



Latitude: 29.71263  
Longitude: -95.504546

6840 Southwest Fwy  
Houston, TX 77074  
Radius: 3.0 miles

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Houston, TX 77074  
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2000 Total Population	232,079	354,608	510,824
2000 Group Quarters	2,238	2,806	3,796
2005 Total Population	257,224	393,301	565,559
2010 Total Population	288,820	441,687	634,714
2005 - 2010 Annual Rate	2.34%	2.35%	2.33%



2000 Households	98,062	149,889	213,475
2000 Average Household Size	2.34	2.35	2.38
2005 Households	106,544	163,359	232,502
2005 Average Household Size	2.39	2.39	2.42
2010 Households	118,669	182,137	259,182
2010 Average Household Size	2.41	2.41	2.43
2005 - 2010 Annual Rate	2.18%	2.2%	2.2%
2000 Families	52,388	82,844	121,764
2000 Average Family Size	3.17	3.14	3.14
2005 Families	56,343	89,295	131,120
2005 Average Family Size	3.27	3.22	3.22
2010 Families	62,210	98,680	144,901
2010 Average Family Size	3.3	3.25	3.25
2005 - 2010 Annual Rate	2%	2.02%	2.02%



<b>2000 Housing Units</b>	106,890	163,062	232,183
Owner Occupied Housing Units	24.7%	29.8%	33.9%
Renter Occupied Housing Units	67.1%	62.1%	58.1%
Vacant Housing Units	8.2%	8.0%	8.0%
<b>2005 Housing Units</b>	116,197	177,843	253,078
Owner Occupied Housing Units	25.9%	31.0%	35.1%
Renter Occupied Housing Units	65.8%	60.8%	56.8%
Vacant Housing Units	8.3%	8.1%	8.1%
<b>2010 Housing Units</b>	129,442	198,333	282,195
Owner Occupied Housing Units	26.3%	31.5%	35.7%
Renter Occupied Housing Units	65.4%	60.4%	56.2%
Vacant Housing Units	8.3%	8.2%	8.2%

#### Median Household Income

2000	\$35,608	\$38,051	\$40,661
2005	\$43,254	\$46,282	\$49,474
2010	\$52,468	\$55,999	\$59,637

#### Median Home Value

2000	\$108,954	\$133,310	\$133,146
2005	\$133,576	\$162,344	\$161,641
2010	\$163,712	\$197,425	\$196,173

#### Per Capita Income

2000	\$22,880	\$26,743	\$28,837
2005	\$28,231	\$32,373	\$34,779
2010	\$35,635	\$41,167	\$44,346

#### Median Age

2000	30.3	31.1	31.8
2005	31.1	31.9	32.5
2010	31.5	32.3	33.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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### 2000 Households by Income

Household Income Base	98,227	150,028	213,768
< \$15,000	17.2%	16.2%	15.0%
\$15,000 - \$24,999	16.0%	15.0%	14.0%
\$25,000 - \$34,999	16.0%	15.1%	14.5%
\$35,000 - \$49,999	16.3%	15.6%	15.6%
\$50,000 - \$74,999	15.3%	15.0%	15.5%
\$75,000 - \$99,999	7.2%	7.6%	8.2%
\$100,000 - \$149,999	6.4%	7.7%	8.1%
\$150,000 - \$199,999	2.6%	3.2%	3.5%
\$200,000+	3.1%	4.6%	5.6%
Average Household Income	\$53,847	\$62,645	\$68,390

### 2005 Households by Income

Household Income Base	106,545	163,358	232,500
< \$15,000	13.7%	12.9%	11.9%
\$15,000 - \$24,999	12.5%	11.9%	11.1%
\$25,000 - \$34,999	13.6%	12.8%	12.0%
\$35,000 - \$49,999	16.5%	15.6%	15.4%
\$50,000 - \$74,999	17.1%	16.6%	16.7%
\$75,000 - \$99,999	9.1%	9.1%	9.7%
\$100,000 - \$149,999	9.2%	10.2%	10.9%
\$150,000 - \$199,999	3.3%	4.0%	4.2%
\$200,000+	5.0%	6.9%	8.1%
Average Household Income	\$68,251	\$77,759	\$84,386

