



Market Profile

HNWCC 15 zips
 77014 (Houston, TX), 77040 (Houston, TX) et al.
 Geography: 15 ZIP Codes

TX(77014),TX(770...

| Population Summary | |
|--------------------------------|-----------|
| 2000 Total Population | 386,491 |
| 2010 Total Population | 537,626 |
| 2014 Total Population | 577,935 |
| 2014 Group Quarters | 1,285 |
| 2019 Total Population | 633,721 |
| 2014-2019 Annual Rate | 1.86% |
| Household Summary | |
| 2000 Households | 136,666 |
| 2000 Average Household Size | 2.82 |
| 2010 Households | 184,797 |
| 2010 Average Household Size | 2.90 |
| 2014 Households | 197,021 |
| 2014 Average Household Size | 2.93 |
| 2019 Households | 215,455 |
| 2019 Average Household Size | 2.94 |
| 2014-2019 Annual Rate | 1.80% |
| 2010 Families | 136,628 |
| 2010 Average Family Size | 3.39 |
| 2014 Families | 145,083 |
| 2014 Average Family Size | 3.42 |
| 2019 Families | 158,131 |
| 2019 Average Family Size | 3.43 |
| 2014-2019 Annual Rate | 1.74% |
| Housing Unit Summary | |
| 2000 Housing Units | 144,082 |
| Owner Occupied Housing Units | 60.9% |
| Renter Occupied Housing Units | 33.9% |
| Vacant Housing Units | 5.1% |
| 2010 Housing Units | 203,235 |
| Owner Occupied Housing Units | 58.3% |
| Renter Occupied Housing Units | 32.7% |
| Vacant Housing Units | 9.1% |
| 2014 Housing Units | 212,989 |
| Owner Occupied Housing Units | 57.8% |
| Renter Occupied Housing Units | 34.7% |
| Vacant Housing Units | 7.5% |
| 2019 Housing Units | 228,821 |
| Owner Occupied Housing Units | 58.5% |
| Renter Occupied Housing Units | 35.6% |
| Vacant Housing Units | 5.8% |
| Median Household Income | |
| 2014 | \$65,098 |
| 2019 | \$78,046 |
| Median Home Value | |
| 2014 | \$184,891 |
| 2019 | \$226,699 |
| Per Capita Income | |
| 2014 | \$29,468 |
| 2019 | \$34,427 |
| Median Age | |
| 2010 | 32.3 |
| 2014 | 32.9 |
| 2019 | 33.4 |

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

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



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2014 Households by Income

| | |
|-----------------------|---------|
| Household Income Base | 197,021 |
| <\$15,000 | 7.6% |
| \$15,000 - \$24,999 | 8.5% |
| \$25,000 - \$34,999 | 9.0% |
| \$35,000 - \$49,999 | 11.8% |
| \$50,000 - \$74,999 | 18.9% |
| \$75,000 - \$99,999 | 13.5% |
| \$100,000 - \$149,999 | 16.6% |
| \$150,000 - \$199,999 | 8.2% |
| \$200,000+ | 5.8% |

Average Household Income \$86,326

2019 Households by Income

| | |
|-----------------------|---------|
| Household Income Base | 215,455 |
| <\$15,000 | 6.8% |
| \$15,000 - \$24,999 | 6.0% |
| \$25,000 - \$34,999 | 6.8% |
| \$35,000 - \$49,999 | 10.6% |
| \$50,000 - \$74,999 | 17.1% |
| \$75,000 - \$99,999 | 16.5% |
| \$100,000 - \$149,999 | 18.1% |
| \$150,000 - \$199,999 | 10.1% |
| \$200,000+ | 8.0% |

Average Household Income \$101,130

2014 Owner Occupied Housing Units by Value

| | |
|-----------------------|---------|
| Total | 123,099 |
| <\$50,000 | 2.6% |
| \$50,000 - \$99,999 | 6.9% |
| \$100,000 - \$149,999 | 23.4% |
| \$150,000 - \$199,999 | 24.4% |
| \$200,000 - \$249,999 | 16.4% |
| \$250,000 - \$299,999 | 9.8% |
| \$300,000 - \$399,999 | 8.5% |
| \$400,000 - \$499,999 | 3.4% |
| \$500,000 - \$749,999 | 2.9% |
| \$750,000 - \$999,999 | 0.6% |
| \$1,000,000 + | 1.0% |

