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# HOUSTON METROPOLITAN AREA MARKET ASSESSMENT



# HOUSTON METROPOLITAN AREA

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## MARKET FACTS

2020 POPULATION	7,154,526
2025 POPULATION	7,854,337
ANN. POPULATION GROWTH RATE	1.88%
2020 MEDIAN HOUSEHOLD INCOME	\$65,606
2020 AVERAGE HOUSEHOLD INCOME	\$95,264
2020 TOTAL HOUSEHOLDS	2,475,335
2020 AVERAGE HOUSEHOLD SIZE	2.86
2020 CHILDREN AGES 2-12	1,153,975
2020 CHILDREN AGES 2-12 %	16%





# HOUSTON METROPOLITAN AREA

## TAPESTRY SEGMENTATION

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### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Up and Coming Families (7A)	9.1%	9.1%
Boomburbs (1C)	8.4%	17.5%
Barrios Urbanos (7D)	6.8%	24.3%

7A

#### Up and Coming Families



Household Married Couples



Housing Single Family

31.2

Median Age

Median Income

Households: 2,706,528

4

Prof/Svcs  
College Degree  
White

- Visit theme parks, zoos
- Hold student loans, mortgages
- Contract for home and landscaping services
- Go online to shop, bank, for entertainment
- Own late model compact car, SUV

1C

#### Boomburbs



Household Married Couples



Housing Single Family

33.7

Median Age

Median Income

Households: 1,822,658

4

Prof/Mgmt  
College Degree  
White

- Hold gym membership; own home equipment
- Have home mortgage
- Prioritize physical fitness
- Own, use latest devices
- Prefer SUVs, luxury cars, minivans

7D

#### Barrios Urbanos



Household Married Couples



Housing Single Family

28.5

Median Age

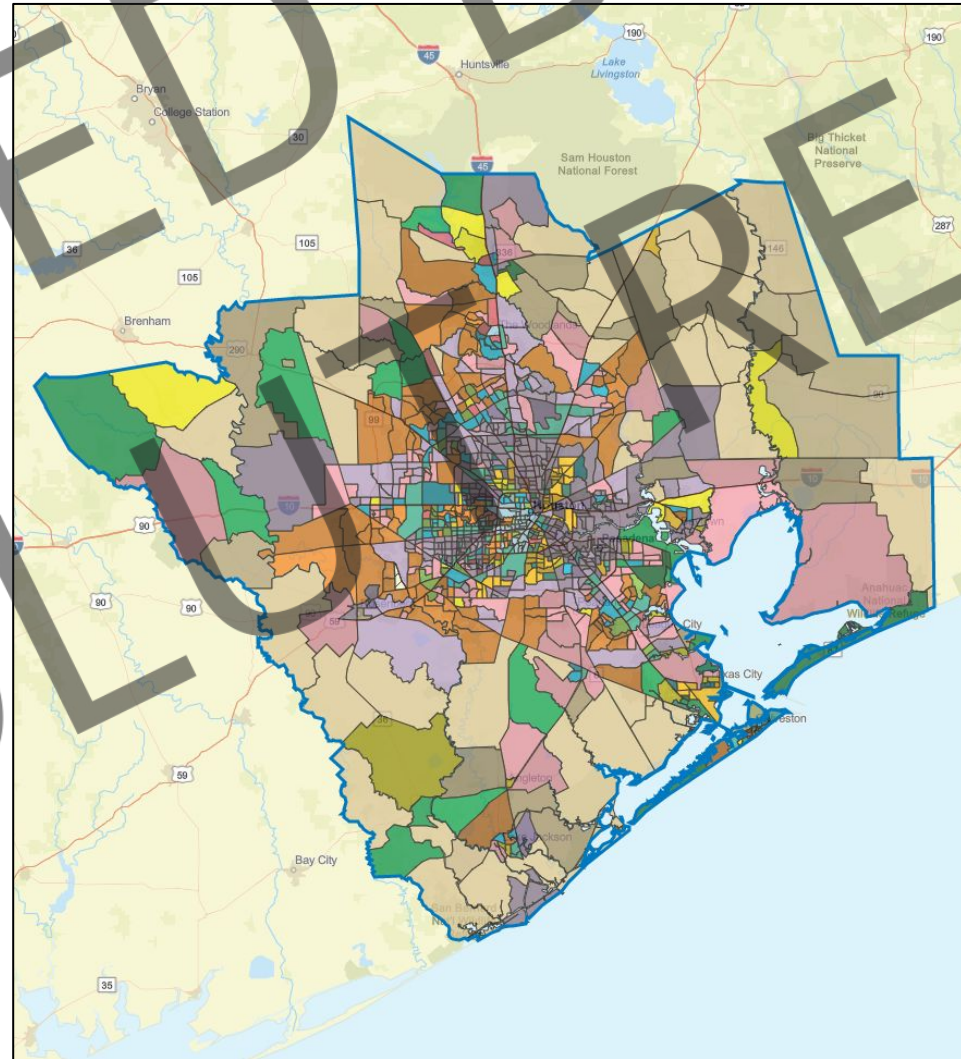
Median Income

Households: 1,256,773

2

Svcs  
No HS Diploma  
Hispanic

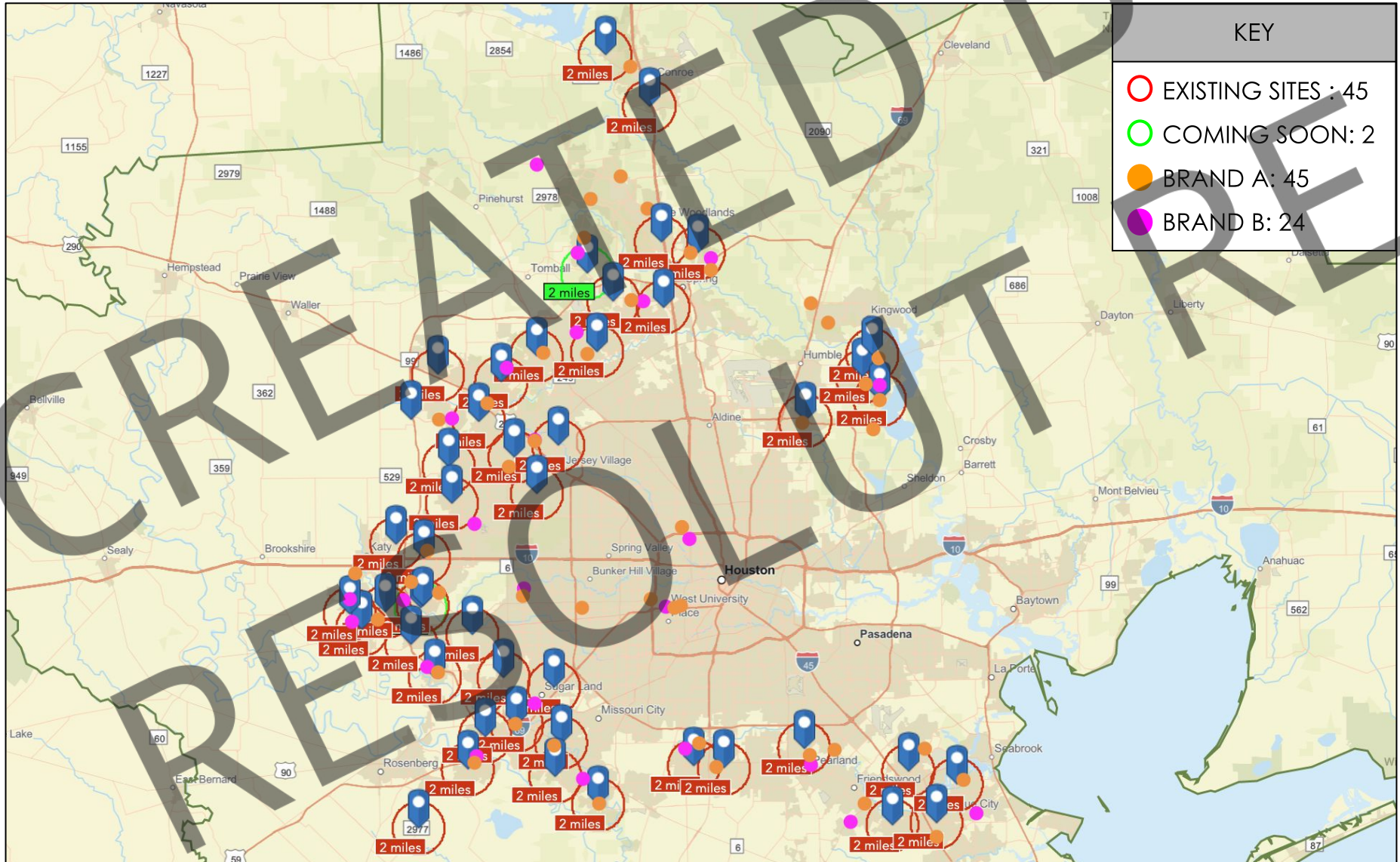
- Buy discount for children's products
- Own no retirement savings
- Read magazines
- Listen to Hispanic radio
- Own 1-2 vehicles; carpool