### 2010 Households by Income

Household Income Base	118,670	182,136	259,181
< \$15,000	11.2%	10.6%	9.8%
\$15,000 - \$24,999	9.6%	9.1%	8.4%
\$25,000 - \$34,999	11.5%	10.7%	10.0%
\$35,000 - \$49,999	15.2%	14.4%	13.9%
\$50,000 - \$74,999	17.8%	17.0%	17.1%
\$75,000 - \$99,999	10.1%	10.0%	10.3%
\$100,000 - \$149,999	12.1%	12.6%	13.5%
\$150,000 - \$199,999	4.6%	5.4%	5.7%
\$200,000+	7.8%	10.2%	11.5%
Average Household Income	\$86,973	\$99,670	\$108,392

### 2000 Owner Occupied HUs by Value

Total	26,557	48,703	78,870
<\$50,000	12.6%	9.6%	8.7%
\$50,000 - 99,999	33.8%	27.4%	29.3%
\$100,000 - 149,999	18.4%	18.8%	17.3%
\$150,000 - 199,999	10.9%	12.0%	11.1%
\$200,000 - \$299,999	10.8%	12.3%	11.4%
\$300,000 - 499,999	9.0%	11.7%	11.6%
\$500,000 - 999,999	3.7%	6.6%	8.2%
\$1,000,000+	0.8%	1.8%	2.3%
Average Home Value	\$167,338	\$211,470	\$225,233

### 2000 Specified Renter Occupied HUs by Contract Rent

Total	71,615	101,213	134,726
With Cash Rent	99.2%	99.1%	98.9%
No Cash Rent	0.8%	0.9%	1.1%
Median Rent	\$534	\$531	\$542
Average Rent	\$589	\$591	\$608

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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**2000 Population by Age**

Total	232,079	354,606	510,823
0 - 4	8.4%	8.4%	8.2%
5 - 9	6.7%	7.0%	7.2%
10 - 14	5.2%	5.5%	5.9%
15 - 24	15.9%	14.7%	14.0%
25 - 34	23.9%	22.2%	20.9%
35 - 44	15.9%	15.9%	16.1%
45 - 54	10.5%	11.3%	12.2%
55 - 64	5.8%	6.4%	6.7%
65 - 74	4.0%	4.5%	4.6%
75 - 84	2.6%	3.0%	3.1%
85+	1.0%	1.1%	1.1%
18+	76.6%	75.9%	75.4%

**2005 Population by Age**

Total	257,220	393,302	565,558
0 - 4	8.3%	8.2%	8.0%
5 - 9	7.0%	7.1%	7.1%
10 - 14	6.1%	6.4%	6.7%
15 - 24	14.8%	14.2%	14.0%
25 - 34	22.2%	20.3%	19.0%
35 - 44	15.9%	15.6%	15.5%
45 - 54	11.4%	12.1%	12.7%
55 - 64	6.7%	7.5%	8.0%
65 - 74	3.7%	4.2%	4.3%
75 - 84	2.8%	3.2%	3.3%
85+	1.1%	1.3%	1.3%
18+	75.4%	75.0%	74.8%

**2010 Population by Age**

Total	288,821	441,685	634,716
0 - 4	8.2%	8.1%	7.9%
5 - 9	6.4%	6.4%	6.4%
10 - 14	6.1%	6.3%	6.5%
15 - 24	16.4%	15.9%	15.5%
25 - 34	19.2%	17.7%	16.8%
35 - 44	15.5%	15.1%	15.0%
45 - 54	12.4%	12.9%	13.3%
55 - 64	7.8%	8.7%	9.3%
65 - 74	3.8%	4.3%	4.6%
75 - 84	2.7%	3.1%	3.1%
85+	1.4%	1.5%	1.5%
18+	75.8%	75.6%	75.5%

**2000 Population by Sex**

Males	51.0%	50.1%	49.5%
Females	49.0%	49.9%	50.5%

**2005 Population by Sex**

Males	51.2%	50.3%	49.6%
Females	48.8%	49.7%	50.4%

**2010 Population by Sex**

Males	51.3%	50.4%	49.8%
Females	48.7%	49.6%	50.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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**2000 Population by Race/Ethnicity**

Total	232,079	354,608	510,824
White Alone	56.0%	57.2%	56.8%
Black Alone	12.6%	15.6%	18.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	9.1%	8.3%	8.7%
Some Other Race Alone	17.4%	14.6%	12.4%
Two or More Races	4.4%	3.9%	3.5%
Hispanic Origin	40.3%	34.5%	29.9%
Diversity Index	82.5	80.4	78.9

