%   |               |
| Growth 2000-2010   | 38.42%  |               |
| <b>2013 Estimated Households by Household Type</b>                             |   |               |
| Family Households  | 12,042  | 57.63%        |
| Non-family Households  | 8,854   | 42.37%        |
| <b>2013 Estimated Group Quarters Population</b>                                |   |               |
|  | <b>79</b>                                     |               |
| <b>2013 Households by Ethnicity: Hispanic or Latino</b>                        |   |               |
|  | <b>3,724</b>                                  | <b>17.82%</b> |
| <b>2013 Estimated Households by Household Income</b>                           |   |               |
| Less than \$15,000   | 1,565   | 7.49%         |
| \$15,000 to \$24,999   | 1,771   | 8.48%         |
| \$25,000 to \$34,999   | 1,760   | 8.42%         |
| \$35,000 to \$49,999   | 2,837   | 13.58%        |
| \$50,000 to \$74,999   | 3,591   | 17.18%        |
| \$75,000 to \$99,999   | 2,792   | 13.36%        |
| \$100,000 to \$124,999   | 2,027   | 9.70%         |
| \$125,000 to \$149,999   | 1,189   | 5.69%         |
| \$150,000 to \$199,999   | 1,573   | 7.53%         |
| \$200,000 to \$249,999   | 595   | 2.85%         |
| \$250,000 to \$499,999   | 911   | 4.36%         |
| \$500,000 or more  | 284   | 1.36%         |
| <b>2013 Estimated Average Household Income</b>                                 |   |               |
|  | <b>\$96,242</b>                               |               |
| <b>2013 Estimated Median Household Income</b>                                  |   |               |
|  | <b>\$67,507</b>                               |               |
| <b>2013 Median Household Income by Single Race Classification or Ethnicity</b> |   |               |
| White Alone  | \$75,771                                      |               |
| Black or African American Alone  | \$47,466                                      |               |
| American Indian and Alaska Native Alone  | \$42,839                                      |               |
| Asian Alone  | \$78,427                                      |               |
| Native Hawaiian and Other Pacific Islander Alone                               | \$101,961                                     |               |
| Some Other Race Alone  | \$50,498                                      |               |
| Two or More Races  | \$69,632                                      |               |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 2)</b> | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |  |
|---|---|--|
| Hispanic or Latino                                  | \$46,669  |  |
| Not Hispanic or Latino                              | \$73,167  |  |
|   |   |  |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 2)</b>                   | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|---|---|--------|
| <b>2013 Estimated Households by Type and Presence of Own Children</b> | <b>12,042</b>   |        |
| Married-Couple Family, own children                                   | 3,692   | 30.66% |
| Married-Couple Family, no own children                                | 5,316   | 44.15% |
| Male Householder, own children  | 443   | 3.68%  |
| Male Householder, no own children                                     | 474   | 3.93%  |
| Female Householder, own children                                      | 1,291   | 10.72% |
| Female Householder, no own children                                   | 825   | 6.85%  |
|   |   |        |
| <b>2013 Estimated Households by Household Size</b>                    | <b>20,896</b>   |        |
| 1-person household  | 7,488   | 35.84% |
| 2-person household  | 6,604   | 31.60% |
| 3-person household  | 3,093   | 14.80% |
| 4-person household  | 2,261   | 10.82% |
| 5-person household  | 938   | 4.49%  |
| 6-person household  | 333   | 1.59%  |
| 7 or more person household  | 179   | 0.86%  |
|   |   |        |
| <b>2013 Estimated Average Household Size</b>                          | 2.25  |        |
|   |   |        |
| <b>2013 Estimated Households by Presence of People</b>                | <b>20,896</b>   |        |
| Households with 1 or more People under Age 18                         | 5,949   | 28.47% |
| Households no People under Age 18                                     | 14,947  | 71.53% |
| <b>Households with 1 or more People under Age 18</b>                  | <b>5,949</b>  |        |
| Married-Couple Family   | 3,818   | 64.17% |
| Other Family, Male Householder  | 602   | 10.11% |
| Other Family, Female Householder                                      | 1,414   | 23.78% |
| Nonfamily, Male Householder   | 113   | 1.90%  |
| Nonfamily, Female Householder   | 2   | 0.04%  |
| <b>Households no People under Age 18</b>                              | <b>14,947</b>   |        |
| Married-Couple Family   | 5,246   | 35.10% |
| Other Family, Male Householder  | 316   | 2.11%  |
| Other Family, Female Householder                                      | 714   | 4.78%  |
| Nonfamily, Male Householder   | 3,700   | 24.75% |
| Nonfamily, Female Householder   | 4,972   | 33.26% |
|   |   |        |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 2)</b>                          | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>2013 Estimated Households by Number of Vehicles</b>                       | <b>20,896</b>   |        |
| No Vehicles  | 826   | 3.95%  |
| 1 Vehicle  | 9,525   | 45.58% |
| 2 Vehicles   | 8,177   | 39.13% |
| 3 Vehicles   | 1,906   | 9.12%  |
| 4 Vehicles   | 333   | 1.59%  |
| 5 or more Vehicles   | 129   | 0.62%  |
|  |   |        |
| <b>2013 Estimated Average Number of Vehicles</b>                             | <b>1.61</b>   |        |
|  |   |        |
| <b>Family Households</b>   |   |        |
| 2018 Projection  | 12,951  |        |
| 2013 Estimate  | 12,042  |        |
| 2010 Census  | 11,592  |        |
| 2000 Census  | 9,002   |        |
|  |   |        |
| Growth 2013-2018   | 7.55%   |        |
| Growth 2010-2013   | 3.88%   |        |
| Growth 2000-2010   | 28.77%  |        |
|  |   |        |
| <b>2013 Estimated Families by Poverty Status</b>                             | <b>12,042</b>   |        |
| 2013 Families at or Above Poverty  | 11,095  | 92.14% |
| 2013 Families at or Above Poverty with Children                              | 4,963   | 41.22% |
|  |   |        |
| 2013 Families Below Poverty  | 947   | 7.86%  |
| 2013 Families Below Poverty with Children                                    | 746   | 6.20%  |
|  |   |        |
| <b>2013 Estimated Population Age 16 and Over by Employment</b>               | <b>37,498</b>   |        |
| In Armed Forces  | 4   | 0.01%  |
| Civilian - Employed  | 24,532  | 65.42% |
| Civilian - Unemployed  | 1,533   | 4.09%  |
| Not in Labor Force   | 11,430  | 30.48% |
|  |   |        |
| <b>2013 Estimated Employed Population Age 16 and Over by Class of Worker</b> | <b>25,008</b>   |        |
| For-Profit Private Workers   | 19,009  | 76.01% |
| Non-Profit Private Workers   | 907   | 3.63%  |
| Local Government Workers   | 1,534   | 6.13%  |
| State Government Workers   | 521   | 2.08%  |