Average Home Value \$222,483

2019 Owner Occupied Housing Units by Value

| | |
|-----------------------|---------|
| Total | 133,944 |
| <\$50,000 | 1.0% |
| \$50,000 - \$99,999 | 3.3% |
| \$100,000 - \$149,999 | 12.7% |
| \$150,000 - \$199,999 | 22.2% |
| \$200,000 - \$249,999 | 20.0% |
| \$250,000 - \$299,999 | 13.6% |
| \$300,000 - \$399,999 | 11.9% |
| \$400,000 - \$499,999 | 6.9% |
| \$500,000 - \$749,999 | 5.2% |
| \$750,000 - \$999,999 | 1.7% |
| \$1,000,000 + | 1.5% |

Average Home Value \$278,273

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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



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| 2010 Population by Age | |
|------------------------|---------|
| Total | 537,623 |
| 0 - 4 | 8.1% |
| 5 - 9 | 8.1% |
| 10 - 14 | 8.0% |
| 15 - 24 | 14.5% |
| 25 - 34 | 15.3% |
| 35 - 44 | 14.7% |
| 45 - 54 | 13.9% |
| 55 - 64 | 10.1% |
| 65 - 74 | 4.5% |
| 75 - 84 | 2.0% |
| 85 + | 0.6% |
| 18 + | 70.9% |
| 2014 Population by Age | |
| Total | 577,935 |
| 0 - 4 | 7.9% |
| 5 - 9 | 7.8% |
| 10 - 14 | 7.7% |
| 15 - 24 | 14.5% |
| 25 - 34 | 15.3% |
| 35 - 44 | 14.3% |
| 45 - 54 | 13.0% |
| 55 - 64 | 10.9% |
| 65 - 74 | 5.8% |
| 75 - 84 | 2.1% |
| 85 + | 0.7% |
| 18 + | 72.3% |
| 2019 Population by Age | |
| Total | 633,721 |
| 0 - 4 | 8.0% |
| 5 - 9 | 7.7% |
| 10 - 14 | 7.5% |
| 15 - 24 | 13.2% |
| 25 - 34 | 16.1% |
| 35 - 44 | 14.3% |
| 45 - 54 | 12.0% |
| 55 - 64 | 10.9% |
| 65 - 74 | 6.9% |
| 75 - 84 | 2.6% |
| 85 + | 0.8% |
| 18 + | 72.6% |
| 2010 Population by Sex | |
| Males | 263,587 |
| Females | 274,040 |
| 2014 Population by Sex | |
| Males | 283,480 |
| Females | 294,455 |
| 2019 Population by Sex | |
| Males | 311,103 |
| Females | 322,618 |

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

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2010 Population by Race/Ethnicity

| | |
|------------------------|---------|
| Total | 537,628 |
| White Alone | 56.2% |
| Black Alone | 20.3% |
| American Indian Alone | 0.6% |
| Asian Alone | 7.6% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 12.0% |
| Two or More Races | 3.2% |
| Hispanic Origin | 32.5% |
| Diversity Index | 79.7 |

2014 Population by Race/Ethnicity

| | |
|------------------------|---------|
| Total | 577,935 |
| White Alone | 54.9% |
| Black Alone | 20.2% |
| American Indian Alone | 0.6% |
| Asian Alone | 7.9% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 12.8% |
| Two or More Races | 3.5% |
| Hispanic Origin | 34.7% |
| Diversity Index | 81.0 |

2019 Population by Race/Ethnicity

| | |
|------------------------|---------|
| Total | 633,721 |
| White Alone | 53.5% |
| Black Alone | 20.1% |
| American Indian Alone | 0.6% |
| Asian Alone | 8.3% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 13.5% |
| Two or More Races | 3.8% |
| Hispanic Origin | 37.5% |
| Diversity Index | 82.3 |

2010 Population by Relationship and Household Type

| | |
|---------------------------------|---------|
| Total | 537,627 |
| In Households | 99.8% |
| In Family Households | 88.6% |
| Householder | 25.4% |
| Spouse | 18.3% |
| Child | 36.4% |
| Other relative | 6.0% |
| Nonrelative | 2.5% |
| In Nonfamily Households | 11.2% |
| In Group Quarters | 0.2% |
| Institutionalized Population | 0.2% |
| Noninstitutionalized Population | 0.1% |

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

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



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2014 Population 25+ by Educational Attainment

| | |
|------------------------------|---------|
| Total | 359,216 |
| Less than 9th Grade | 7.1% |
| 9th - 12th Grade, No Diploma | 7.8% |
| High School Graduate | 21.1% |
| GED/Alternative Credential | 3.6% |
| Some College, No Degree | 24.3% |
| Associate Degree | 7.3% |
| Bachelor's Degree | 20.4% |
| Graduate/Professional Degree | 8.4% |