# EXISTING HOUSTON LOCATIONS

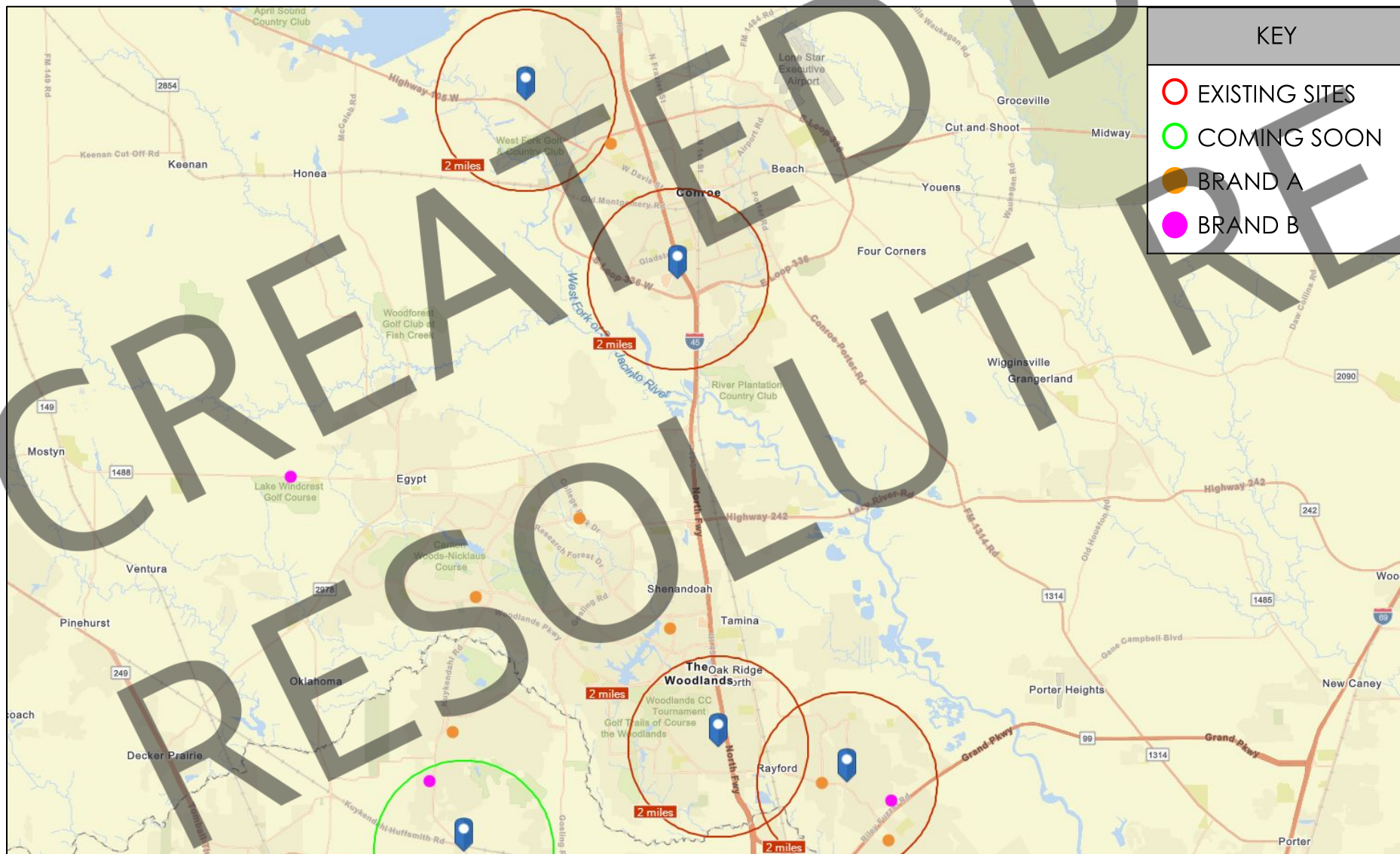
2 MILE RADIUS WITH COMPETITORS

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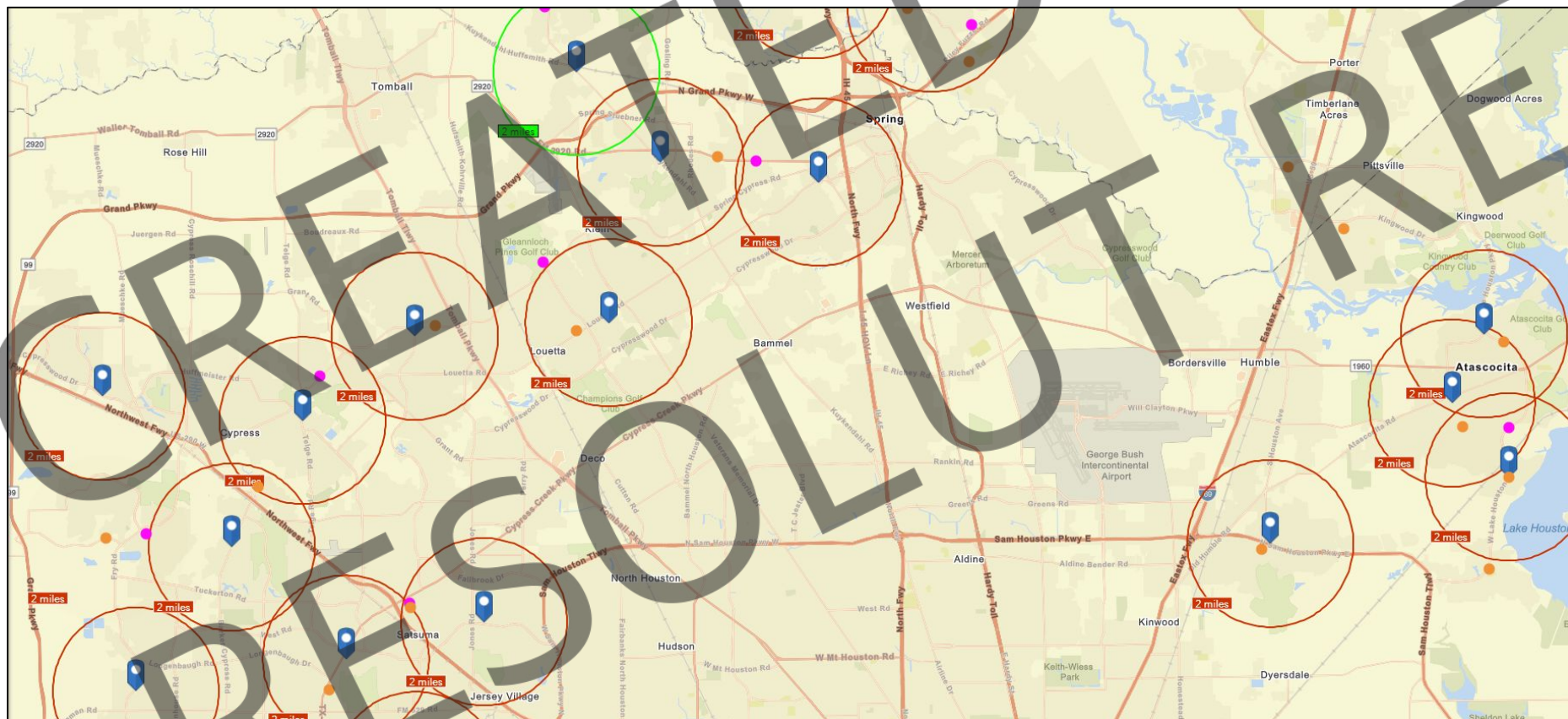
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# ZOOM: EXISTING NORTH HOUSTON LOCATIONS

## 2 MILE RADIUS WITH COMPETITORS

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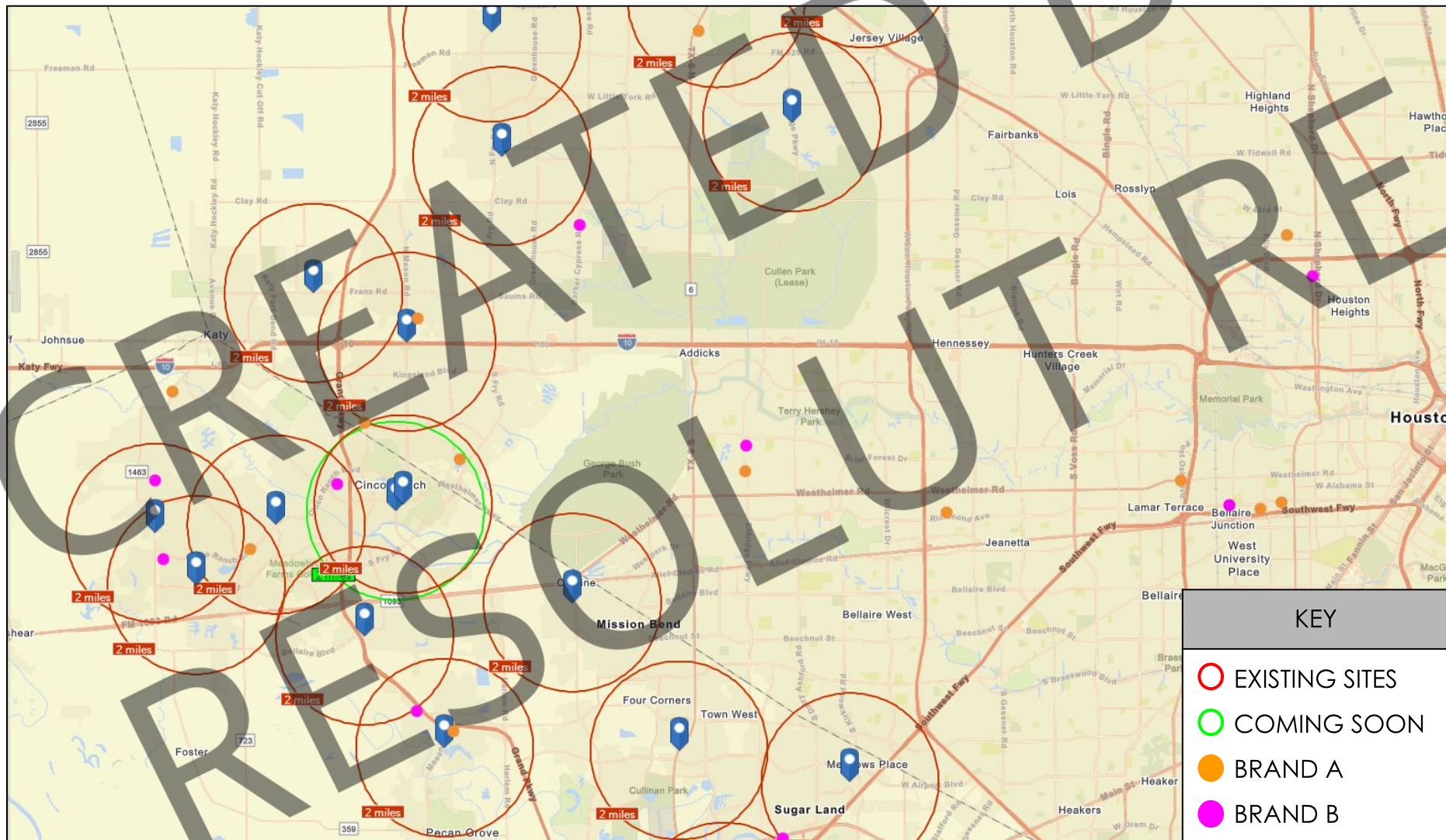




# ZOOM: EXISTING CENTRAL HOUSTON LOCATIONS

## 2 MILE RADIUS WITH COMPETITORS

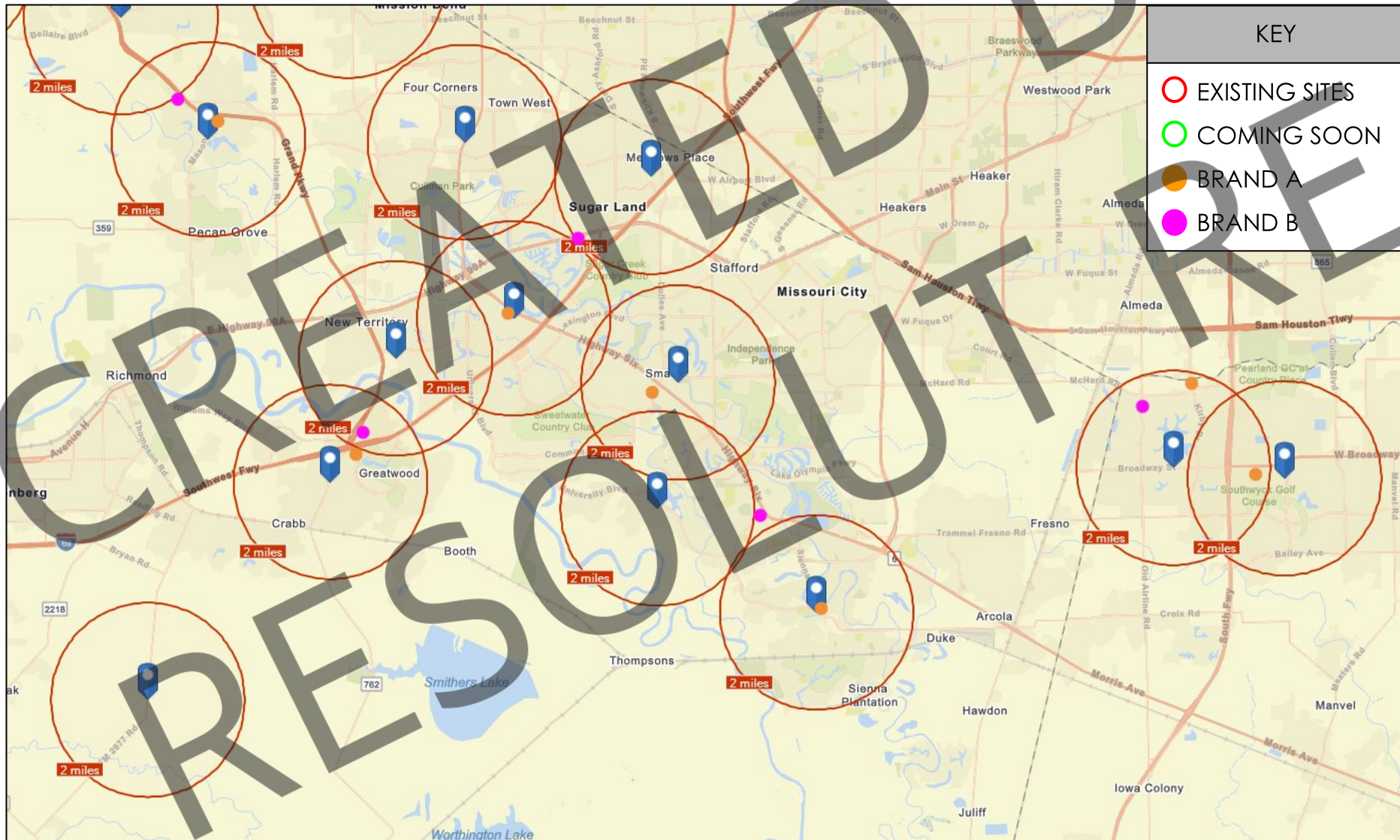
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# ZOOM: EXISTING SOUTHEAST HOUSTON LOCATIONS

## 2 MILE RADIUS WITH COMPETITORS

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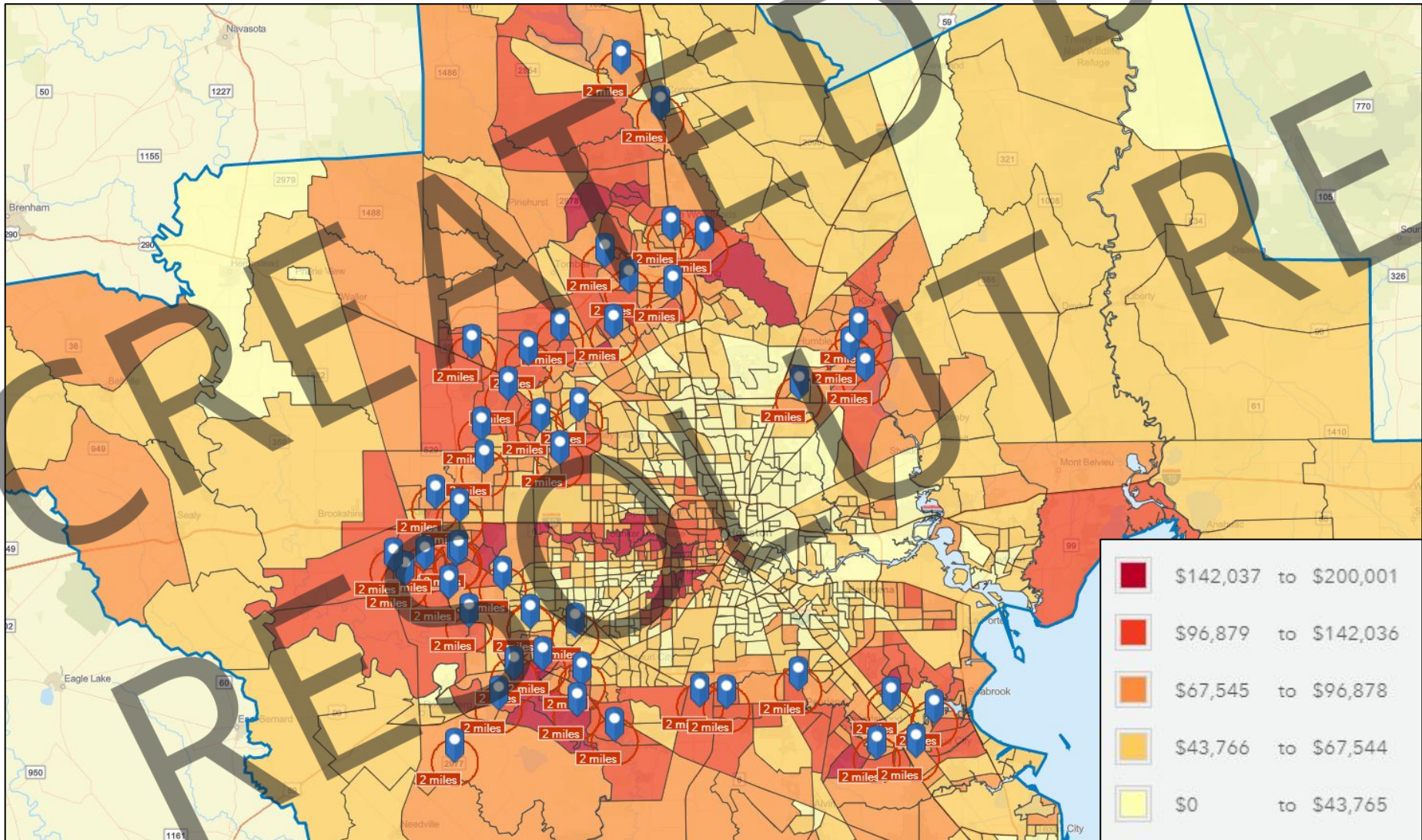




