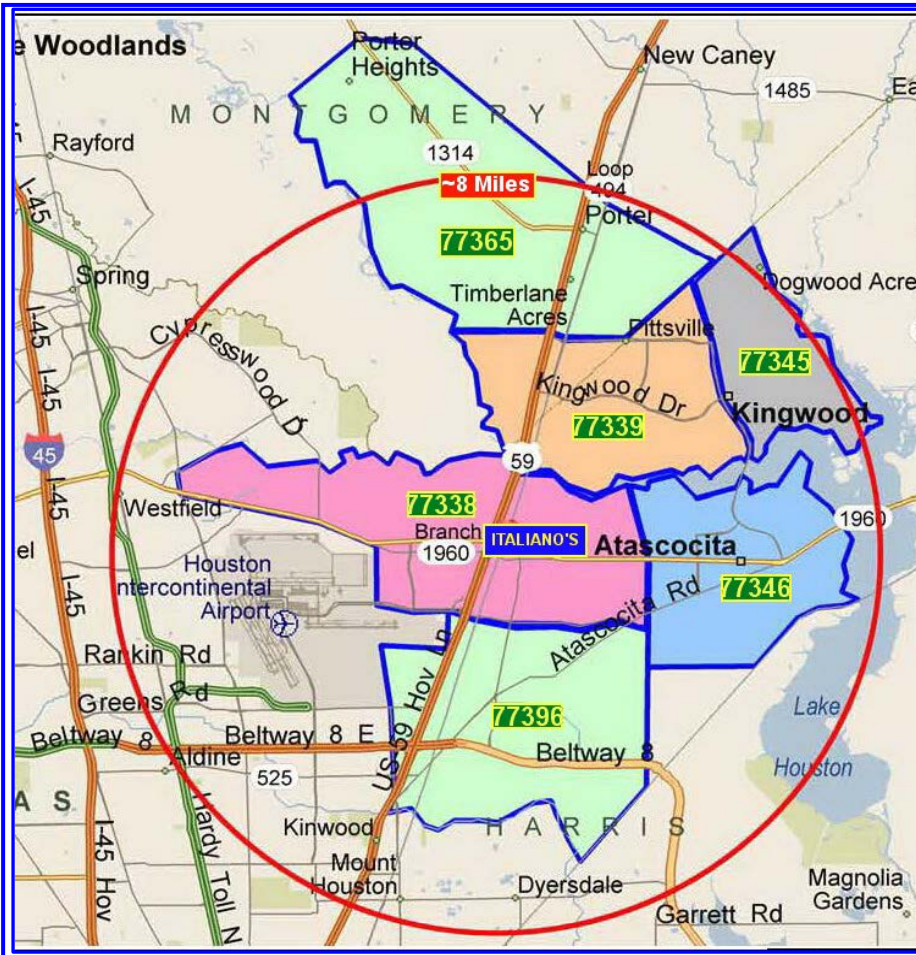


## ITALIANO'S RESTAURANT HAS WIDE CUSTOMER DRAW FROM NEARBY HIGH AND MEDIUM INCOME AREAS



- ITALIANO'S RESTAURANT IS THE MAJOR DRAW TO THIS CENTER
- ITALIANO'S RESTAURANT IS 4<sup>TH</sup> IN HUMBLE POPULARITY, ONLY BEHIND MAJOR SIT-DOWN CHAINS
- DRAWS FROM 6 MAJOR ZIPs SURROUNDING THE CENTER
- PLUS, LARGE VOLUME OF WORKERS FROM NEARBY BUSH INTERCONTINENTAL AIRPORT
- OPPORTUNITY TO GRAB ITALIANO'S CROSS-TRAFFIC CUSTOMERS FROM WIDE AREA

- OVER 200,000 RESIDENTS NEARBY IN 77,000 HOUSEHOLDS
- MORE THAN \$7.5 BILLION IN TOTAL HOUSEHOLD INCOMES
- MEDIAN HH INCOMES RANGE FROM MODERATE TO VERY HIGH

### POPULATION, HOUSEHOLDS AND INCOME WITHIN ABOUT 8 MILES OF ITALIANO'S CENTER

ZIP CODE	Direction From Center	Major City / Subdivision	Population	Households	Total HH Income - \$ Million	Median Income	Median Age
77338	Center	Humble	34,407	11,677	\$749	\$56,287	30.7
77365	North	Porter / Oakhurst	29,814	10,295	\$759	\$62,079	33.6
77339	North	Kingwood	37,639	14,865	\$1,531	\$83,700	30.7
77345	North	Kingwood	26,546	9,307	\$1,506	\$130,849	41.1
77346	East	Atascocita/Eagle Springs	52,592	17,537	\$1,897	\$94,227	33.9
77396	South	Fall Creek /Humble	45,127	13,659	\$1,066	\$62,658	29.7
TOTAL IN 6 ZIPs			226,125	77,340	\$7,508		

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