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| <b>Pop Facts:<br/>Demographic Snapshot (Part 2)</b> | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |        |
|---|---|--------|
| Federal Government Workers                          | 199   | 0.80%  |
| Self-Employed Workers                               | 2,829   | 11.31% |
| Unpaid Family Workers                               | 11  | 0.04%  |
|   |   |        |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 2)</b>  | <b>Site (-95.6442° E, 29.7868°<br/>N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>2013 Estimated Employed Population Age 16 and Over by Occupation</b>                    | <b>25,008</b>   |        |
| Management , Including Farmers and Farm Managers   | 3,203   | 12.81% |
| Business and Financial Operations  | 2,278   | 9.11%  |
| Computer and Mathematical  | 1,047   | 4.19%  |
| Architecture and Engineering   | 1,578   | 6.31%  |
| Life, Physical, and Social Science   | 723   | 2.89%  |
| Community and Social Services  | 316   | 1.26%  |
| Legal  | 463   | 1.85%  |
| Education, Training, and Library   | 1,779   | 7.11%  |
| Arts, Design, Entertainment, Sports, and Media   | 722   | 2.89%  |
| Healthcare Practitioners and Technical   | 980   | 3.92%  |
| Healthcare Support   | 378   | 1.51%  |
| Protective Service   | 202   | 0.81%  |
| Food Preparation and Serving Related   | 1,208   | 4.83%  |
| Building and Grounds Cleaning, and Maintenance   | 366   | 1.46%  |
| Service : Personal Care and Service  | 377   | 1.51%  |
| Sales and Related Occupations  | 3,662   | 14.64% |
| Office and Administrative Support  | 3,100   | 12.39% |
| Farming, Fishing, and Forestry   | 16  | 0.06%  |
| Construction and Extraction  | 540   | 2.16%  |
| Installation, Maintenance, and Repair  | 558   | 2.23%  |
| Production   | 559   | 2.23%  |
| Transportation and Material Moving   | 955   | 3.82%  |
|  |   |        |
| <b>2013 Estimated Employed Population Age 16 and Over by Occupation<br/>Classification</b> | <b>25,008</b>   |        |
| Blue Collar  | 2,612   | 10.44% |
| White Collar   | 19,849  | 79.37% |
| Service & Farm   | 2,547   | 10.19% |
|  |   |        |
| <b>2013 Estimated Workers Age 16 and Over by Transportation To Work</b>                    | <b>24,666</b>   |        |
| Drove Alone  | 20,825  | 84.43% |
| Car Pooled   | 1,500   | 6.08%  |
| Public Transportation  | 524   | 2.13%  |
| Walked   | 463   | 1.88%  |
| Bicycle  | 79  | 0.32%  |
| Other Means  | 368   | 1.49%  |
| Worked at Home   | 906   | 3.67%  |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 2)</b>                  | <b>Site (-95.6442° E, 29.7868°<br/>N)<br/>3 mile ring</b> |        |
|--|---|--------|
| <b>2013 Estimated Workers Age 16 and Over by Travel Time to Work</b> | <b>23,738</b>   |        |
| Less than 15 minutes   | 6,328   | 26.66% |
| 15 to 29 Minutes   | 8,627   | 36.34% |
| 30 to 44 Minutes   | 5,787   | 24.38% |
| 45 to 59 Minutes   | 1,713   | 7.22%  |
| 60 or more Minutes   | 1,283   | 5.40%  |
| <b>2013 Estimated Average Travel Time to Work in Minutes</b>         | <b>26.89</b>  |        |
| <b>2013 Estimated Tenure of Occupied Housing Units</b>               | <b>20,896</b>   |        |
| Owner-Occupied   | 8,410   | 40.25% |
| Renter-Occupied  | 12,486  | 59.75% |
| <b>2013 Occupied Housing Units, Average Length of Residence</b>      |   |        |
| Owner-Occupied   | 15  |        |
| Renter-Occupied  | 5   |        |