# HOUSTON METROPOLITAN AREA

MEDIAN INCOME HEAT MAP (2020) & CURRENT LOCATIONS

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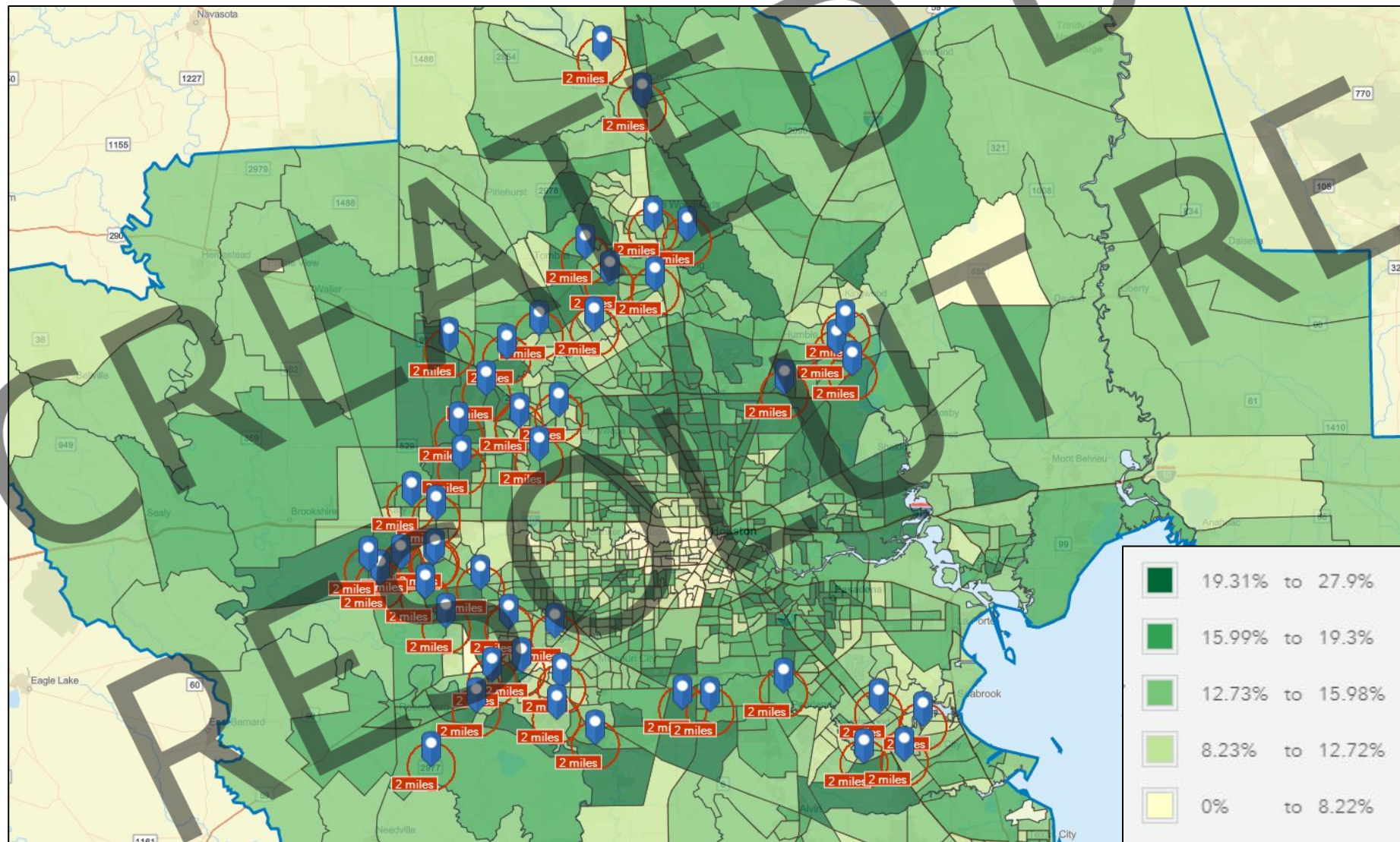


# HOUSTON METROPOLITAN AREA

PERCENTAGE OF CHILDREN AGE 2-12 HEAT MAP (2020) & CURRENT LOCATIONS

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### POTENTIAL MARKETS CRITERIA:

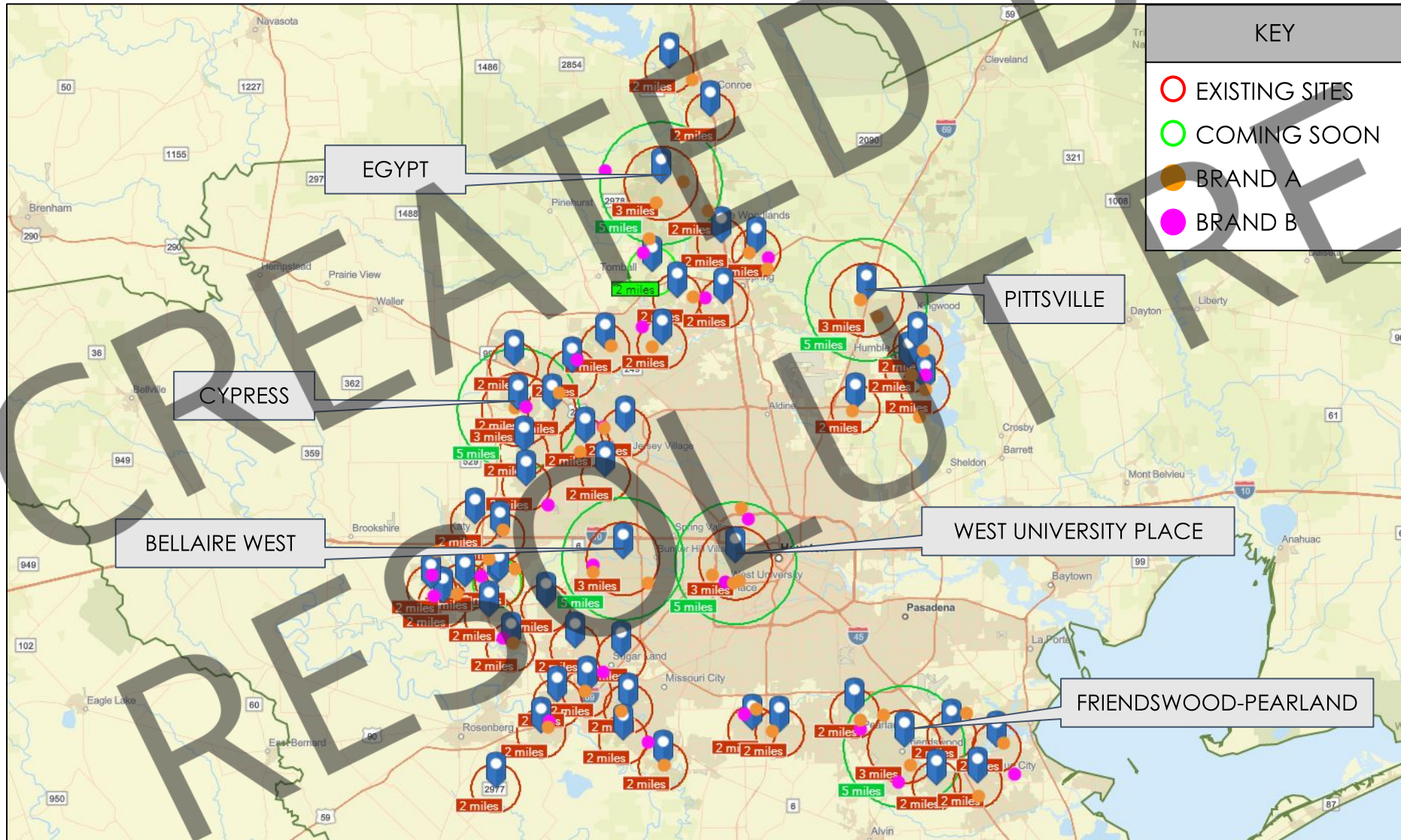
1. HIGH INCOME LEVELS (\$85,000+)
2. HIGH PERCENTAGE OF CHILDREN AGE 2-12
3. HIGH AVERAGE HOUSEHOLD SIZE

7 POTENTIAL MARKETS HAVE BEEN SELECTED FOR REVIEW:



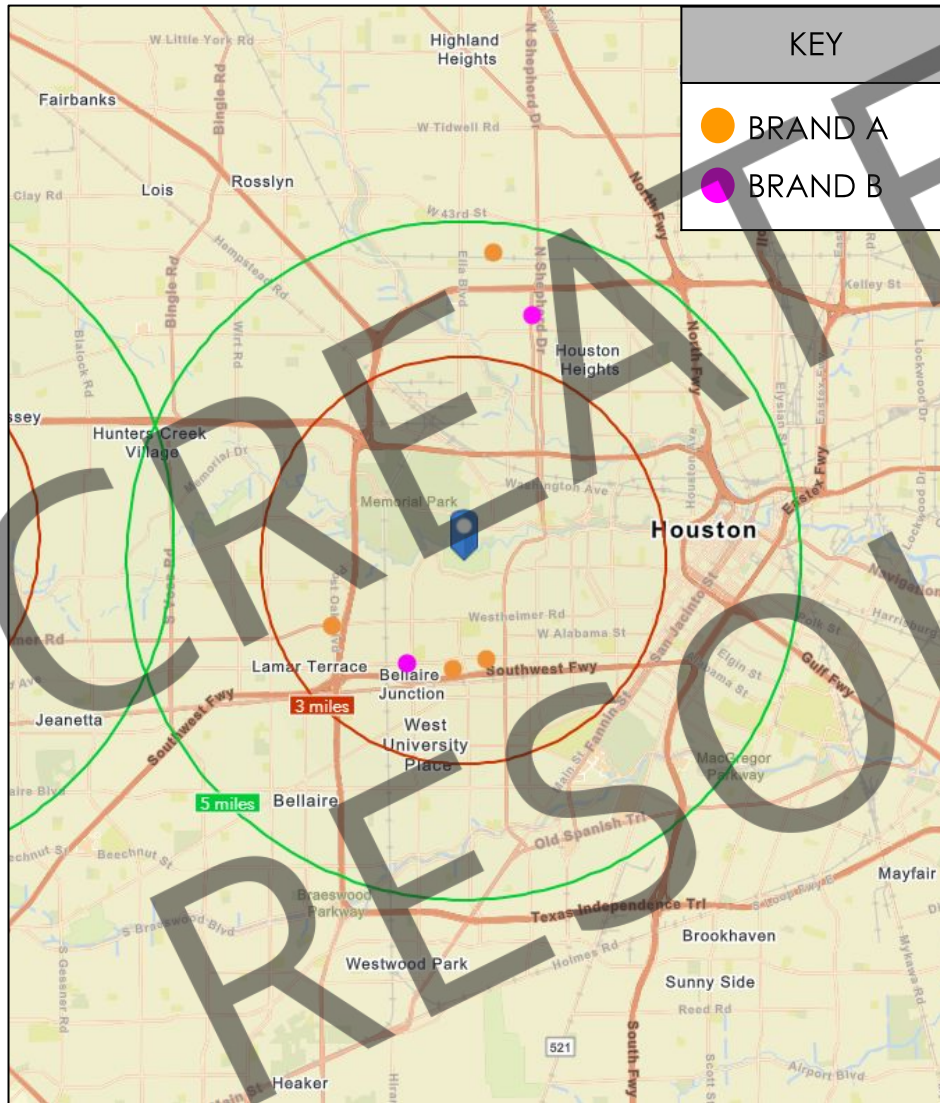
# HOUSTON POTENTIAL MARKETS

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# POTENTIAL MARKET: WEST UNIVERSITY PLACE 3 & 5 MILE RADIUS

RESOLUTION



MARKET FACTS	3 MILE	5 MILE
2020 POPULATION	190,585	535,628
2025 POPULATION	213,937	587,525
ANN. POPULATION GROWTH RATE	2.34%	1.87%
2020 MEDIAN HOUSEHOLD INCOME	\$97,744	\$76,459
2020 AVERAGE HOUSEHOLD INCOME	\$147,521	\$124,312
2020 TOTAL HOUSEHOLDS	102,291	245,577
2020 AVERAGE HOUSEHOLD SIZE	1.84	2.08
2025 TOTAL HOUSEHOLDS	114,776	270,986
2025 AVERAGE HOUSEHOLD SIZE	1.84	2.08
2020 CHILDREN AGES 2-12	15,418	59,098
2020 CHILDREN AGES 2-12 %	8%	11%
2020 CHILDREN AGES 0-14	21,517	81,117
2020 CHILDREN AGES 0-14 %	11%	15%