2014 Population 15+ by Marital Status

| | |
|---------------|---------|
| Total | 443,029 |
| Never Married | 31.0% |
| Married | 55.6% |
| Widowed | 3.7% |
| Divorced | 9.7% |

2014 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 95.2% |
| Civilian Unemployed | 4.8% |

2014 Employed Population 16+ by Industry

| | |
|-------------------------------|---------|
| Total | 296,424 |
| Agriculture/Mining | 4.4% |
| Construction | 7.2% |
| Manufacturing | 10.6% |
| Wholesale Trade | 3.8% |
| Retail Trade | 11.4% |
| Transportation/Utilities | 7.8% |
| Information | 1.2% |
| Finance/Insurance/Real Estate | 6.6% |
| Services | 44.2% |
| Public Administration | 2.9% |

2014 Employed Population 16+ by Occupation

| | |
|---------------------------------|---------|
| Total | 296,424 |
| White Collar | 61.0% |
| Management/Business/Financial | 14.9% |
| Professional | 19.3% |
| Sales | 12.1% |
| Administrative Support | 14.7% |
| Services | 17.0% |
| Blue Collar | 22.0% |
| Farming/Forestry/Fishing | 0.1% |
| Construction/Extraction | 5.3% |
| Installation/Maintenance/Repair | 4.1% |
| Production | 6.2% |
| Transportation/Material Moving | 6.4% |

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

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2010 Households by Type

| | |
|--------------------------------------|---------|
| Total | 184,796 |
| Households with 1 Person | 21.1% |
| Households with 2+ People | 78.9% |
| Family Households | 73.9% |
| Husband-wife Families | 53.2% |
| With Related Children | 28.9% |
| Other Family (No Spouse Present) | 20.7% |
| Other Family with Male Householder | 5.5% |
| With Related Children | 3.3% |
| Other Family with Female Householder | 15.2% |
| With Related Children | 11.0% |
| Nonfamily Households | 5.0% |
| All Households with Children | 43.7% |

2010 Households by Size

| | |
|----------------------|---------|
| Total | 184,795 |
| 1 Person Household | 21.1% |
| 2 Person Household | 28.3% |
| 3 Person Household | 18.1% |
| 4 Person Household | 16.5% |
| 5 Person Household | 9.1% |
| 6 Person Household | 4.0% |
| 7 + Person Household | 2.9% |

2010 Households by Tenure and Mortgage Status

| | |
|----------------------------|---------|
| Total | 184,796 |
| Owner Occupied | 64.1% |
| Owned with a Mortgage/Loan | 51.0% |
| Owned Free and Clear | 13.1% |
| Renter Occupied | 35.9% |

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

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Demographic and Income Profile

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 Geography: ZIP Code

| Summary | Census 2010 | 2014 | 2019 |
|---------------------------------|-------------|---------|----------|
| Population | 537,626 | 577,935 | 633,721 |
| Households | 184,797 | 197,021 | 215,455 |
| Families | 136,628 | 145,083 | 158,131 |
| Average Household Size | 2.90 | 2.93 | 2.94 |
| Owner Occupied Housing Units | 118,389 | 123,099 | 133,944 |
| Renter Occupied Housing Units | 66,407 | 73,922 | 81,511 |
| Median Age | 32.3 | 32.9 | 33.4 |
| Trends: 2014 - 2019 Annual Rate | Area | State | National |
| Population | 1.86% | 0.00% | 0.73% |
| Households | 1.80% | 0.00% | 0.75% |
| Families | 1.74% | 0.00% | 0.66% |
| Owner HHs | 1.70% | 0.00% | 0.69% |
| Median Household Income | 3.69% | 0.00% | 2.74% |

| Households by Income | 2014 | | 2019 | |
|--------------------------|----------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 14,978 | 7.6% | 14,616 | 6.8% |
| \$15,000 - \$24,999 | 16,819 | 8.5% | 12,883 | 6.0% |
| \$25,000 - \$34,999 | 17,689 | 9.0% | 14,691 | 6.8% |
| \$35,000 - \$49,999 | 23,285 | 11.8% | 22,928 | 10.6% |
| \$50,000 - \$74,999 | 37,276 | 18.9% | 36,872 | 17.1% |
| \$75,000 - \$99,999 | 26,565 | 13.5% | 35,482 | 16.5% |
| \$100,000 - \$149,999 | 32,784 | 16.6% | 38,977 | 18.1% |
| \$150,000 - \$199,999 | 16,112 | 8.2% | 21,732 | 10.1% |
| \$200,000+ | 11,513 | 5.8% | 17,274 | 8.0% |
| Median Household Income | \$65,098 | | \$78,046 | |
| Average Household Income | \$86,326 | | \$101,130 | |
| Per Capita Income | \$29,468 | | \$34,427 | |