**2005 Population by Race/Ethnicity**

Total	257,224	393,302	565,558
White Alone	53.8%	55.2%	54.8%
Black Alone	12.2%	15.2%	17.7%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	9.5%	8.8%	9.3%
Some Other Race Alone	19.3%	16.3%	14.1%
Two or More Races	4.7%	4.1%	3.8%
Hispanic Origin	44.9%	38.8%	33.9%
Diversity Index	84.2	82.4	81.2

**2010 Population by Race/Ethnicity**

Total	288,821	441,687	634,715
White Alone	52.1%	53.7%	53.3%
Black Alone	11.7%	14.5%	17.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	9.8%	9.2%	9.7%
Some Other Race Alone	21.1%	17.9%	15.5%
Two or More Races	4.8%	4.3%	4.0%
Hispanic Origin	48.9%	42.6%	37.7%
Diversity Index	85.3	83.8	82.9

**2000 Population 3+ by School Enrollment**

Total	220,052	336,000	485,181
Enrolled in Nursery/Preschool	1.7%	1.9%	2.0%
Enrolled in Kindergarten	1.7%	1.8%	1.8%
Enrolled in Grade 1-8	9.9%	10.6%	11.2%
Enrolled in Grade 9-12	4.6%	4.7%	4.9%
Enrolled in College	5.8%	5.2%	5.1%
Enrolled in Grad/Prof School	2.2%	2.0%	2.1%
Not Enrolled in School	74.0%	73.9%	73.0%

**2000 Population 25+ by Educational Attainment**

Total	148,487	229,231	331,958
Less than 9th Grade	15.0%	12.6%	10.6%
9th - 12th Grade, No Diploma	10.9%	10.1%	9.5%
High School Graduate	15.4%	15.1%	15.0%
Some College, No Degree	18.2%	18.4%	19.0%
Associate Degree	4.2%	4.1%	4.3%
Bachelor's Degree	23.4%	24.8%	25.6%
Master's/Prof/Doctorate Degree	12.9%	14.8%	16.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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### 2000 Population 15+ by Sex and Marital Status

Total	185,446	280,899	402,779
Females	49.0%	50.1%	51.0%
Never Married	15.2%	14.9%	15.1%
Married, not Separated	22.7%	23.6%	24.1%
Married, Separated	2.0%	1.9%	1.8%
Widowed	3.4%	3.8%	3.9%
Divorced	5.7%	5.9%	6.1%
Males	51.0%	49.9%	49.0%
Never Married	20.2%	18.9%	17.9%
Married, not Separated	24.4%	24.7%	25.1%
Married, Separated	1.3%	1.2%	1.1%
Widowed	0.7%	0.7%	0.7%
Divorced	4.5%	4.3%	4.2%



### 2000 Population 16+ by Employment Status

Total	183,216	277,313	397,165
In Labor Force	67.6%	67.6%	67.9%
Civilian Employed	63.3%	63.5%	63.9%
Civilian Unemployed	4.2%	4.0%	3.9%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	32.4%	32.4%	32.1%

### 2005 Civilian Population 16+ in Labor Force

Civilian Employed	91.6%	91.9%	92.0%
Civilian Unemployed	8.4%	8.1%	8.0%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	92.6%	92.8%	92.9%
Civilian Unemployed	7.4%	7.2%	7.1%

### 2000 Females 16+ by Employment Status and Age of Children

Total	89,785	139,071	202,519
Own Children < 6 Only	10.8%	10.6%	9.9%
Employed/in Armed Forces	4.9%	5.1%	4.9%
Unemployed	0.4%	0.4%	0.5%
Not in Labor Force	5.5%	5.1%	4.5%
Own Children < 6 and 6-17 Only	6.7%	6.6%	6.7%
Employed/in Armed Forces	3.0%	3.1%	3.3%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	3.4%	3.3%	3.1%
Own Children 6-17 Only	13.0%	13.7%	14.6%
Employed/in Armed Forces	8.1%	8.6%	9.4%
Unemployed	0.7%	0.7%	0.7%
Not in Labor Force	4.1%	4.3%	4.6%
No Own Children < 18	69.6%	69.1%	68.8%
Employed/in Armed Forces	39.5%	38.6%	38.4%
Unemployed	2.7%	2.6%	2.5%
Not in Labor Force	27.3%	27.8%	27.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