# POTENTIAL MARKET: WEST UNIVERSITY PLACE 3 MILE RADIUS

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## TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Metro Renters (3B)	42.0%	42.0%
2 Laptops and Lattes (3A)	22.0%	64.0%
3 Top Tier (1A)	9.6%	73.6%

### 3B Metro Renters



Household  
Singles  
32.3  
Median Age  
\$59k  
Median Income  
Households: 1,801,600

**Prof/Mgmt**  
**College Degree**  
**White**

- Prefer environmentally safe products
- Spend wages on rent
- Practice yoga, Pilates; ski
- Active on Facebook, Twitter, YouTube, LinkedIn
- Take public transportation, taxis; walk; bike

### 3A Laptops and Lattes



Household  
Singles  
37.2  
Median Age  
\$102k  
Median Income  
Households: 1,263,291

**Prof/Mgmt**  
**College Degree**  
**White**

- Support environmental groups
- Save for retirement
- Stay connected via laptop, iPad, mobile phone
- Listen to classic rock, jazz, blues
- Take public transportation; walk; bike

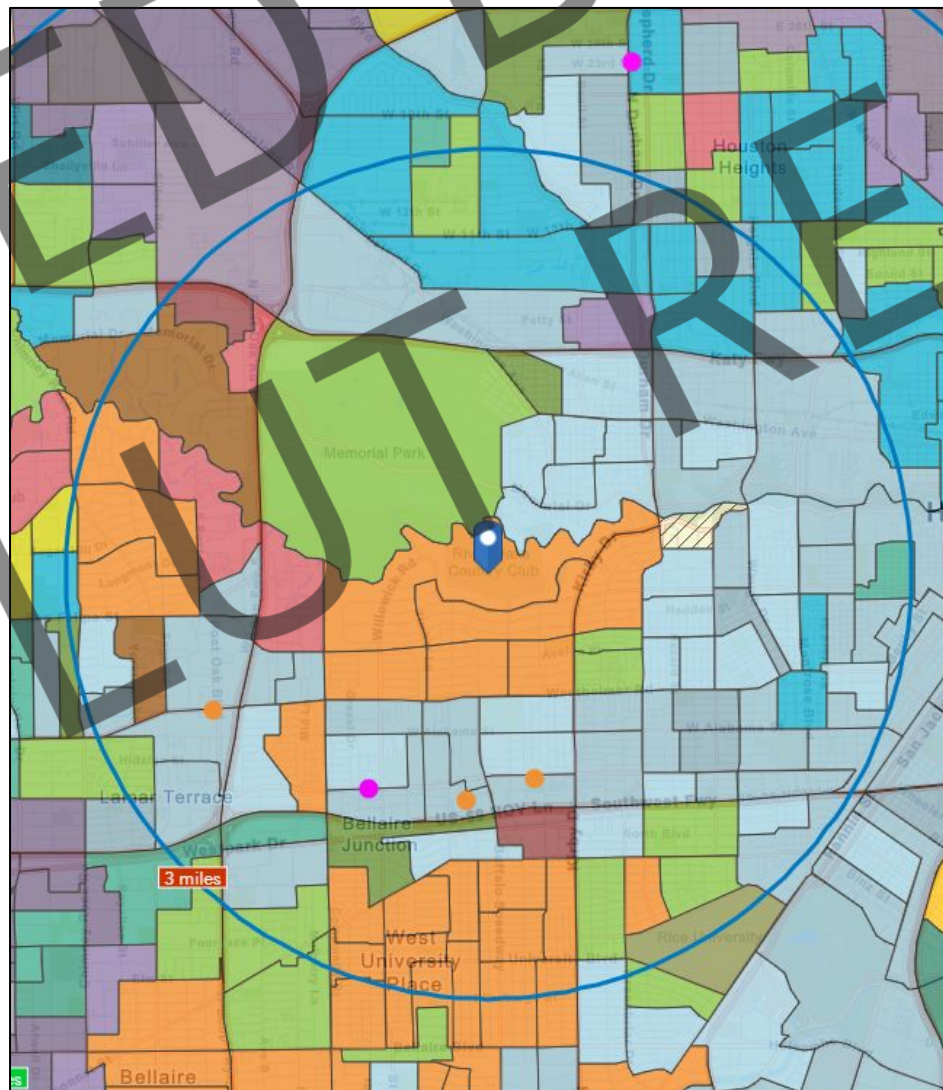
### 1A Top Tier



Household  
Married Couples  
46.7  
Median Age  
\$166k  
Median Income  
Households: 2,073,878

**Prof/Mgmt**  
**College Degree**  
**White**

- Own lavish vacation homes
- Hire financial advisers
- Shop at high-end retailers/chains
- Access radio and newspapers online
- Purchase/Lease fully equipped luxury cars



# POTENTIAL MARKET: WEST UNIVERSITY PLACE 5 MILE RADIUS

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## TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Metro Renters (3B)	29.5%	29.5%
2 Laptops and Lattes (3A)	12.6%	42.1%
3 Top Tier (1A)	8.6%	50.7%

### 3B Metro Renters



Household  
Singles  
32.3  
Median Age  
\$59k  
Median Income  
Households: 1,801,600

Prof/Mgmt  
College Degree  
White

- Prefer environmentally safe products
- Spend wages on rent
- Practice yoga, Pilates, ski
- Active on Facebook, Twitter, YouTube, LinkedIn
- Take public transportation, taxis; walk; bike

### 3A Laptops and Lattes



Household  
Singles  
37.2  
Median Age  
\$102k  
Median Income  
Households: 1,263,291

Prof/Mgmt  
College Degree  
White

- Support environmental groups
- Save for retirement
- Stay connected via laptop, iPad, mobile phone
- Listen to classic rock, jazz, blues
- Take public transportation; walk; bike

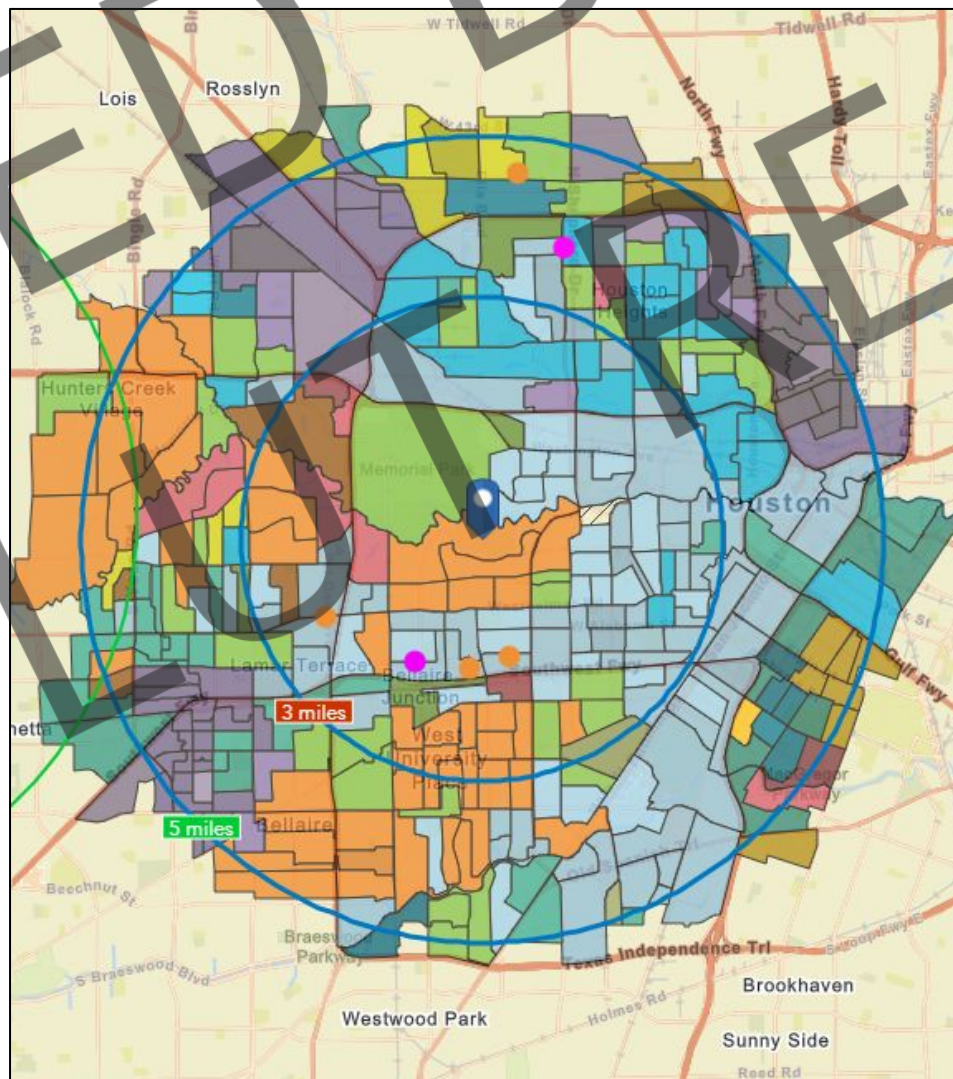
### 1A Top Tier



Household  
Married Couples  
46.7  
Median Age  
\$166k  
Median Income  
Households: 2,073,878

Prof/Mgmt  
College Degree  
White

- Own lavish vacation homes
- Hire financial advisers
- Shop at high-end retailers/chains
- Access radio and newspapers online
- Purchase/Lease fully equipped luxury cars





# POTENTIAL MARKET: BELLAIRE WEST

## 3 & 5 MILE RADIUS

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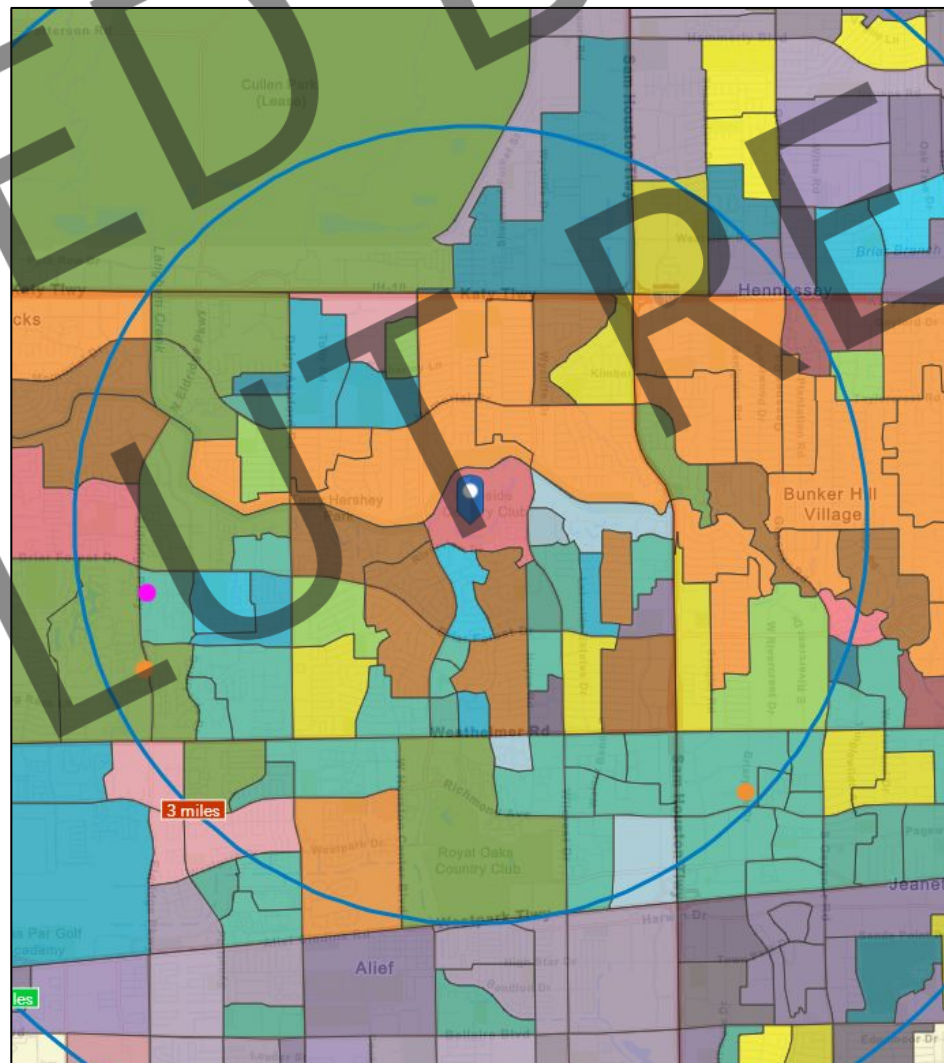