| Population by Age | Census 2010 | | 2014 | | 2019 | |
|-------------------|-------------|---------|--------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 43,781 | 8.1% | 45,591 | 7.9% | 50,950 | 8.0% |
| 5 - 9 | 43,381 | 8.1% | 44,937 | 7.8% | 48,641 | 7.7% |
| 10 - 14 | 43,105 | 8.0% | 44,378 | 7.7% | 47,772 | 7.5% |
| 15 - 19 | 41,552 | 7.7% | 41,058 | 7.1% | 42,629 | 6.7% |
| 20 - 24 | 36,339 | 6.8% | 42,755 | 7.4% | 40,949 | 6.5% |
| 25 - 34 | 82,418 | 15.3% | 88,549 | 15.3% | 101,955 | 16.1% |
| 35 - 44 | 79,286 | 14.7% | 82,389 | 14.3% | 90,731 | 14.3% |
| 45 - 54 | 74,799 | 13.9% | 75,141 | 13.0% | 75,949 | 12.0% |
| 55 - 64 | 54,411 | 10.1% | 63,071 | 10.9% | 68,832 | 10.9% |
| 65 - 74 | 24,459 | 4.5% | 33,615 | 5.8% | 43,876 | 6.9% |
| 75 - 84 | 10,598 | 2.0% | 12,339 | 2.1% | 16,456 | 2.6% |
| 85+ | 3,494 | 0.6% | 4,112 | 0.7% | 4,981 | 0.8% |

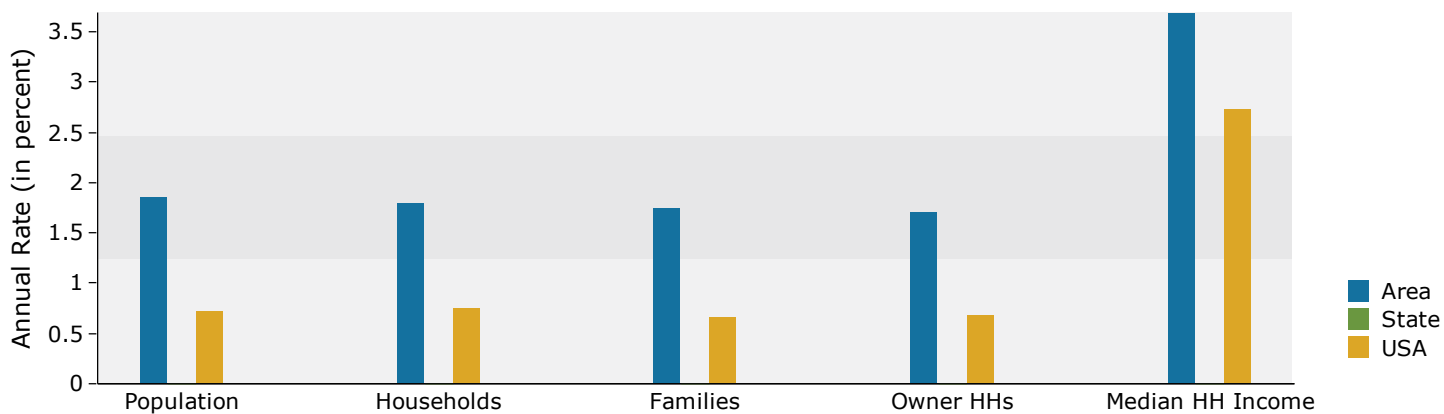
| Race and Ethnicity | Census 2010 | | 2014 | | 2019 | |
|----------------------------|-------------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 301,897 | 56.2% | 317,122 | 54.9% | 339,056 | 53.5% |
| Black Alone | 109,205 | 20.3% | 116,814 | 20.2% | 127,349 | 20.1% |
| American Indian Alone | 3,215 | 0.6% | 3,510 | 0.6% | 4,055 | 0.6% |
| Asian Alone | 40,925 | 7.6% | 45,786 | 7.9% | 52,883 | 8.3% |
| Pacific Islander Alone | 620 | 0.1% | 715 | 0.1% | 848 | 0.1% |
| Some Other Race Alone | 64,320 | 12.0% | 73,700 | 12.8% | 85,502 | 13.5% |
| Two or More Races | 17,446 | 3.2% | 20,288 | 3.5% | 24,028 | 3.8% |
| Hispanic Origin (Any Race) | 174,564 | 32.5% | 200,379 | 34.7% | 237,836 | 37.5% |

Data Note: Income is expressed in current dollars.

