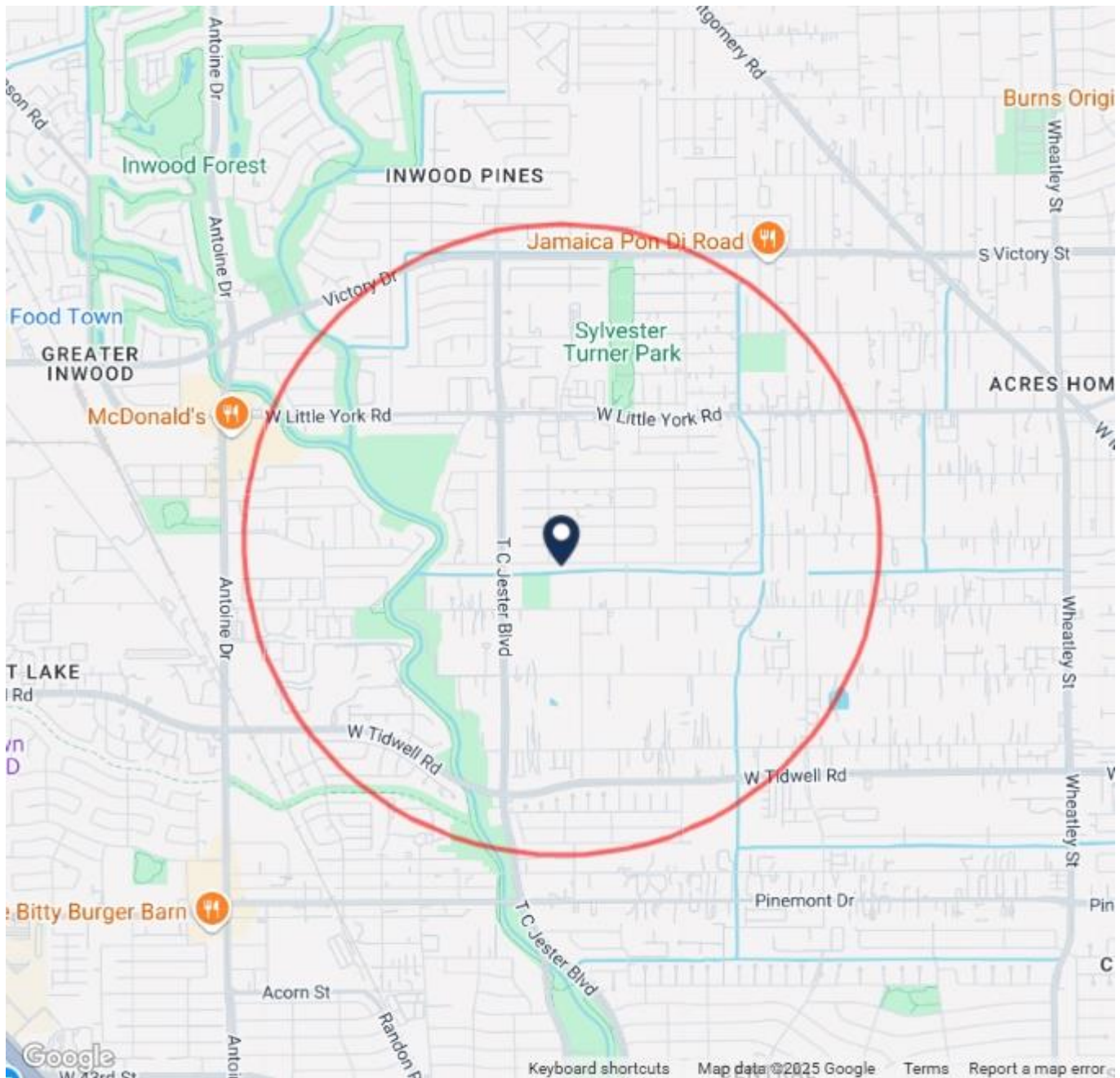


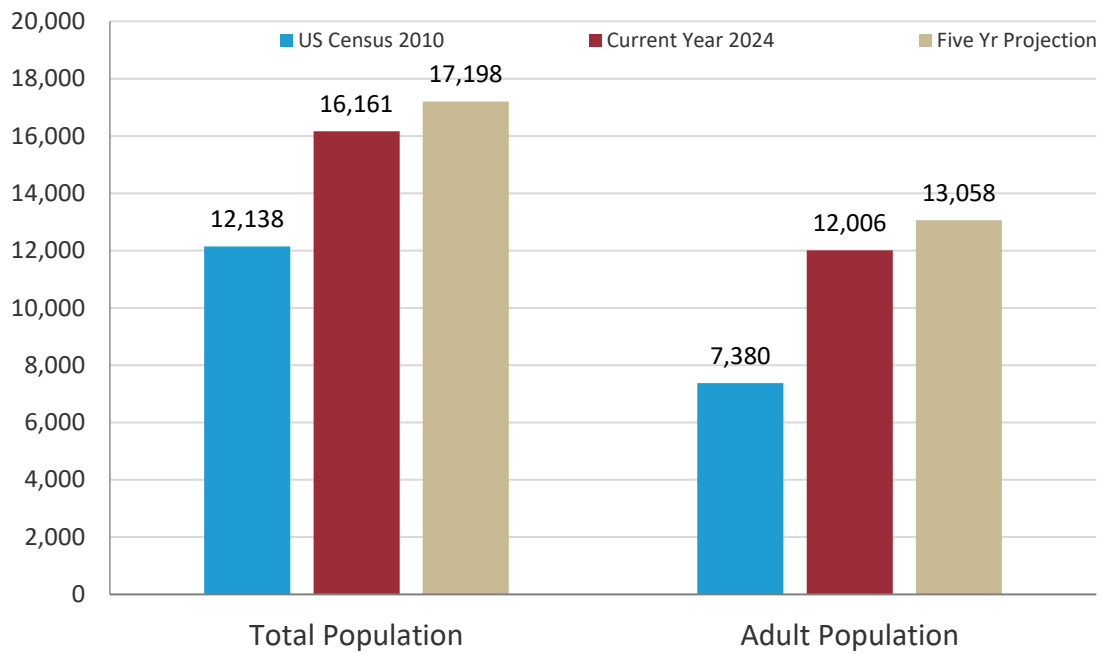
## Demographics for 3110 Druid St, Houston, Texas 77091, United States