MARKET FACTS	3 MILE	5 MILE
2020 POPULATION	164,103	400,148
2025 POPULATION	177,176	426,736
ANN. POPULATION GROWTH RATE	1.54%	1.29%
2020 MEDIAN HOUSEHOLD INCOME	\$69,581	\$56,458
2020 AVERAGE HOUSEHOLD INCOME	\$113,569	\$94,457
2020 TOTAL HOUSEHOLDS	71,905	159,190
2020 AVERAGE HOUSEHOLD SIZE	2.28	2.51
2025 TOTAL HOUSEHOLDS	77,227	169,488
2025 AVERAGE HOUSEHOLD SIZE	2.29	2.51
2020 CHILDREN AGES 2-12	22,157	58,429
2020 CHILDREN AGES 2-12 %	13%	15%
2020 CHILDREN AGES 0-14	30,328	79,976
2020 CHILDREN AGES 0-14 %	18%	20%

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## 11B Young and Restless





# POTENTIAL MARKET: BELLAIRE WEST

## 5 MILE RADIUS

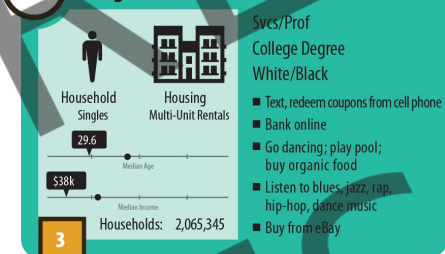
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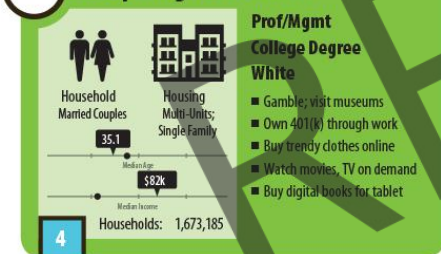
### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Young and Restless (11B)	22.9%	22.9%
2 Enterprising Professionals (2D)	9.9%	32.8%
3 NeWest Residents (13C)	8.6%	41.4%

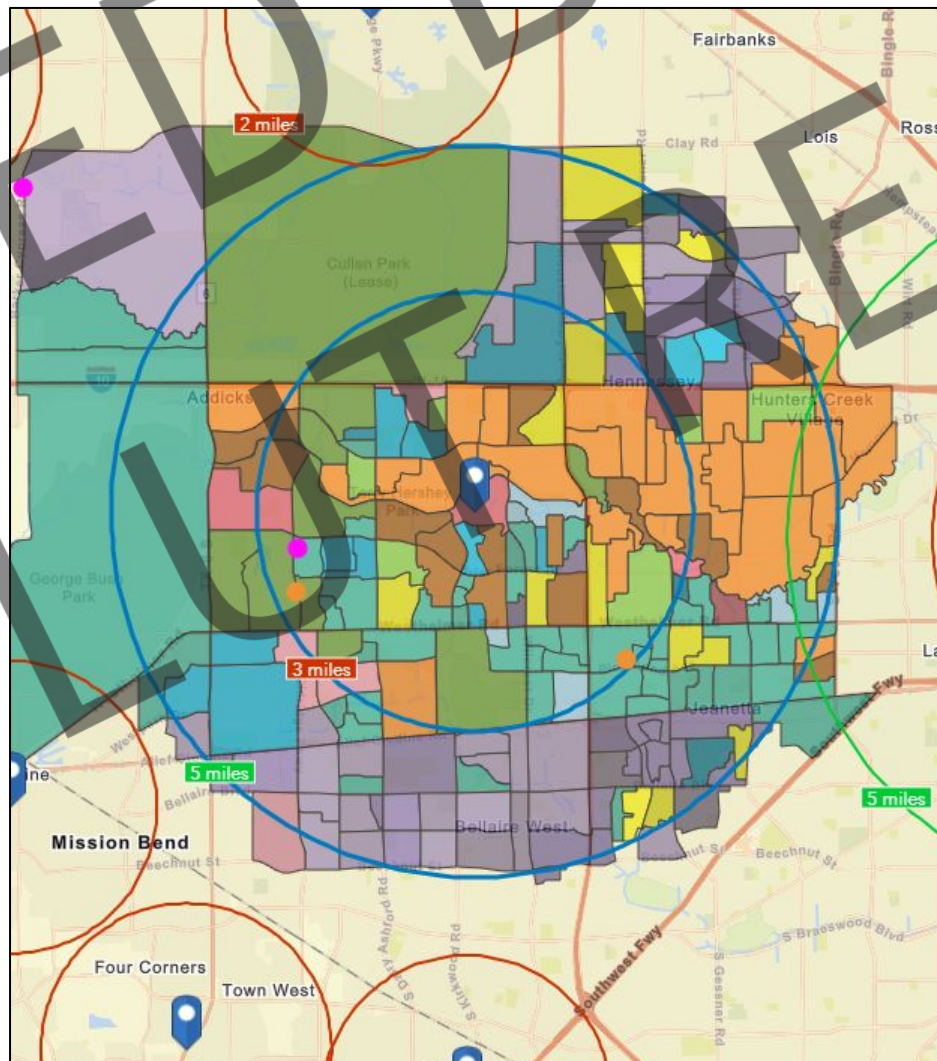
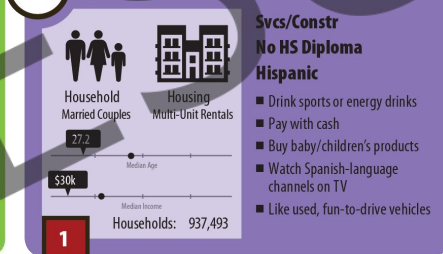
#### 11B Young and Restless



#### 2D Enterprising Professionals



#### 13C NeWest Residents



# POTENTIAL MARKET: EGYPT

3 & 5 MILE RADIUS

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MARKET FACTS	3 MILE	5 MILE
2020 POPULATION	71,446	143,860
2025 POPULATION	79,954	165,488
ANN. POPULATION GROWTH RATE	2.28%	2.84%
2020 MEDIAN HOUSEHOLD INCOME	\$131,462	\$117,334
2020 AVERAGE HOUSEHOLD INCOME	\$165,355	\$154,09
2020 TOTAL HOUSEHOLDS	24,597	52,891
2020 AVERAGE HOUSEHOLD SIZE	2.90	2.71
2025 TOTAL HOUSEHOLDS	27,479	60,680
2025 AVERAGE HOUSEHOLD SIZE	2.91	2.72
2020 CHILDREN AGES 2-12	11,077	22,528
2020 CHILDREN AGES 2-12 %	16%	16%
2020 CHILDREN AGES 0-14	15,018	30,387
2020 CHILDREN AGES 0-14 %	21%	21%



# POTENTIAL MARKET: EGYPT

## 3 MILE RADIUS

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### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Professional Pride (1B)	37.2%	37.2%
2 Boomburbs (1C)	28.4%	65.6%
3 Soccer Moms (4A)	17.9%	83.5%

#### 1B Professional Pride



Household  
Married Couples



Housing  
Single Family

40.8  
Median Age

\$132k  
Median Income

Households: 1,926,841

**Prof/Mgmt  
College Degree  
White**

- Upgrade picture-perfect homes
- Hold 401(k) and IRA plans/securities
- Own latest tablets, smartphones, and laptops
- Read epicurean, sports, home service magazines
- Own 2-3 vehicles

#### 1C Boomburbs



Household  
Married Couples



Housing  
Single Family

33.7  
Median Age

\$111k  
Median Income

Households: 1,822,658

**Prof/Mgmt  
College Degree  
White**

- Hold gym membership; own home equipment
- Have home mortgage
- Prioritize physical fitness
- Own, use latest devices
- Prefer SUVs, luxury cars, minivans

#### 4A Soccer Moms



Household  
Married Couples



Housing  
Single Family

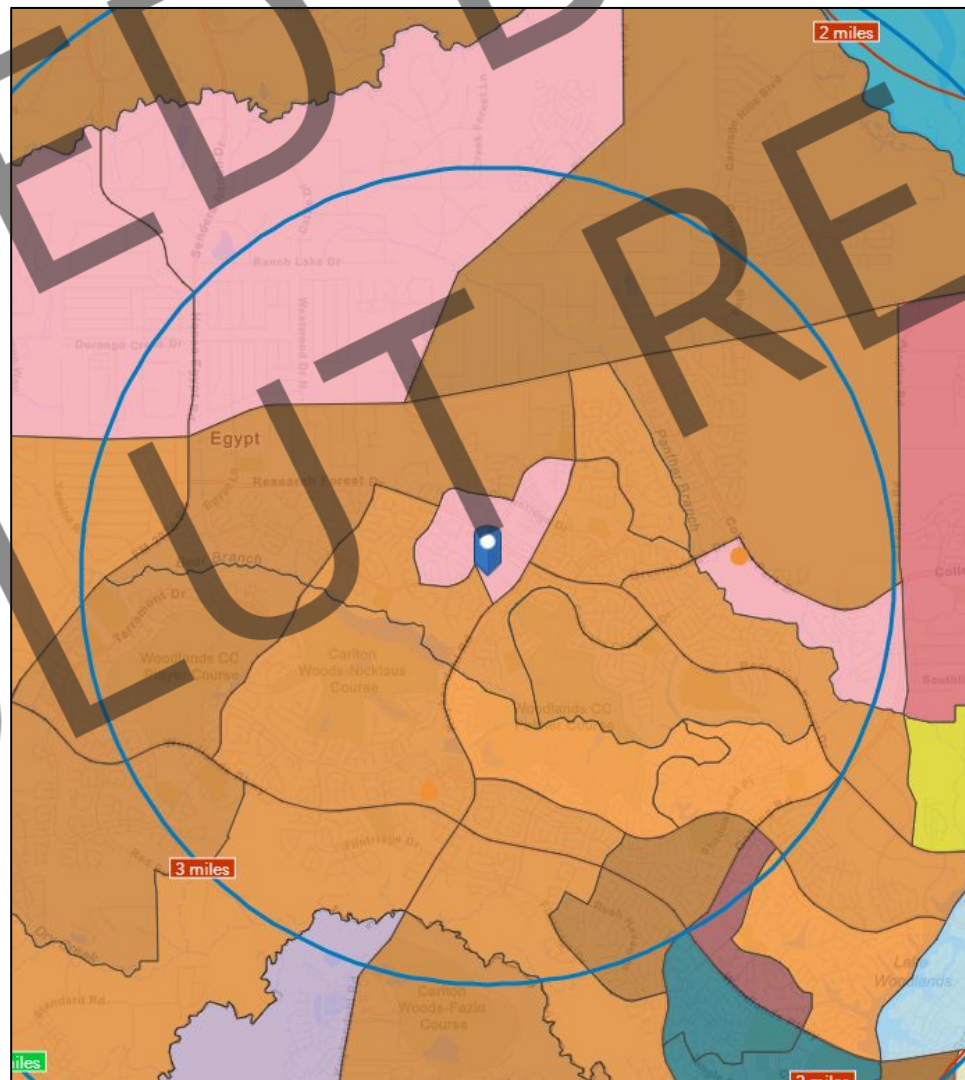
36.8  
Median Age

\$89k  
Median Income

Households: 3,418,433

**Prof/Mgmt  
College Degree  
White**

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)



# POTENTIAL MARKET: EGYPT

## 5 MILE RADIUS

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### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Boomburbs (1C)	27.4%	27.4%
2 Professional Pride (1B)	19.7%	47.1%
3 Soccer Moms (4A)	11.6%	58.7%

#### 1C Boomburbs



Household Married Couples



Housing Single Family

33.7  
Median Age

\$111k  
Median Income

Households: 1,822,658

**Prof/Mgmt**  
**College Degree**  
**White**

- Hold gym membership; own home equipment
- Have home mortgage
- Prioritize physical fitness
- Own, use latest devices
- Prefer SUVs, luxury cars, minivans

#### 1B Professional Pride



Household Married Couples



Housing Single Family

40.8  
Median Age

\$132k  
Median Income

Households: 1,926,841

**Prof/Mgmt**  
**College Degree**  
**White**

- Upgrade picture-perfect homes
- Hold 401(k) and IRA plans/securities
- Own latest tablets, smartphones, and laptops
- Read epicurean, sports, home service magazines
- Own 2-3 vehicles