| <b>Pop Facts:<br/>Demographic Snapshot (Part 2)</b>             | <b>Site (-95.6442° E, 29.7868°<br/>N)<br/>3 mile ring</b> |        |
|---|---|--------|
| <b>2013 Estimated All Owner-Occupied Housing Units by Value</b> | <b>8,410</b>  |        |
| Less than \$20,000  | 14  | 0.17%  |
| \$20,000 to \$39,999  | 48  | 0.57%  |
| \$40,000 to \$59,999  | 123   | 1.47%  |
| \$60,000 to \$79,999  | 87  | 1.04%  |
| \$80,000 to \$99,999  | 448   | 5.33%  |
| \$100,000 to \$149,999  | 1,628   | 19.36% |
| \$150,000 to \$199,999  | 1,100   | 13.08% |
| \$200,000 to \$299,999  | 2,167   | 25.77% |
| \$300,000 to \$399,999  | 1,508   | 17.93% |
| \$400,000 to \$499,999  | 575   | 6.84%  |
| \$500,000 to \$749,999  | 489   | 5.81%  |
| \$750,000 to \$999,999  | 69  | 0.81%  |
| \$1,000,000 or more   | 154   | 1.83%  |
| <b>2013 Estimated Median Owner-Occupied Housing Unit Value</b>  | <b>\$234,863</b>  |        |
| <b>2013 Estimated Housing Units by Units in Structure</b>       | <b>23,641</b>   |        |
| 1 Unit Attached   | 2,306   | 9.75%  |
| 1 Unit Detached   | 7,609   | 32.19% |
| 2 Units   | 239   | 1.01%  |
| 3 or 4 Units  | 1,254   | 5.31%  |
| 5 to 19 Units   | 7,276   | 30.78% |
| 20 to 49 Units  | 1,960   | 8.29%  |
| 50 or More Units  | 2,970   | 12.56% |
| Mobile Home or Trailer  | 25  | 0.11%  |
| Boat, RV, Van, etc.   | 1   | 0.00%  |
| <b>Dominant structure type</b>                                  | 1 Unit Detached   |        |
| <b>2013 Estimated Housing Units by Year Structure Built</b>     | <b>23,641</b>   |        |
| 2005 or later   | 2,399   | 10.15% |
| 2000 to 2004  | 3,448   | 14.58% |
| 1990 to 1999  | 5,968   | 25.24% |
| 1980 to 1989  | 3,688   | 15.60% |
| 1970 to 1979  | 5,860   | 24.79% |
| 1960 to 1969  | 1,906   | 8.06%  |
| 1950 to 1959  | 255   | 1.08%  |
| 1940 to 1949  | 84  | 0.35%  |
| 1939 or Earlier   | 34  | 0.14%  |

| <b>Pop Facts:<br/>Demographic Snapshot (Part 2)</b>   | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |  |
|---|---|--|
| <b>2013 Estimated Median Year Structure Built**</b>   | <b>1990</b>   |  |
| <b>Dominant Year Structure Built</b>  | <b>1990 to 1999</b>                                   |  |
| ** Median Year Built will be unreliable if more than half of the Housing Units in this report area were built in 1939 or earlier. |   |  |