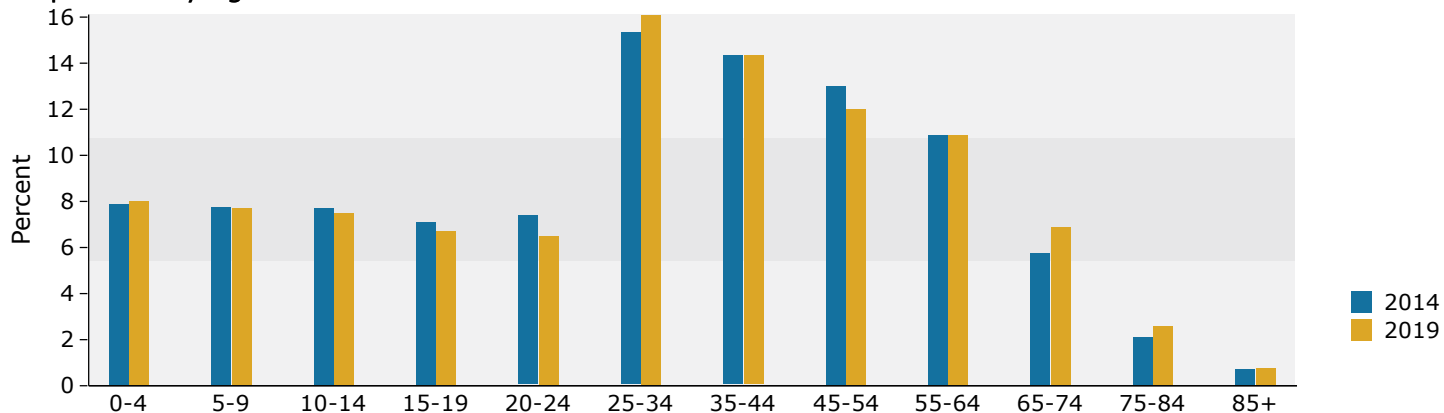
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

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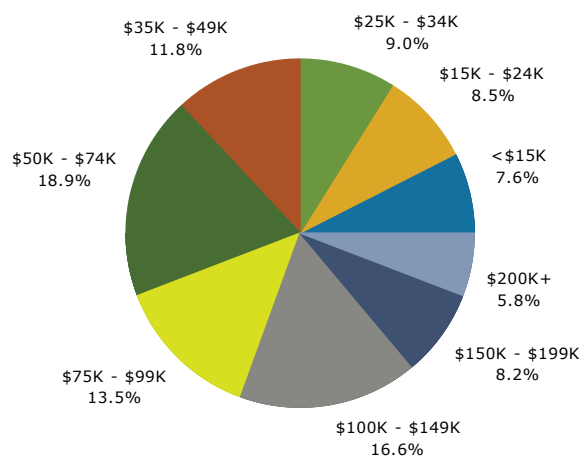
Trends 2014-2019



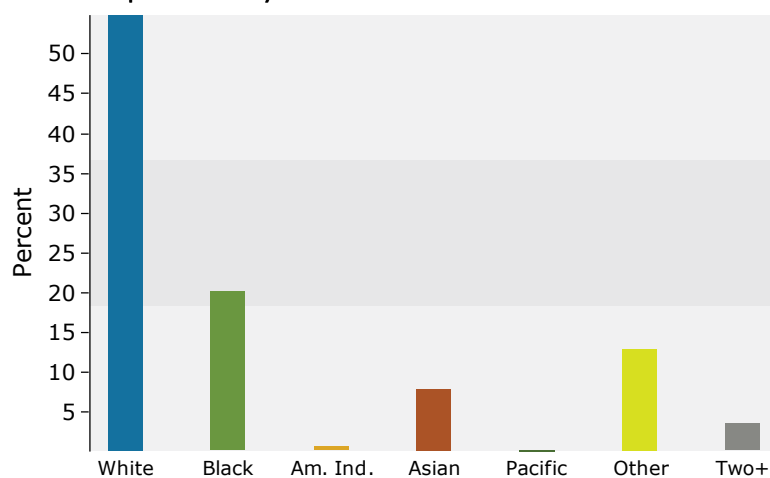
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 34.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.