#### 4A Soccer Moms



Household Married Couples



Housing Single Family

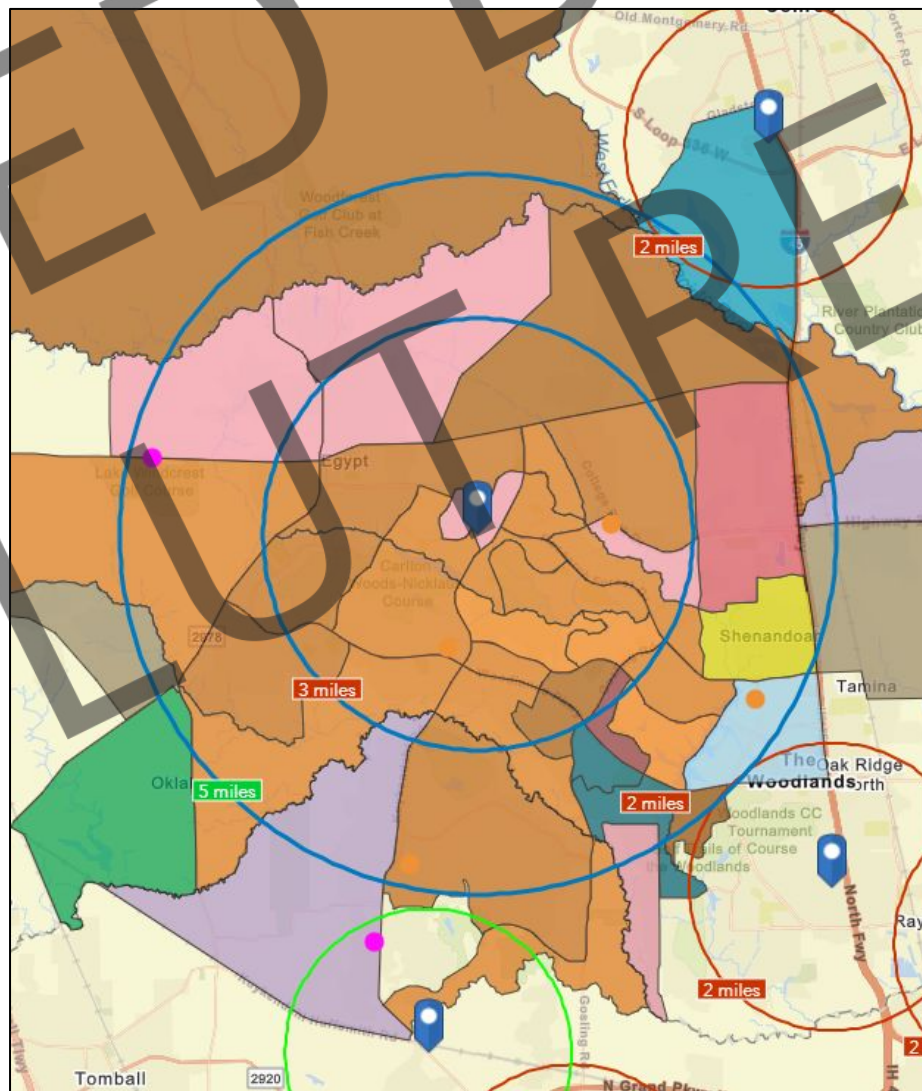
36.8  
Median Age

\$89k  
Median Income

Households: 3,418,433

**Prof/Mgmt**  
**College Degree**  
**White**

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)





# POTENTIAL MARKET: FRIENDSWOOD-PEARLAND

## 3 & 5 MILE RADIUS

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MARKET FACTS	3 MILE	5 MILE
2020 POPULATION	65,317	192,499
2025 POPULATION	68,659	204,269
ANN. POPULATION GROWTH RATE	1.00%	1.19%
2020 MEDIAN HOUSEHOLD INCOME	\$95,917	\$82,738
2020 AVERAGE HOUSEHOLD INCOME	\$122,142	\$106,385
2020 TOTAL HOUSEHOLDS	22,946	67,561
2020 AVERAGE HOUSEHOLD SIZE	2.83	2.84
2025 TOTAL HOUSEHOLDS	24,007	71,328
2025 AVERAGE HOUSEHOLD SIZE	2.85	2.86
2020 CHILDREN AGES 2-12	9,131	29,132
2020 CHILDREN AGES 2-12 %	14%	15%
2020 CHILDREN AGES 0-14	12,456	39,564
2020 CHILDREN AGES 0-14 %	19%	21%

# POTENTIAL MARKET: FRIENDSWOOD-PEARLAND

## 3 MILE RADIUS

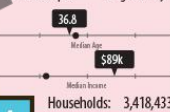
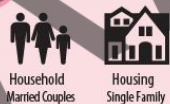
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### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Soccer Moms (4A)	14.8%	14.8%
2 Professional Pride (1B)	14.1%	28.9%
3 Home Improvement (4B)	11.2%	40.1%

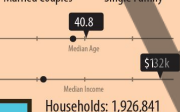
#### 4A Soccer Moms



**Prof/Mgmt**  
**College Degree**  
**White**

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)

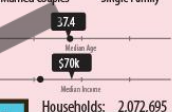
#### 1B Professional Pride



**Prof/Mgmt**  
**College Degree**  
**White**

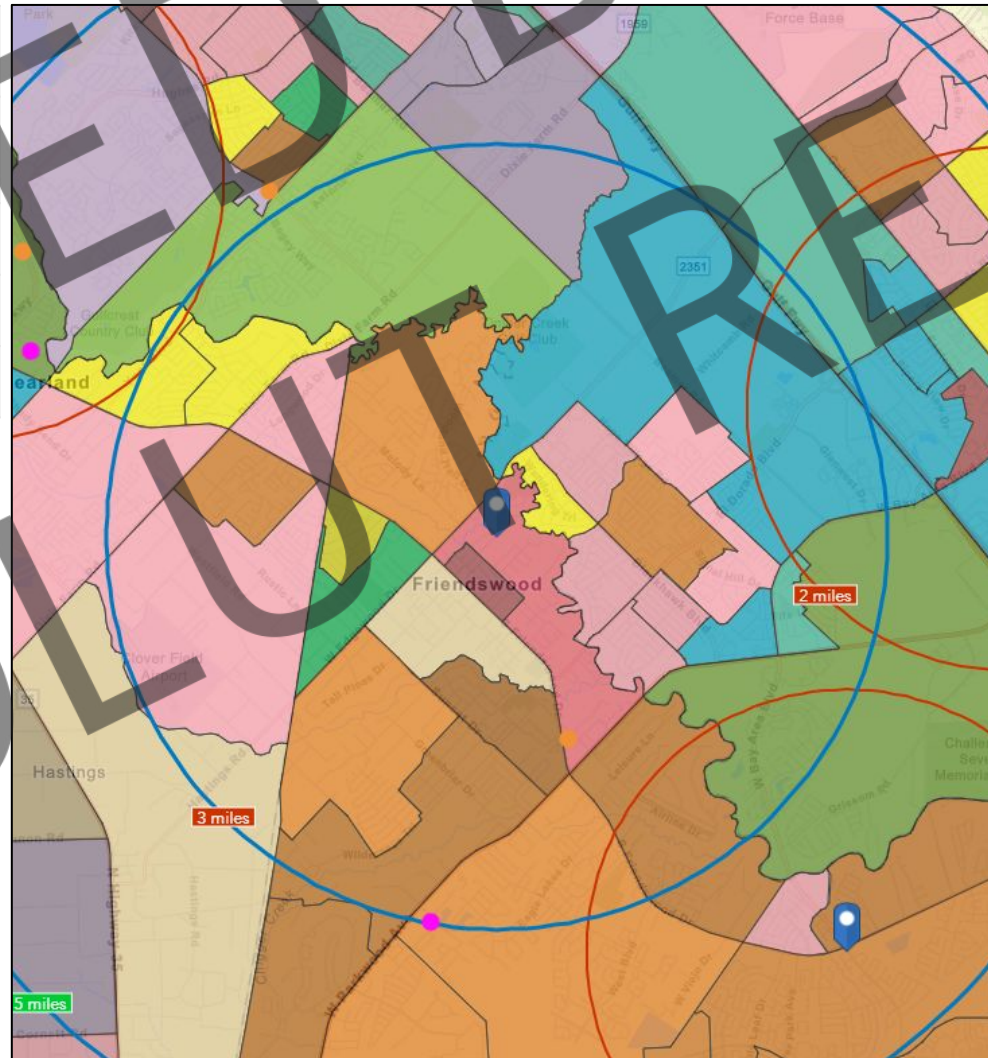
- Upgrade picture-perfect homes
- Hold 401(k) and IRA plans/securities
- Own latest tablets, smartphones, and laptops
- Read epicurean, sports, home service magazines
- Own 2-3 vehicles

#### 4B Home Improvement



**Prof/Svcs**  
**College Degree**  
**White**

- Eat at Chili's, Chick-fil-A, Panera Bread
- Invest conservatively
- Shop warehouse/club, home improvement stores
- Watch DIY Network
- Own minivan, SUV





# POTENTIAL MARKET: FRIENDSWOOD-PEARLAND 5 MILE RADIUS

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## TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Home Improvement (4B)	11.1%	11.1%
2 Soccer Moms (4A)	10.6%	21.7%
3 Boomburbs (1C)	9.0%	30.7%

### 4B Home Improvement



Household  
Married Couples



Housing  
Single Family

374

Median Age

570K

Median Income

Households: 2,072,695

4

Prof/Svcs  
College Degree  
White

- Eat at Chili's, Chick-fil-A, Panera Bread
- Invest conservatively
- Shop warehouse /club, home improvement stores
- Watch DIY Network
- Own minivan, SUV

### 4A Soccer Moms



Household  
Married Couples



Housing  
Single Family

36.8

Median Age

\$89K

Median Income

Households: 3,418,433

4

Prof/Mgmt  
College Degree  
White

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)

### 1C Boomburbs



Household  
Married Couples



Housing  
Single Family

33.7

Median Age

\$111K

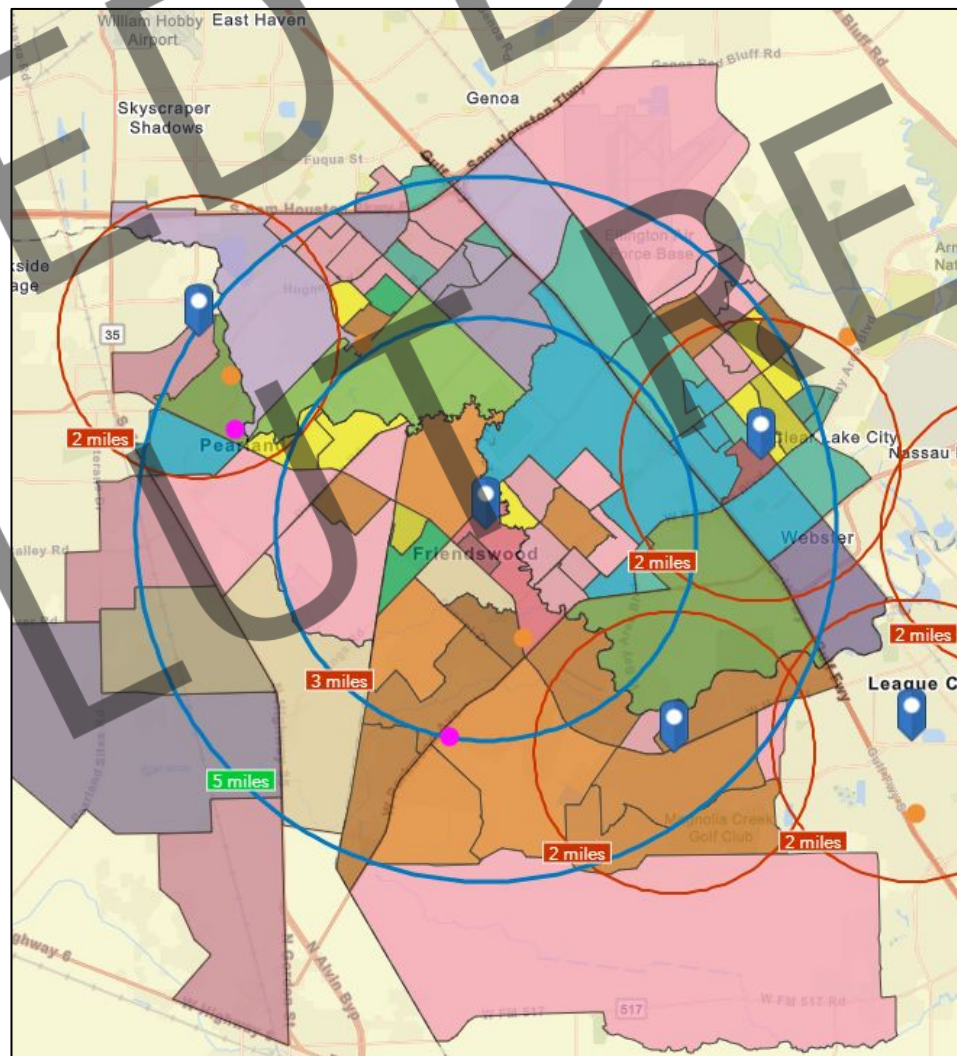
Median Income

Households: 1,822,658

4

Prof/Mgmt  
College Degree  
White

- Hold gym membership; own home equipment
- Have home mortgage
- Prioritize physical fitness
- Own, use latest devices
- Prefer SUVs, luxury cars, minivans