### **Business Facts: Businesses by Major Sectors**

| <b>Business Facts:<br/>Businesses by Major Sectors</b>      | <b>Site (-95.6442° E, 29.7868° N)<br/>3 mile ring</b> |  |  |                             |  |
|---|---|--|--|-----------------------------|--|
|   | <b>NAICS Code</b>                                     | <b>Total Establishments</b>                      | <b>Total Employees</b>                           | <b>Sales (\$ Thousands)</b> | <b>Establishments with 100 or more Employees</b> |
| <b>Total Businesses</b>                                     | <b>All</b>  | <b>3,130</b>                                     | <b>50,597</b>                                    | <b>\$8,671,017</b>          | <b>81</b>  |
| Dominant Major Group  |   | Professional, Scientific, and Technical Services | Professional, Scientific, and Technical Services | Wholesale Trade             | Professional, Scientific, and Technical Services |
| Dominant Minor Group  |   | Professional, Scientific, and Technical Services | Professional, Scientific, and Technical Services | Wholesale Trade             | Professional, Scientific, and Technical Services |
| <b>Retail Trade</b>   | <b>44-45</b>  | <b>357</b>                                       | <b>4,895</b>                                     | <b>\$1,934,759</b>          | <b>12</b>  |
| Motor Vehicle and Parts Dealers                             | 441   | 45   | 1,505  | \$1,106,472                 | 5  |
| Furniture and Home Furnishing Stores                        | 442   | 16   | 936  | \$280,302                   | 1  |
| Electronics and Appliance Stores                            | 443   | 54   | 444  | \$127,270                   | 0  |
| Building Material and Garden Equipment and Supplies Dealers | 444   | 25   | 184  | \$54,836                    | 0  |
| Food and Beverage Stores                                    | 445   | 37   | 322  | \$73,343                    | 1  |
| Health and Personal Care Stores                             | 446   | 32   | 427  | \$74,516                    | 1  |
| Gasoline Stations   | 447   | 28   | 130  | \$60,227                    | 0  |
| Clothing and Accessories Stores                             | 448   | 34   | 102  | \$17,133                    | 0  |
| Sporting Goods, Hobby, Musical Instrument and Book Stores   | 451   | 17   | 143  | \$21,011                    | 0  |
| General Merchandise Stores                                  | 452   | 13   | 344  | \$67,993                    | 2  |
| Miscellaneous Store Retailers                               | 453   | 47   | 187  | \$27,693                    | 0  |
| Nonstore Retailers  | 454   | 10   | 169  | \$23,964                    | 1  |
| <b>Finance and Insurance</b>                                | <b>52</b>   | <b>351</b>                                       | <b>1,882</b>                                     | <b>\$500,870</b>            | <b>3</b>   |
| Monetary Authorities-Central                                | 521   | 0  | 0  | \$0                         | 0  |

| Business Facts:<br>Businesses by Major Sectors  | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |                         |                    |                            |  |
|---|---|-------------------------|--------------------|----------------------------|--|
|   | NAICS<br>Code                                 | Total<br>Establishments | Total<br>Employees | Sales<br>(\$<br>Thousands) | Establishments<br>with<br>100 or more<br>Employees |
| Bank  |   |                         |                    |                            |  |
| Credit Intermediation and Related Activities  | 522   | 102                     | 691                | \$163,372                  | 1  |
| Securities, Commodity Contracts, and Other Financial Investments and Related Activities | 523   | 69                      | 362                | \$141,798                  | 1  |
| Insurance Carriers and Related Activities   | 524   | 180                     | 824                | \$186,401                  | 1  |
| Funds, Trusts and Other Financial Vehicles  | 525   | 1                       | 5                  | \$9,300                    | 0  |
| <b>Accommodation and Food Services</b>  | <b>72</b>                                     | <b>220</b>              | <b>3,712</b>       | <b>\$208,109</b>           | <b>3</b>   |
| Accommodation   | 721   | 30                      | 970                | \$91,185                   | 3  |
| Food Services and Drinking Places   | 722   | 190                     | 2,742              | \$116,923                  | 1  |
| <b>Other Services (except Public Administration)</b>                                    | <b>81</b>                                     | <b>256</b>              | <b>1,545</b>       | <b>\$76,068</b>            | <b>1</b>   |
| Repair and Maintenance  | 811   | 72                      | 319                | \$36,277                   | 0  |
| Personal and Laundry Services   | 812   | 127                     | 577                | \$35,816                   | 0  |
| Religious, Grantmaking, Civic, Professional, and Similar Organizations                  | 813   | 57                      | 649                | \$3,975                    | 1  |
| <b>Agriculture, Forestry, Fishing and Hunting</b>                                       | <b>11</b>                                     | <b>2</b>                | <b>3</b>           | <b>\$295</b>               | <b>0</b>   |
| <b>Mining, Quarrying, and Oil and Gas Extraction</b>                                    | <b>21</b>                                     | <b>76</b>               | <b>2,655</b>       | <b>\$211,605</b>           | <b>9</b>   |
| <b>Utilities</b>  | <b>22</b>                                     | <b>17</b>               | <b>246</b>         | <b>\$101,194</b>           | <b>1</b>   |
| <b>Construction</b>   | <b>23</b>                                     | <b>188</b>              | <b>2,690</b>       | <b>\$590,529</b>           | <b>4</b>   |
| <b>Manufacturing</b>  | <b>31-33</b>                                  | <b>85</b>               | <b>9,045</b>       | <b>510,300</b>             | <b>7</b>   |
| <b>Wholesale Trade</b>  | <b>42</b>                                     | <b>166</b>              | <b>3,555</b>       | <b>\$2,349,060</b>         | <b>7</b>   |
| <b>Transportation and Warehousing</b>   | <b>48-49</b>                                  | <b>48</b>               | <b>707</b>         | <b>68,791</b>              | <b>2</b>   |
| <b>Information</b>  | <b>51</b>                                     | <b>45</b>               | <b>300</b>         | <b>\$76,508</b>            | <b>0</b>   |
| <b>Real Estate and Rental and Leasing</b>   | <b>53</b>                                     | <b>209</b>              | <b>1,524</b>       | <b>\$248,135</b>           | <b>2</b>   |
| <b>Professional, Scientific, and Technical Services</b>                                 | <b>54</b>                                     | <b>552</b>              | <b>10,478</b>      | <b>\$1,131,336</b>         | <b>18</b>  |
| <b>Management of Companies and Enterprises</b>  | <b>55</b>                                     | <b>3</b>                | <b>30</b>          | <b>\$7,723</b>             | <b>0</b>   |
| <b>Administrative and Support and Waste Management and</b>                              | <b>56</b>                                     | <b>142</b>              | <b>1,470</b>       | <b>\$140,217</b>           | <b>2</b>   |

