

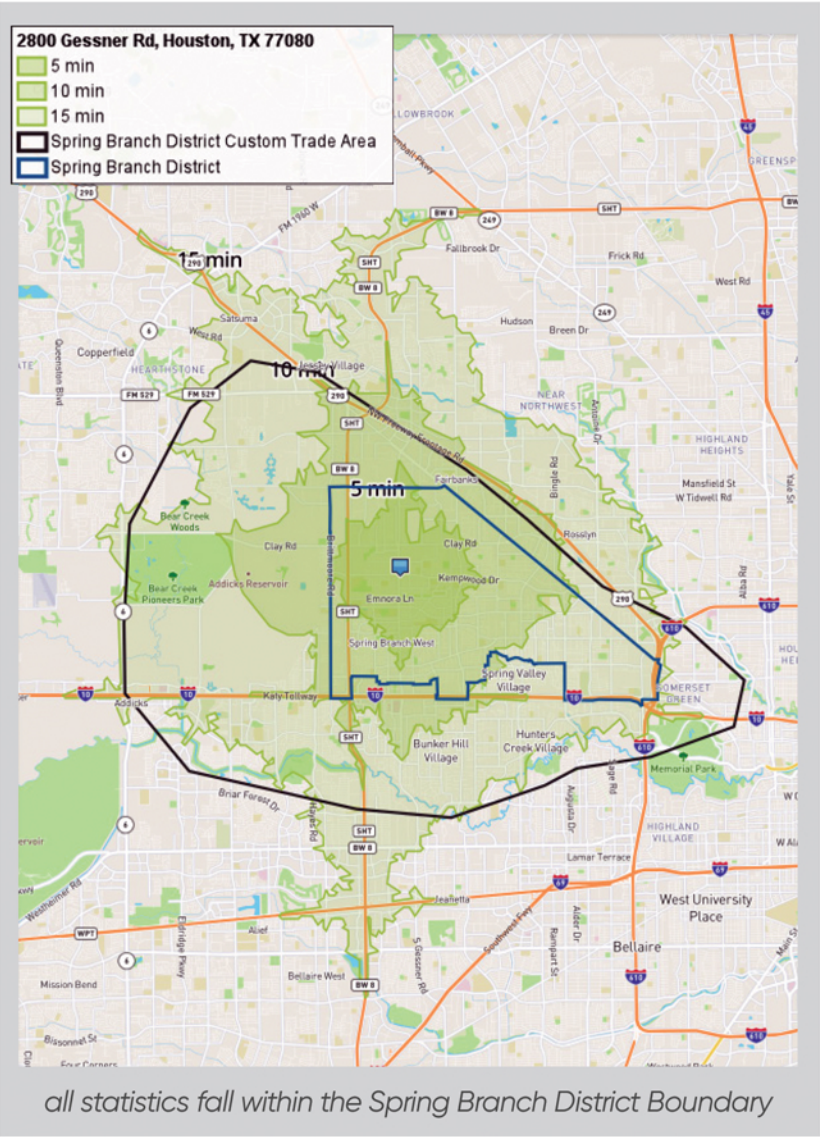
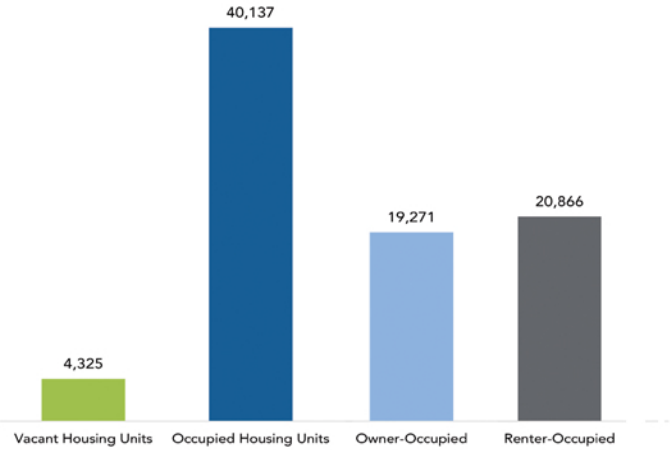