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**2005 Employed Population 16+ by Industry**

Total	118,955	182,871	265,425
Agriculture/Mining	2.2%	2.4%	2.6%
Construction	7.5%	7.1%	6.5%
Manufacturing	5.4%	5.4%	5.5%
Wholesale Trade	3.7%	3.9%	3.8%
Retail Trade	10.2%	9.7%	9.5%
Transportation/Utilities	3.7%	3.9%	4.1%
Information	2.0%	2.0%	2.1%
Finance/Insurance/Real Estate	9.6%	9.8%	9.9%
Services	53.5%	53.7%	53.8%
Public Administration	2.1%	2.2%	2.3%

**2005 Employed Population 16+ by Occupation**

Total	118,955	182,871	265,426
White Collar	63.2%	66.1%	68.6%
Management/Business/Financial	16.2%	17.2%	17.9%
Professional	23.0%	24.8%	26.3%
Sales	12.5%	12.7%	12.7%
Administrative Support	11.4%	11.4%	11.7%
Services	20.2%	18.7%	17.4%
Blue Collar	16.6%	15.2%	14.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	6.3%	5.8%	5.2%
Installation/Maintenance/Repair	2.9%	2.6%	2.4%
Production	3.7%	3.4%	3.2%
Transportation/Material Moving	3.5%	3.3%	3.2%

**2000 Workers 16+ by Means of Transportation to Work**

Total	113,988	173,277	249,412
Drove Alone - Car, Truck, or Van	70.7%	72.0%	74.0%
Carpooled - Car, Truck, or Van	15.2%	14.6%	13.8%
Public Transportation	7.4%	6.8%	6.0%
Walked	2.8%	2.4%	2.1%
Other Means	1.6%	1.5%	1.3%
Worked at Home	2.3%	2.7%	2.8%

**2000 Workers 16+ by Travel Time to Work**

Total	113,990	173,275	249,412
Did Not Work at Home	97.7%	97.3%	97.2%
Less than 5 minutes	1.7%	1.7%	1.7%
5 to 9 minutes	6.7%	6.8%	6.8%
10 to 19 minutes	28.3%	28.3%	28.6%
20 to 24 minutes	16.9%	17.2%	17.1%
25 to 34 minutes	25.2%	25.0%	24.8%
35 to 44 minutes	5.9%	5.8%	6.1%
45 to 59 minutes	6.5%	6.5%	6.4%
60 to 89 minutes	4.2%	3.9%	3.6%
90 or more minutes	2.3%	2.2%	2.1%
Worked at Home	2.3%	2.7%	2.8%
Average Travel Time to Work (in min)	26.5	26.1	25.8

**2000 Households by Vehicles Available**

Total	98,217	149,977	213,702
None	11.7%	11.3%	10.1%
1	52.7%	50.5%	49.0%
2	29.3%	31.0%	32.4%
3	5.0%	5.7%	6.6%
4	1.0%	1.2%	1.5%
5+	0.4%	0.4%	0.4%
Average Number of Vehicles Available	1.3	1.4	1.4

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**2000 Households by Type**

Total	98,060	149,889	213,473
Family Households	53.4%	55.3%	57.0%
Married-couple Family	37.3%	38.9%	40.5%
With Related Children	19.5%	19.9%	20.6%
Other Family (No Spouse)	16.2%	16.3%	16.5%
With Related Children	9.9%	10.3%	10.7%
Nonfamily Households	46.6%	44.7%	43.0%
Householder Living Alone	37.4%	36.4%	35.3%
Householder Not Living Alone	9.2%	8.3%	7.7%
Households with Related Children	29.3%	30.2%	31.3%
Households with Persons 65+	13.1%	14.6%	15.2%

**2000 Households by Size**

Total	98,062	149,889	213,475
1 Person Household	37.4%	36.4%	35.3%
2 Person Household	28.8%	29.5%	29.8%
3 Person Household	13.6%	13.8%	14.2%
4 Person Household	10.4%	10.7%	11.1%
5 Person Household	5.5%	5.5%	5.6%
6 Person Household	2.4%	2.3%	2.3%
7+ Person Household	1.9%	1.8%	1.7%