| Business Facts:<br>Businesses by Major Sectors                                 | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |                      |                 |                      |   |
|--|---|----------------------|-----------------|----------------------|---|
|  | NAICS Code                                    | Total Establishments | Total Employees | Sales (\$ Thousands) | Establishments with 100 or more Employees |
| <b>Remediation Services</b>  |   |                      |                 |                      |   |
| <b>Educational Services</b>  | 61  | 53                   | 1,436           | \$6,482              | 3   |
| <b>Healthcare and Social Assistance</b>  | 62  | 304                  | 3,386           | \$475,803            | 4   |
| <b>Arts, Entertainment, and Recreation</b>                                     | 71  | 43                   | 431             | \$33,233             | 0   |
| <b>Public Administration</b>   | 92  | 14                   | 606             | \$0                  | 2   |
| <b>Daytime Population</b>  |   | 50,597               |                 |                      |   |
| <b>Residential Population</b>  |   | 47,029               |                 |                      |   |
| <b>Households</b>  |   | 20,896               |                 |                      |   |
| <b>Average Household Income</b>  |   | \$96,242             |                 |                      |   |
| <i>Prepared from Nielsen Business-Facts which includes data from infogroup</i> |   |                      |                 |                      |   |

**Business Facts: Businesses by 3-digit NAICS Code**

| Business Facts:<br>Businesses by 3-digit NAICS Code | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |   |   |   |  |
|---|---|---|---|---|--|
|   | NAICS Code                                    | Total Establishments  | Total Employees   | Sales (\$ Thousands)  | Establishments with 100 or more Employees  |
| <b>Total Businesses</b>                             | <b>All</b>                                    | <b>3,130</b>  | <b>50,597</b>   | <b>\$8,671,017</b>  | <b>81</b>  |
| Top 10 NAICS Groups                                 |   | Professional, Scientific and Technical Services<br>Ambulatory Health Care Services<br>Food Services and Drinking Places<br>Insurance Carriers and Related Activities<br>Real Estate<br>Administrative and Support Services<br>Unclassified<br>Personal and Laundry Services<br>Merchant Wholesalers, Durable Goods<br>Credit Intermediation and | Professional, Scientific and Technical Services<br>Petroleum and Coal Products Manufacturing<br>Food Services and Drinking Places<br>Support Activities for Mining<br>Chemical Manufacturing<br>Ambulatory Health Care Services<br>Merchant Wholesalers, Durable Goods<br>Motor Vehicle and Parts Dealers | Professional, Scientific and Technical Services<br>Merchant Wholesalers Non durable goods<br>Motor Vehicle and Parts Dealers<br>Merchant Wholesalers, Durable Goods<br>Ambulatory Health Care Services<br>Wholesale Electronic Markets and Agents and Brokers<br>Heavy and Civil Engineering Construction | Professional, Scientific and Technical Services<br>Support Activities for Mining<br>Motor Vehicle and Parts Dealers<br>Merchant Wholesalers, Durable Goods<br>Merchant Wholesalers Non durable goods<br>Educational Services<br>Accommodation<br>Nursing and Residential Care Facilities<br>Chemical Manufacturing |

| Business Facts:<br>Businesses by<br>3-digit NAICS<br>Code    | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |                         |   |  |  |
|--|---|-------------------------|---|--|--|
|  | NAICS<br>Code                                 | Total<br>Establishments | Total<br>Employees  | Sales<br>(\$ Thousands)  | Establishments<br>with<br>100 or more<br>Employees |
|  |   | Related Activities      | Administrative and<br>Support Services<br>Merchant Wholesalers<br>Non durable goods | Furniture and Home<br>Furnishing Stores<br>Primary Metal<br>Manufacturing<br>Real Estate | General Merchandise<br>Stores                      |
| <b>Agriculture,<br/>Forestry, Fishing<br/>and Hunting</b>    | <b>11</b>                                     | <b>2</b>                | <b>3</b>  | <b>\$295</b>   | <b>0</b>   |
| Crop Production  | 111   | 0                       | 0   | \$0  | 0  |
| Animal<br>Production and<br>Aquaculture                      | 112   | 1                       | 2   | \$194  | 0  |
| Forestry and<br>Logging                                      | 113   | 0                       | 0   | \$0  | 0  |
| Fishing Hunting<br>and Trapping                              | 114   | 0                       | 0   | \$0  | 0  |
| Support<br>Activities for<br>Agriculture and<br>Forestry     | 115   | 1                       | 1   | \$101  | 0  |
| <b>Mining, Quarrying,<br/>and Oil and Gas<br/>Extraction</b> | <b>21</b>                                     | <b>76</b>               | <b>2,655</b>  | <b>\$211,605</b>   | <b>9</b>   |
| Oil and Gas<br>Extraction                                    | 211   | 6                       | 24  | \$32,571   | 0  |
| Mining (except<br>Oil and Gas)                               | 212   | 2                       | 4   | \$268  | 0  |
| Support<br>Activities for Mining                             | 213   | 69                      | 2,627   | \$178,765  | 9  |
| <b>Utilities</b>   | <b>22</b>                                     | <b>17</b>               | <b>246</b>  | <b>\$101,194</b>   | <b>1</b>   |
| <b>Construction</b>  | <b>23</b>                                     | <b>188</b>              | <b>2,690</b>  | <b>\$590,529</b>   | <b>4</b>   |
| Construction of<br>Buildings                                 | 236   | 62                      | 588   | \$165,726  | 1  |
| Heavy and Civil<br>Engineering<br>Construction               | 237   | 27                      | 1,203   | \$286,079  | 2  |
| Specialty Trade<br>Contractors                               | 238   | 99                      | 899   | \$138,725  | 1  |
| <b>Manufacturing</b>   | <b>31-33</b>                                  | <b>85</b>               | <b>9,045</b>  | <b>\$510,300</b>   | <b>7</b>   |