# POTENTIAL MARKET: PITTSVILLE

## 3 & 5 MILE RADIUS

RESOLUTION



MARKET FACTS	3 MILE	5 MILE
2020 POPULATION	47,117	117,658
2025 POPULATION	53,249	132,297
ANN. POPULATION GROWTH RATE	2.48%	2.37%
2020 MEDIAN HOUSEHOLD INCOME	\$75,571	\$77,595
2020 AVERAGE HOUSEHOLD INCOME	\$97,409	\$102,078
2020 TOTAL HOUSEHOLDS	18,614	42,576
2020 AVERAGE HOUSEHOLD SIZE	2.52	2.75
2025 TOTAL HOUSEHOLDS	21,092	47,680
2025 AVERAGE HOUSEHOLD SIZE	2.51	2.77
2020 CHILDREN AGES 2-12	6,755	18,116
2020 CHILDREN AGES 2-12 %	14%	15%
2020 CHILDREN AGES 0-14	9,161	24,585
2020 CHILDREN AGES 0-14 %	19%	21%



# POTENTIAL MARKET: PITTSVILLE

## 3 MILE RADIUS

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### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Bright Young Professionals (8C)	21.7%	21.7%
2 Home Improvement (4B)	18.4%	40.1%
3 Soccer Moms (4A)	18.1%	58.2%

8C

#### Bright Young Professionals



Household  
Married Couples

32.6

Median Age

\$54k

Median Income

Households: 2,678,779

2



Housing  
Single Family;  
Multi-Units

**Prof/Svcs**  
**College Degree**  
**White**

- Go to bars/clubs; attend concerts
- Own US savings bonds; bank online
- Eat at fast food, family restaurants
- Rent DVDs from Redbox or Netflix
- Well connected via latest technology

#### 4B Home Improvement



Household  
Married Couples

37.4

Median Age

\$70k

Median Income

4



Housing  
Single Family

- Prof/Svcs**  
**College Degree**  
**White**
- Eat at Chili's, Chick-fil-A, Panera Bread
  - Invest conservatively
  - Shop warehouse/club, home improvement stores
  - Watch DIY Network
  - Own minivan, SUV

Households: 2,072,695

#### 4A Soccer Moms



Household  
Married Couples

36.8

Median Age

\$89k

Median Income

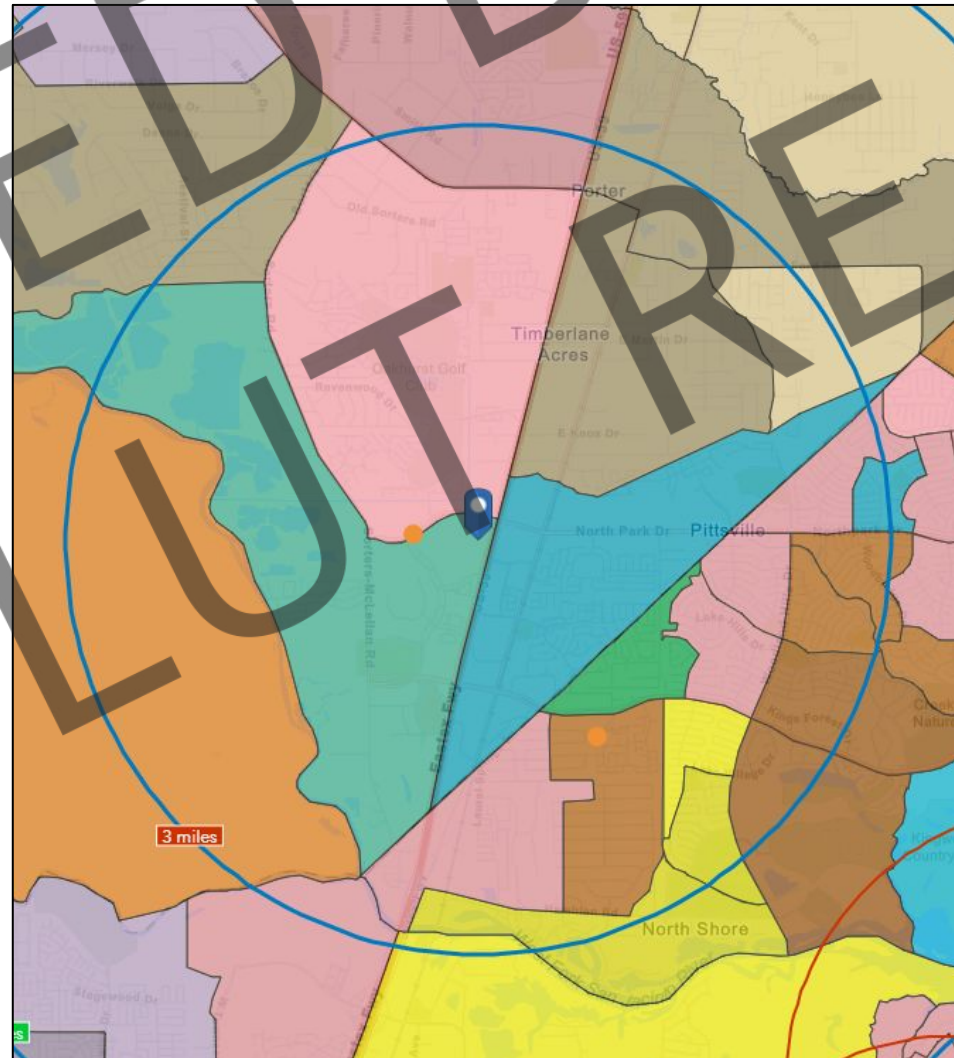
4



Housing  
Single Family

- Prof/Mgmt**  
**College Degree**  
**White**
- Go jogging, biking, target shooting
  - Carry high level of debt
  - Visit theme parks, zoos
  - Shop, bank online
  - Own 2+ vehicles (minivans, SUVs)

Households: 3,418,433



# POTENTIAL MARKET: PITTSVILLE 5 MILE RADIUS

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## TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Home Improvement (4B)	12.4%	12.4%
2 Soccer Moms (4A)	12.1%	24.5%
3 Bright Young Professionals (8C)	11.2%	35.7%

### 4B Home Improvement



Household Married Couples  
Housing Single Family

374

Median Age

570K

Median Income

Households: 2,072,695

Prof/Svcs  
College Degree  
White

- Eat at Chili's, Chick-fil-A, Panera Bread
- Invest conservatively
- Shop warehouse /club, home improvement stores
- Watch DIY Network
- Own minivan, SUV

### 4A Soccer Moms



Household Married Couples  
Housing Single Family

36.6

Median Age

\$89K

Median Income

Households: 3,418,433

Prof/Mgmt  
College Degree  
White

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)

### 8C Bright Young Professionals



Household Married Couples  
Housing Single Family; Multi-Units

32.6

Median Age

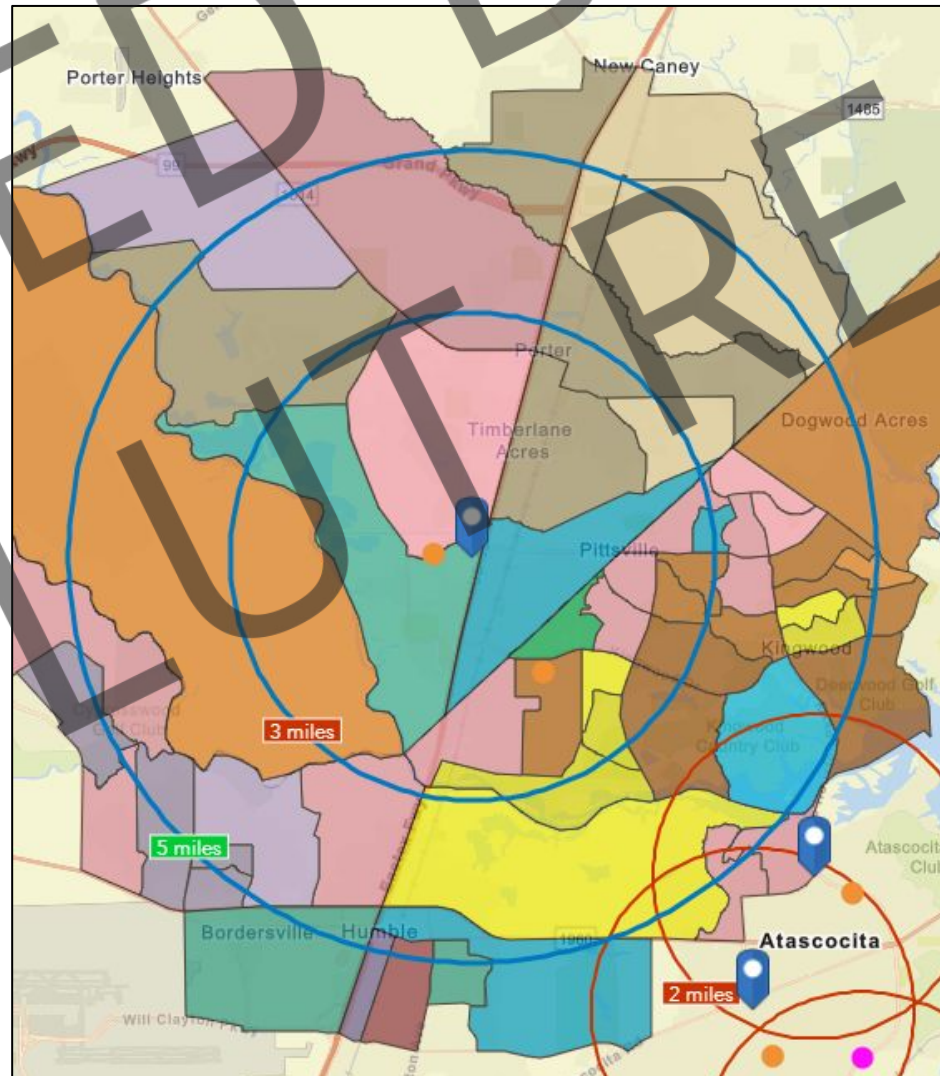
\$54K

Median Income

Households: 2,678,779

Prof/Svcs  
College Degree  
White

- Go to bars/clubs; attend concerts
- Own US savings bonds; bank online
- Eat at fast food, family restaurants
- Rent DVDs from Redbox or Netflix
- Well connected via latest technology