Trade Area: 1 Mile

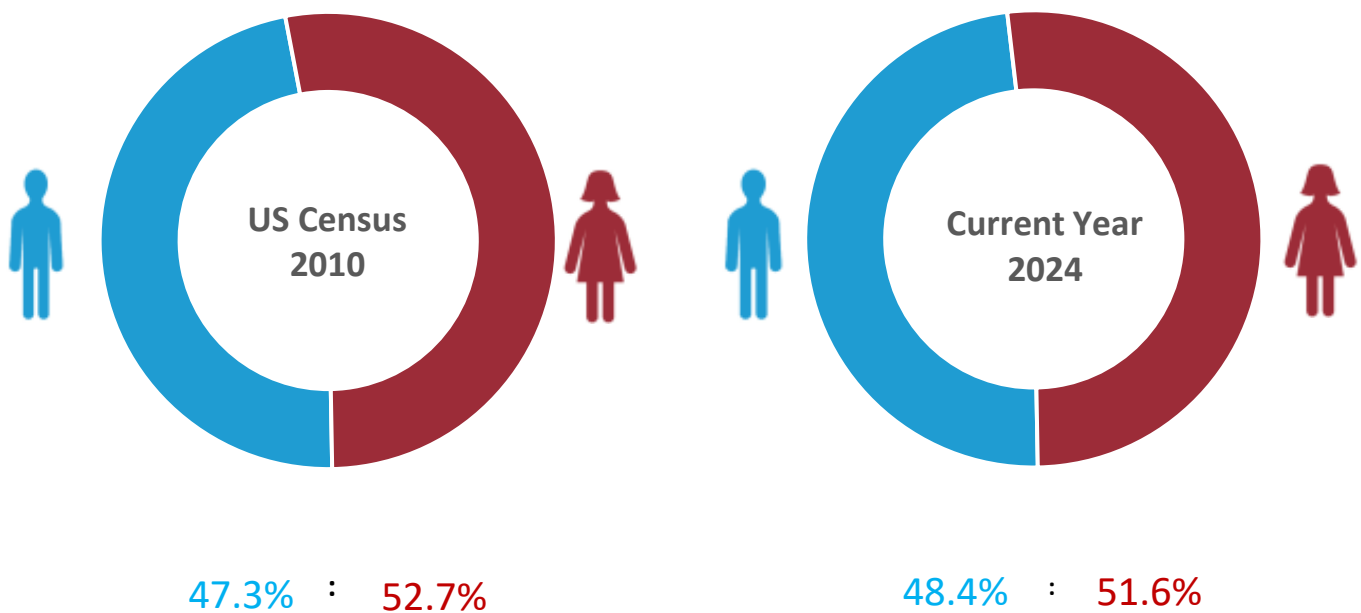


# Population Charts

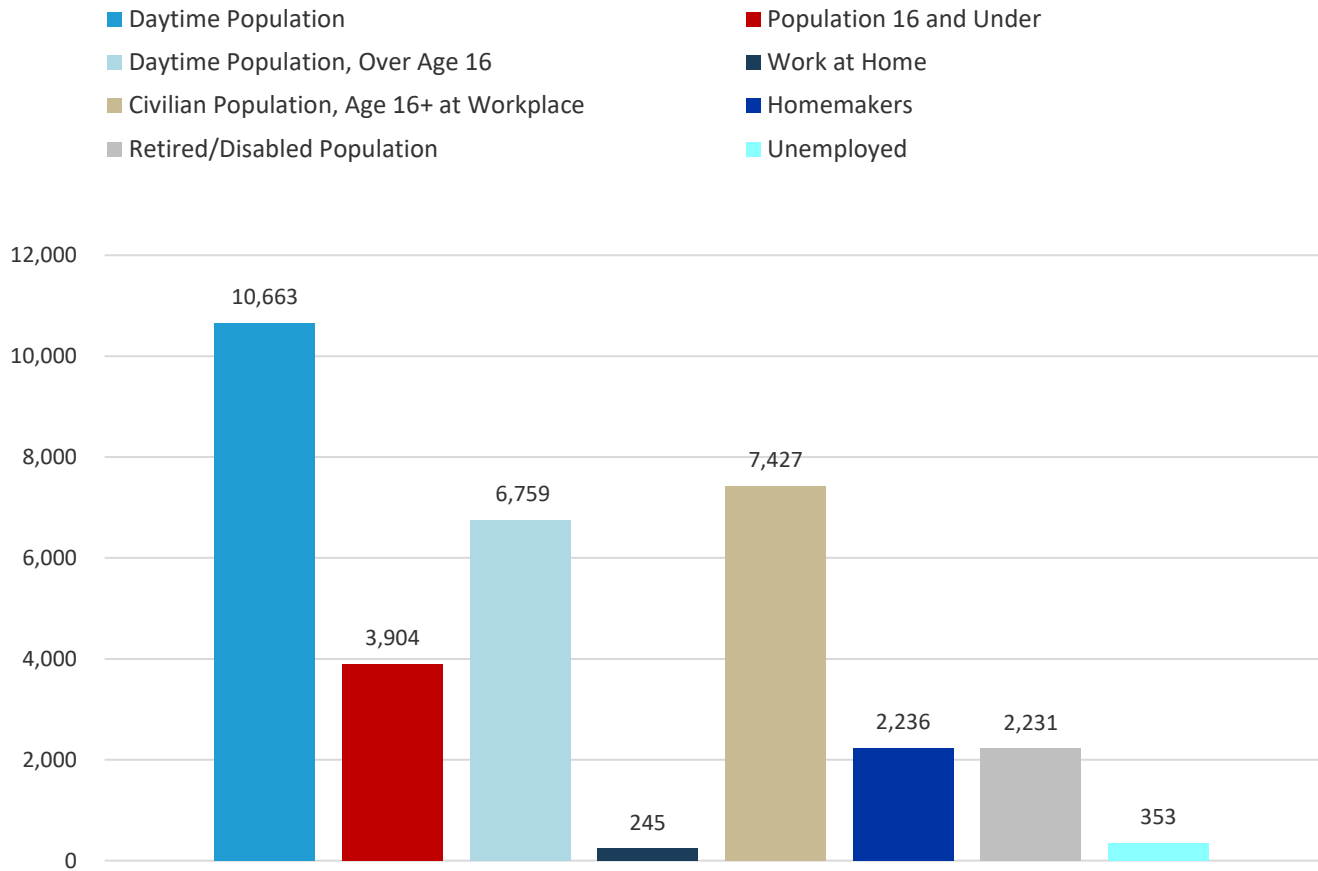