| Business Facts:<br>Businesses by<br>3-digit NAICS<br>Code | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |                         |                    |                         |  |
|---|---|-------------------------|--------------------|-------------------------|--|
|   | NAICS<br>Code                                 | Total<br>Establishments | Total<br>Employees | Sales<br>(\$ Thousands) | Establishments<br>with<br>100 or more<br>Employees |
| Food<br>Manufacturing                                     | 311   | 11                      | 45                 | \$4,607                 | 0  |
| Beverage and<br>Tobacco Product<br>Manufacturing          | 312   | 0                       | 1                  | \$349                   | 0  |
| Textile Mills   | 313   | 0                       | 0                  | \$0                     | 0  |
| Textile Product<br>Mills                                  | 314   | 0                       | 0                  | \$0                     | 0  |
| Apparel<br>Manufacturing                                  | 315   | 1                       | 50                 | \$9,100                 | 0  |
| Leather and<br>Allied Product<br>Manufacturing            | 316   | 0                       | 0                  | \$0                     | 0  |
| Wood Product<br>Manufacturing                             | 321   | 2                       | 66                 | \$13,263                | 0  |
| Paper<br>Manufacturing                                    | 322   | 1                       | 2                  | \$531                   | 0  |
| Printing and<br>Related Support<br>Activities             | 323   | 9                       | 66                 | \$12,252                | 0  |
| Petroleum and<br>Coal Products<br>Manufacturing           | 324   | 10                      | 5,182              | \$90,128                | 2  |
| Chemical<br>Manufacturing                                 | 325   | 9                       | 2,031              | \$22,123                | 2  |
| Plastics and<br>Rubber Products<br>Manufacturing          | 326   | 1                       | 15                 | \$4,113                 | 0  |
| Nonmetallic<br>Mineral Product<br>Manufacturing           | 327   | 3                       | 117                | \$10,722                | 1  |
| Primary Metal<br>Manufacturing                            | 331   | 4                       | 15                 | \$4,349                 | 0  |
| Fabricated Metal<br>Product<br>Manufacturing              | 332   | 9                       | 1,082              | \$245,403               | 1  |
| Machinery<br>Manufacturing                                | 333   | 3                       | 118                | \$39,765                | 1  |
| Computer and  | 334   | 2                       | 24                 | \$6,916                 | 0  |

| Business Facts:<br>Businesses by<br>3-digit NAICS<br>Code               | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |                         |                    |                         |  |
|---|---|-------------------------|--------------------|-------------------------|--|
|   | NAICS<br>Code                                 | Total<br>Establishments | Total<br>Employees | Sales<br>(\$ Thousands) | Establishments<br>with<br>100 or more<br>Employees |
| Electronic Product<br>Manufacturing                                     |   |                         |                    |                         |  |
| Electrical<br>Equipment,<br>Appliance and<br>Component<br>Manufacturing | 335   | 0                       | 0                  | \$0                     | 0  |
| Transportation<br>Equipment<br>Manufacturing                            | 336   | 3                       | 11                 | \$3,969                 | 0  |
| Furniture and<br>Related Product<br>Manufacturing                       | 337   | 3                       | 8                  | \$1,382                 | 0  |
| Miscellaneous<br>Manufacturing  | 339   | 14                      | 213                | \$41,327                | 1  |
| <b>Wholesale Trade</b>  | <b>42</b>                                     | <b>166</b>              | <b>3,555</b>       | <b>\$2,349,060</b>      | <b>7</b>   |
| Merchant<br>Wholesalers,<br>Durable Goods                               | 423   | 123                     | 1,980              | \$849,180               | 4  |
| Merchant<br>Wholesalers Non<br>durable goods                            | 424   | 36                      | 1,440              | \$1,109,995             | 3  |
| Wholesale<br>Electronic Markets<br>and Agents and<br>Brokers            | 425   | 7                       | 135                | \$389,885               | 1  |
| <b>Retail Trade</b>   | <b>44-45</b>                                  | <b>357</b>              | <b>4,895</b>       | <b>\$1,934,759</b>      | <b>12</b>  |
| Motor Vehicle<br>and Parts Dealers                                      | 441   | 45                      | 1,505              | \$1,106,472             | 5  |
| Furniture and<br>Home Furnishing<br>Stores                              | 442   | 16                      | 936                | \$280,302               | 1  |
| Electronics and<br>Appliance Stores                                     | 443   | 54                      | 444                | \$127,270               | 0  |
| Building Material<br>and Garden<br>Equipment and<br>Supplies Dealers    | 444   | 25                      | 184                | \$54,836                | 0  |
| Food and<br>Beverage Stores   | 445   | 37                      | 322                | \$73,343                | 1  |