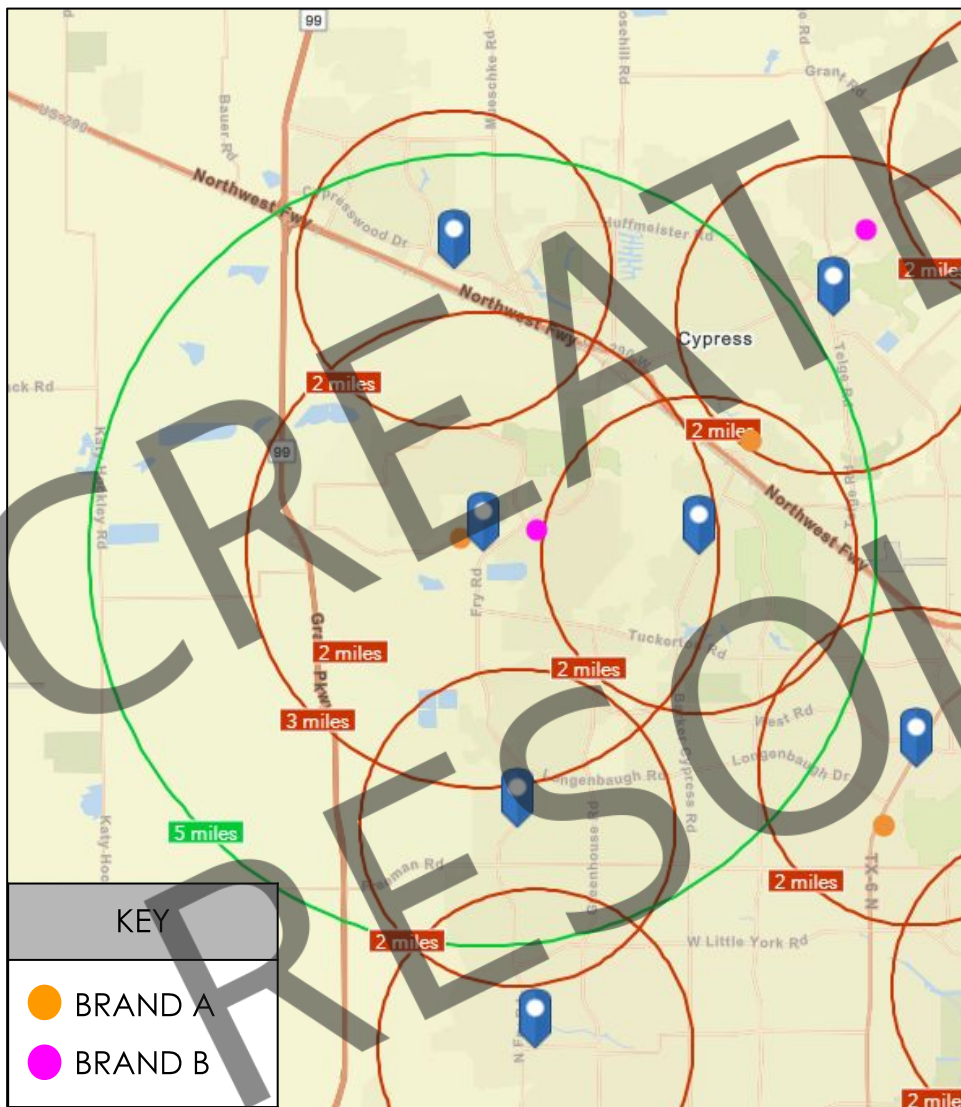




# POTENTIAL MARKET: CYPRESS

3 & 5 MILE RADIUS

RESOLUTION

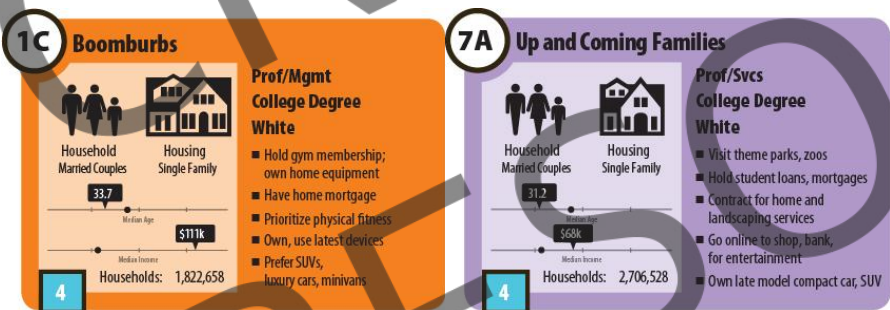
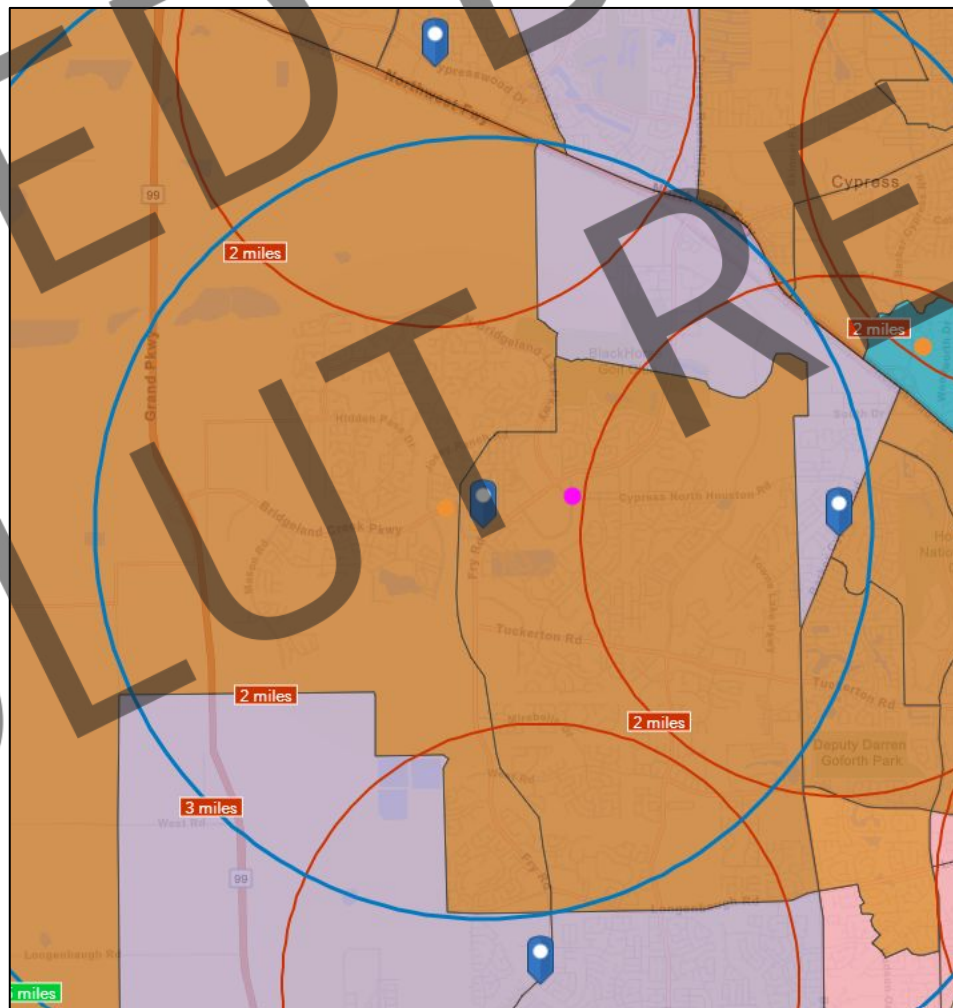


MARKET FACTS	3 MILE	5 MILE
2020 POPULATION	46,131	165,645
2025 POPULATION	56,674	187,685
ANN. POPULATION GROWTH RATE	4.20%	2.53%
2020 MEDIAN HOUSEHOLD INCOME	\$121,233	\$103,969
2020 AVERAGE HOUSEHOLD INCOME	\$151,451	\$126,493
2020 TOTAL HOUSEHOLDS	14,385	50,629
2020 AVERAGE HOUSEHOLD SIZE	3.21	3.27
2025 TOTAL HOUSEHOLDS	17,557	57,088
2025 AVERAGE HOUSEHOLD SIZE	3.23	3.29
2020 CHILDREN AGES 2-12	9,539	32,405
2020 CHILDREN AGES 2-12 %	21%	20%
2020 CHILDREN AGES 0-14	12,729	43,519
2020 CHILDREN AGES 0-14 %	28%	26%

## RESOLUT

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TAPESTRY SEGMENTATION		
TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Boomburbs (1C)	87.6%	87.6%
2 Up and Coming Families (7A)	12.4%	100.0%





# POTENTIAL MARKET: CYPRESS

## 5 MILE RADIUS

RESOLUT

RE

### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
1 Boomburbs (1C)	55.9%	55.9%
2 Up and Coming Families (7A)	33.6%	89.5%
3 Soccer Moms (4A)	5.3%	94.8%

#### 1C Boomburbs



Household Married Couples



Housing Single Family

33.7

Median Age

Median Income

\$111k

Households: 1,822,658

4

Prof/Mgmt  
College Degree  
White

- Hold gym membership; own home equipment
- Have home mortgage
- Prioritize physical fitness
- Own, use latest devices
- Prefer SUVs, luxury cars, minivans

#### 7A Up and Coming Families



Household Married Couples



Housing Single Family

31.2

Median Age

Median Income

\$68k

Households: 2,706,528

4

Prof/Svcs  
College Degree  
White

- Visit theme parks, zoos
- Hold student loans, mortgages
- Contract for home and landscaping services
- Go online to shop, bank, for entertainment
- Own late model compact car, SUV

#### 4A Soccer Moms



Household Married Couples



Housing Single Family

36.8

Median Age

Median Income

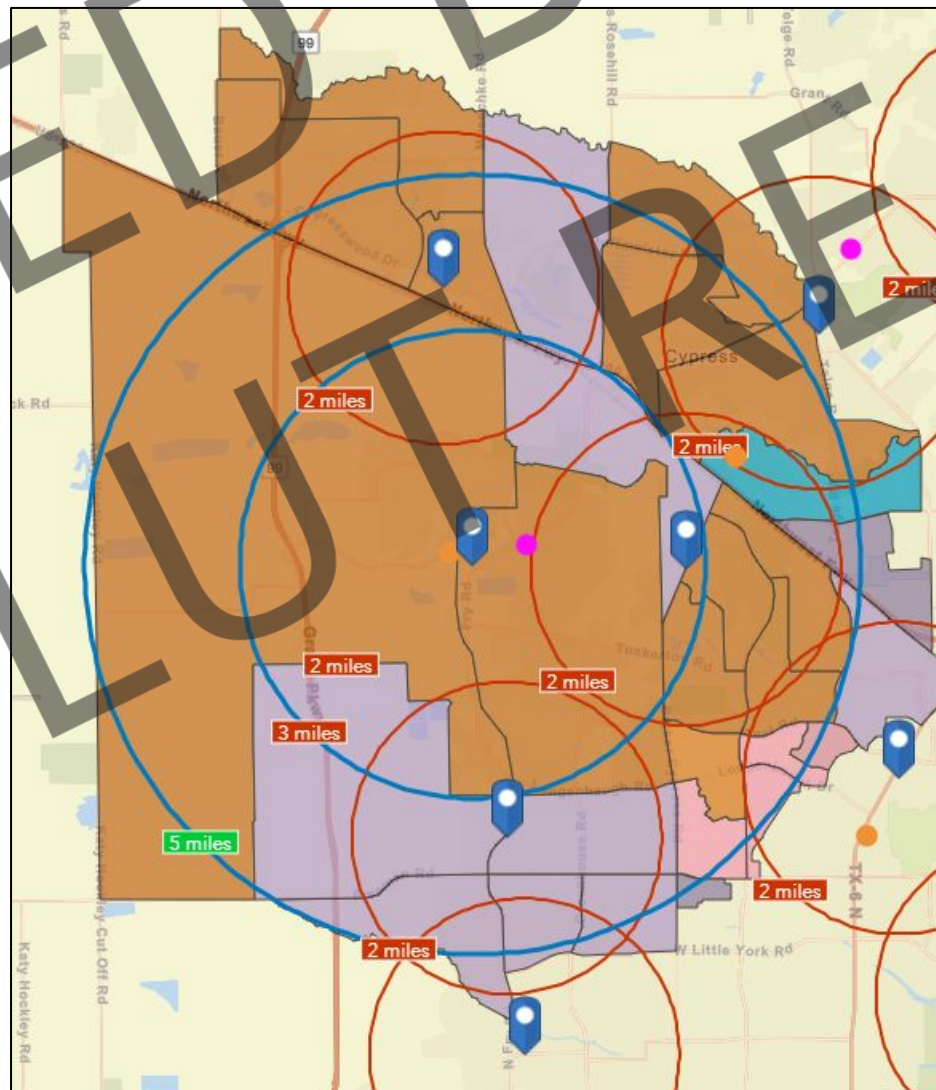
\$89k

Households: 3,418,433

4

Prof/Mgmt  
College Degree  
White

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)



# POTENTIAL MARKETS SUMMARY

	2020 POP	2025 POP	POP GROWTH RATE	2020 MEDIAN HH INCOME	2020 TOTAL HHs	2020 AVG HH SIZE	2020 KIDS 2-12 #	2020 KIDS 2-12 %
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## 3 MILE RADIUS

WEST UNIVERSITY PLACE	190,585	213,937	2.34%	\$97,744	102,291	1.84	15,418	8%
BELLAIRE WEST	164,103	177,176	1.54%	\$69,581	71,905	2.28	22,157	13%
EGYPT	71,446	79,954	2.28%	\$131,462	24,597	2.90	11,077	16%
FRIENDSWOOD-PEARLAND	65,317	68,659	1.00%	\$95,917	22,946	2.83	9,131	14%
PITTSVILLE	47,117	53,249	2.48%	\$75,571	18,614	2.52	6,755	14%
CYPRESS	46,131	56,674	4.20%	\$121,233	14,385	3.21	9,539	21%

## 5 MILE RADIUS

WEST UNIVERSITY PLACE	535,628	587,525	1.87%	\$76,459	245,577	2.08	59,098	11%
BELLAIRE WEST	400,148	426,736	1.29%	\$56,458	159,190	2.51	58,429	15%
EGYPT	143,860	165,488	2.84%	\$117,334	52,891	2.71	22,528	16%
FRIENDSWOOD-PEARLAND	192,499	204,269	1.19%	\$82,738	67,561	2.84	29,132	15%
PITTSVILLE	117,658	132,297	2.37%	\$77,595	42,576	2.75	18,116	15%
CYPRESS	165,645	187,685	2.53%	\$103,969	50,629	3.27	32,405	20%



## APPENDIX

## APPENDIX - TAPESTRY SEGMENTATION GROUPS

### LIFEMODE SUMMARY GROUPS

1. **Affluent Estates:** Established wealth—educated, well-travelled married couples
2. **Upscale Avenues:** Prosperous, married couples in higher density neighborhoods
3. **Uptown Individuals:** Younger, urban singles on the move
4. **Family Landscapes:** Successful younger families in newer housing
5. **GenXurban:** Gen X in middle age; families with fewer kids and a mortgage
6. **Cozy Country Living:** Empty nesters in bucolic settings
7. **Ethnic Enclaves:** Established diversity—young, Hispanic homeowners with families
8. **Middle Ground:** Lifestyles of thirtysomethings
9. **Senior Styles:** Senior lifestyles reveal the effects of saving for retirement
10. **Rustic Outposts:** Country life with older families, older homes
11. **Midtown Singles:** Millennials on the move; single, diverse, and urban
12. **Hometown:** Growing up and staying close to home; single householders
13. **Next Wave:** Urban denizens; young, diverse, hardworking families
14. **Scholars and Patriots:** College campuses and military neighborhoods



Explanation of Maps and Charts:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Explanation-of-Maps-Charts2update.pdf>

Retail Scorecard Altitude Process:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Retail-Scorecard-Altitude-Process2update.pdf>

Retail Scorecard Data Checklist:

<http://retailsolutionsre.com/wp-content/uploads/2020/11/Retail-Scorecard-Data-Checklist.pdf>

MPI & SPI:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/MPI-SPI2update.pdf>

Defining Franchise Territories:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Defining-Franchise-Territoriesupdate.pdf>

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