Primary Retail Market Profile

Houston Texas
2023

Radius	3 Mile	5 Mile	10 Mile
2022 Est. Population	106,796	277,686	1,490,929
Daytime Population	163,824	386,008	1,703,697
Median HH income	\$59,764	\$72,909	\$68,228
# of Households	35,964	99,147	567,971
Drive Time Minutes	5 Min.	10 Min.	15 Min.
2022 Est. Population	40,881	123,519	369,152
Daytime Population	33,567	214,757	522,317
Median HH income	\$67,813	\$61,698	\$69,705
# of Households	13,635	41,988	138,683

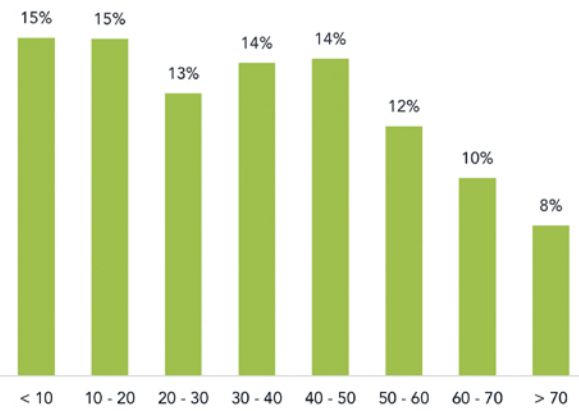
Housing Units by Tenure



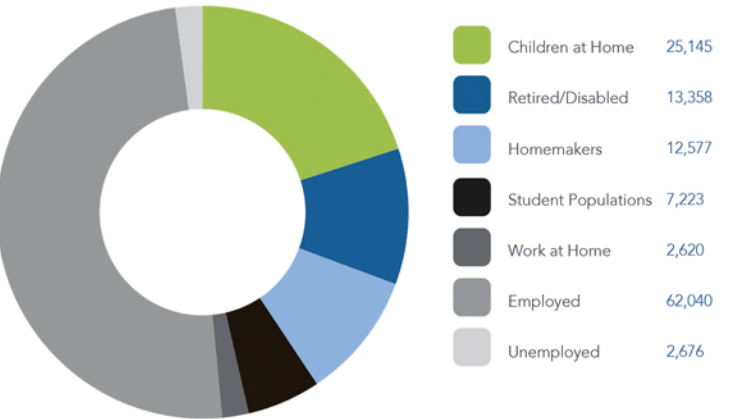
Demographics



Household Age



Daytime Population



Contact Information

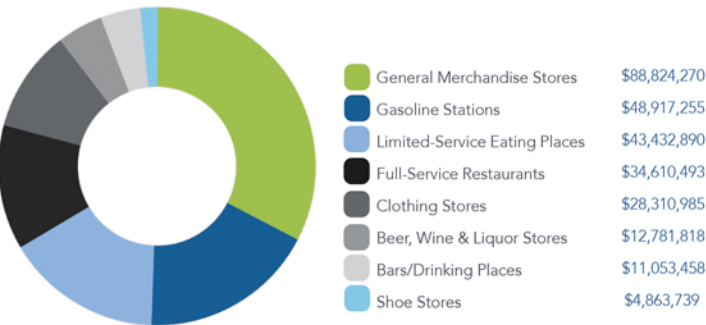
Lance Dean
Economic Development
Spring Branch District

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Houston, TX 77055

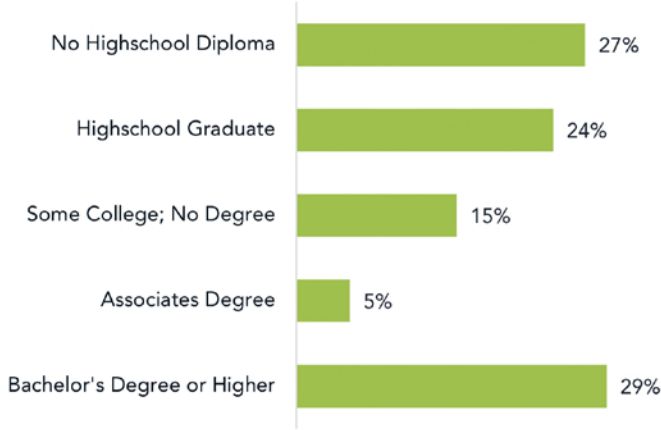
Direct Dial: (512) 658-4985
LDean@SBMD.org

GAP Analysis \$272,794,908

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the district boundary and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Educational Attainment



Major Retail & Restaurants

Houston Texas 2023



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