| Business Facts:<br>Businesses by<br>3-digit NAICS<br>Code          | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |                         |                    |                         |  |
|--|---|-------------------------|--------------------|-------------------------|--|
|  | NAICS<br>Code                                 | Total<br>Establishments | Total<br>Employees | Sales<br>(\$ Thousands) | Establishments<br>with<br>100 or more<br>Employees |
| Health and<br>Personal Care Stores                                 | 446   | 32                      | 427                | \$74,516                | 1  |
| Gasoline Stations  | 447   | 28                      | 130                | \$60,227                | 0  |
| Clothing and<br>Accessories Stores                                 | 448   | 34                      | 102                | \$17,133                | 0  |
| Sporting Goods,<br>Hobby, Musical<br>Instrument and<br>Book Stores | 451   | 17                      | 143                | \$21,011                | 0  |
| General<br>Merchandise Stores                                      | 452   | 13                      | 344                | \$67,993                | 2  |
| Miscellaneous<br>Store Retailers                                   | 453   | 47                      | 187                | \$27,693                | 0  |
| Nonstore<br>Retailers  | 454   | 10                      | 169                | \$23,964                | 1  |
| <b>Transportation and<br/>Warehousing</b>                          | <b>48-49</b>                                  | <b>48</b>               | <b>707</b>         | <b>\$68,791</b>         | <b>2</b>   |
| Air<br>Transportation  | 481   | 0                       | 0                  | \$0                     | 0  |
| Rail<br>Transportation   | 482   | 0                       | 0                  | \$0                     | 0  |
| Water<br>Transportation  | 483   | 9                       | 73                 | \$4,877                 | 0  |
| Truck<br>Transportation  | 484   | 5                       | 41                 | \$5,373                 | 0  |
| Transit and<br>Ground Passenger<br>Transportation                  | 485   | 6                       | 22                 | \$1,987                 | 0  |
| Pipeline<br>Transportation   | 486   | 3                       | 180                | \$25,983                | 1  |
| Scenic and<br>Sightseeing<br>Transportation                        | 487   | 1                       | 1                  | \$164                   | 0  |
| Support<br>Activities for<br>Transportation                        | 488   | 19                      | 349                | \$29,624                | 1  |
| Postal Service   | 491   | 4                       | 34                 | \$0                     | 0  |
| Couriers and<br>Messengers   | 492   | 1                       | 6                  | \$465                   | 0  |



| Business Facts:<br>Businesses by<br>3-digit NAICS<br>Code  | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |                         |                    |                         |  |
|--|---|-------------------------|--------------------|-------------------------|--|
|  | NAICS<br>Code                                 | Total<br>Establishments | Total<br>Employees | Sales<br>(\$ Thousands) | Establishments<br>with<br>100 or more<br>Employees |
| Warehousing<br>and Storage   | 493   | 1                       | 2                  | \$318                   | 0  |
| <b>Information</b>   | <b>51</b>                                     | <b>45</b>               | <b>300</b>         | <b>\$76,508</b>         | <b>0</b>   |
| Publishing<br>Industries (Except<br>Internet)  | 511   | 9                       | 100                | \$23,566                | 0  |
| Motion Picture<br>and Sound<br>Recording Industries  | 512   | 3                       | 11                 | \$1,885                 | 0  |
| Broadcasting<br>(Except Internet)  | 515   | 2                       | 14                 | \$7,147                 | 0  |
| Telecommunicati<br>ons   | 517   | 11                      | 68                 | \$29,581                | 0  |
| Data Processing,<br>Hosting, and<br>Related Services   | 518   | 14                      | 62                 | \$11,511                | 0  |
| Other<br>Information Services  | 519   | 6                       | 45                 | \$2,819                 | 0  |
| <b>Finance and<br/>Insurance</b>   | <b>52</b>                                     | <b>351</b>              | <b>1,882</b>       | <b>\$500,870</b>        | <b>3</b>   |
| Monetary<br>Authorities-Central<br>Bank  | 521   | 0                       | 0                  | \$0                     | 0  |
| Credit<br>Intermediation and<br>Related Activities   | 522   | 102                     | 691                | \$163,372               | 1  |
| Securities,<br>Commodity<br>Contracts, and<br>Other Financial<br>Investments and<br>Related Activities | 523   | 69                      | 362                | \$141,798               | 1  |
| Insurance<br>Carriers and Related<br>Activities  | 524   | 180                     | 824                | \$186,401               | 1  |
| Funds, Trusts and<br>Other Financial<br>Vehicles   | 525   | 1                       | 5                  | \$9,300                 | 0  |
| New Formula  |   |                         | 1,882              |                         |  |