**2000 Households by Year Householder Moved In**

Total	98,217	149,976	213,702
Moved in 1999 to March 2000	37.0%	34.9%	33.1%
Moved in 1995 to 1998	35.7%	35.4%	34.7%
Moved in 1990 to 1994	11.6%	12.4%	13.1%
Moved in 1980 to 1989	6.8%	7.7%	8.7%
Moved in 1970 to 1979	4.5%	4.8%	5.5%
Moved in 1969 or Earlier	4.4%	4.8%	5.0%
Median Year Householder Moved In	1998	1997	1997

**2000 Housing Units by Units in Structure**

Total	107,034	163,048	232,263
1, Detached	20.7%	25.6%	30.2%
1, Attached	5.4%	5.8%	6.0%
2	1.5%	1.4%	1.2%
3 or 4	4.2%	4.1%	4.0%
5 to 9	6.9%	7.0%	7.0%
10 to 19	10.0%	10.3%	10.2%
20+	51.1%	45.6%	41.2%
Mobile Home	0.1%	0.1%	0.1%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

Total	107,103	163,126	232,418
1999 to March 2000	1.4%	1.6%	2.2%
1995 to 1998	3.6%	3.9%	4.7%
1990 to 1994	3.7%	4.5%	4.7%
1980 to 1989	17.5%	19.1%	19.6%
1970 to 1979	38.2%	36.1%	34.2%
1969 or Earlier	35.5%	34.8%	34.6%
Median Year Structure Built	1974	1974	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.





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## Top 3 Tapestry Segments

1.	NeWest Residents	NeWest Residents	Inner City Tenants
2.	Metro Renters	Inner City Tenants	Metro Renters
3.	Young and Restless	Metro Renters	NeWest Residents

 **2005 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$224,102,580	\$387,288,001	\$593,066,874
Average Spent	\$2,103.38	\$2,370.78	\$2,550.80
Spending Potential Index	80	90	97
Computers & Accessories: Total \$	\$28,059,389	\$48,903,052	\$75,426,119
Average Spent	\$263.36	\$299.36	\$324.41
Spending Potential Index	106	120	131
Education: Total \$	\$120,941,840	\$211,213,079	\$326,292,507
Average Spent	\$1,135.14	\$1,292.94	\$1,403.40
Spending Potential Index	104	118	128
Entertainment/Recreation: Total \$	\$324,084,883	\$570,016,540	\$885,753,763
Average Spent	\$3,041.79	\$3,489.35	\$3,809.66
Spending Potential Index	95	109	119
Food at Home: Total \$	\$534,416,715	\$921,461,085	\$1,406,666,596
Average Spent	\$5,015.93	\$5,640.71	\$6,050.13
Spending Potential Index	105	119	127
Food Away from Home: Total \$	\$370,910,552	\$640,348,479	\$980,304,362
Average Spent	\$3,481.29	\$3,919.88	\$4,216.33
Spending Potential Index	108	122	131
Health Care: Total \$	\$328,388,997	\$580,089,455	\$903,714,778
Average Spent	\$3,082.19	\$3,551.01	\$3,886.91
Spending Potential Index	87	100	109
HH Furnishings & Equipment: Total \$	\$193,553,514	\$341,105,260	\$531,119,669
Average Spent	\$1,816.65	\$2,088.07	\$2,284.37
Spending Potential Index	85	98	107
Investments: Total \$	\$467,974,118	\$869,180,510	\$1,392,267,920
Average Spent	\$4,392.31	\$5,320.68	\$5,988.20
Spending Potential Index	97	118	133
Retail Goods: Total \$	\$2,545,744,437	\$4,428,627,342	\$6,823,866,247
Average Spent	\$23,893.83	\$27,109.78	\$29,349.71
Spending Potential Index	95	108	117
Shelter: Total \$	\$1,580,997,727	\$2,757,053,062	\$4,243,042,234
Average Spent	\$14,838.92	\$16,877.26	\$18,249.49
Spending Potential Index	108	122	132
TV/Video/Sound Equipment: Total \$	\$117,433,365	\$202,943,663	\$311,258,920
Average Spent	\$1,102.21	\$1,242.32	\$1,338.74
Spending Potential Index	104	118	127
Travel: Total \$	\$170,840,075	\$304,227,503	\$476,262,718
Average Spent	\$1,603.47	\$1,862.32	\$2,048.42
Spending Potential Index	93	108	118
Vehicle Maintenance & Repairs: Total \$	\$116,980,332	\$203,017,329	\$311,660,648
Average Spent	\$1,097.95	\$1,242.77	\$1,340.46
Spending Potential Index	106	120	129

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.