| Business Facts:<br>Businesses by<br>3-digit NAICS<br>Code                                       | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |                         |                    |                         |  |
|---|---|-------------------------|--------------------|-------------------------|--|
|   | NAICS<br>Code                                 | Total<br>Establishments | Total<br>Employees | Sales<br>(\$ Thousands) | Establishments<br>with<br>100 or more<br>Employees |
| <b>Real Estate and<br/>Rental and Leasing</b>   | <b>53</b>                                     | <b>209</b>              | <b>1,524</b>       | <b>\$248,135</b>        | <b>2</b>   |
| Real Estate   | 531   | 177                     | 1,314              | \$202,599               | 1  |
| Rental and<br>Leasing Services  | 532   | 31                      | 210                | \$45,536                | 1  |
| Lessors of<br>Nonfinancial<br>Intangible Assets<br>(except Copyrighted<br>Works)                | 533   | 0                       | 0                  | \$0                     | 0  |
| <b>Professional,<br/>Scientific, and<br/>Technical Services</b>                                 | <b>54</b>                                     | <b>552</b>              | <b>10,478</b>      | <b>\$1,131,336</b>      | <b>18</b>  |
| <b>Management of<br/>Companies and<br/>Enterprises</b>  | <b>55</b>                                     | <b>3</b>                | <b>30</b>          | <b>\$7,723</b>          | <b>0</b>   |
| <b>Administrative and<br/>Support and Waste<br/>Management and<br/>Remediation<br/>Services</b> | <b>56</b>                                     | <b>142</b>              | <b>1,470</b>       | <b>\$140,217</b>        | <b>2</b>   |
| Administrative<br>and Support<br>Services   | 561   | 139                     | 1,462              | \$138,789               | 2  |
| Waste<br>Management and<br>Remediation<br>Services  | 562   | 2                       | 8                  | \$1,428                 | 0  |
| <b>Educational<br/>Services</b>   | <b>61</b>                                     | <b>53</b>               | <b>1,436</b>       | <b>\$6,482</b>          | <b>3</b>   |
| <b>Healthcare and<br/>Social Assistance</b>   | <b>62</b>                                     | <b>304</b>              | <b>3,386</b>       | <b>\$475,803</b>        | <b>4</b>   |
| Ambulatory<br>Health Care Services  | 621   | 254                     | 2,009              | \$413,795               | 1  |
| Hospitals   | 622   | 2                       | 225                | \$23,805                | 0  |
| Nursing and<br>Residential Care<br>Facilities   | 623   | 10                      | 809                | \$29,538                | 3  |
| Social Assistance   | 624   | 38                      | 344                | \$8,665                 | 0  |

| Business Facts:<br>Businesses by<br>3-digit NAICS<br>Code                          | Site (-95.6442° E, 29.7868° N)<br>3 mile ring |                         |                    |                         |  |
|--|---|-------------------------|--------------------|-------------------------|--|
|  | NAICS<br>Code                                 | Total<br>Establishments | Total<br>Employees | Sales<br>(\$ Thousands) | Establishments<br>with<br>100 or more<br>Employees |
| <b>Arts,<br/>Entertainment, and<br/>Recreation</b>                                 | <b>71</b>                                     | <b>43</b>               | <b>431</b>         | <b>\$33,233</b>         | <b>0</b>   |
| Performing Arts,<br>Spectator Sports,<br>and Related<br>Industries                 | 711   | 12                      | 43                 | \$8,599                 | 0  |
| Museums,<br>Historical Sites, and<br>Similar Institutions                          | 712   | 8                       | 110                | \$9,053                 | 0  |
| Amusement,<br>Gambling, and<br>Recreation<br>Industries                            | 713   | 22                      | 278                | \$15,581                | 0  |
| <b>Accommodation<br/>and Food Services</b>   | <b>72</b>                                     | <b>220</b>              | <b>3,712</b>       | <b>\$208,109</b>        | <b>3</b>   |
| Accommodation  | 721   | 30                      | 970                | \$91,185                | 3  |
| Food Services<br>and Drinking Places   | 722   | 190                     | 2,742              | \$116,923               | 1  |
| <b>Other Services<br/>(except Public<br/>Administration)</b>                       | <b>81</b>                                     | <b>256</b>              | <b>1,545</b>       | <b>\$76,068</b>         | <b>1</b>   |
| Repair and<br>Maintenance  | 811   | 72                      | 319                | \$36,277                | 0  |
| Personal and<br>Laundry Services   | 812   | 127                     | 577                | \$35,816                | 0  |
| Religious,<br>Grantmaking, Civic,<br>Professional, and<br>Similar<br>Organizations | 813   | 57                      | 649                | \$3,975                 | 1  |
| <b>Public<br/>Administration</b>   | <b>92</b>                                     | <b>14</b>               | <b>606</b>         | <b>\$0</b>              | <b>2</b>   |

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## VIII. Sources

CAS  
Claritas BusinessPoint  
Claritas Inc.  
ReferenceUSA