## Population



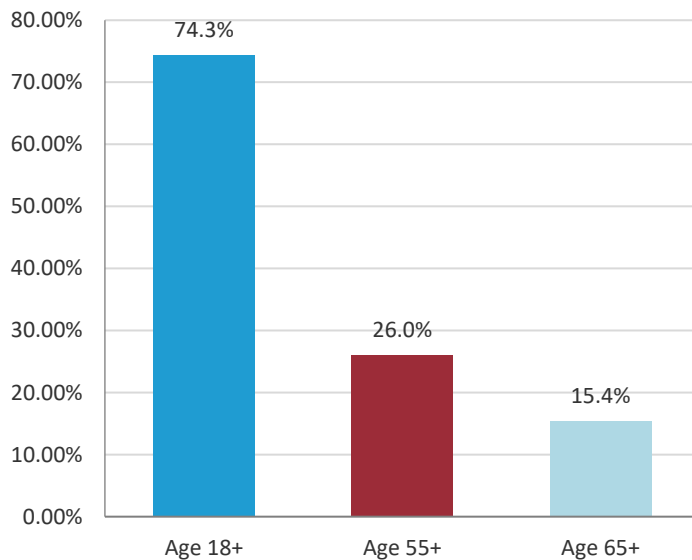
## Female/Male Ratio



## Daytime Population



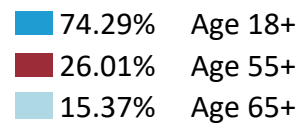
## Age



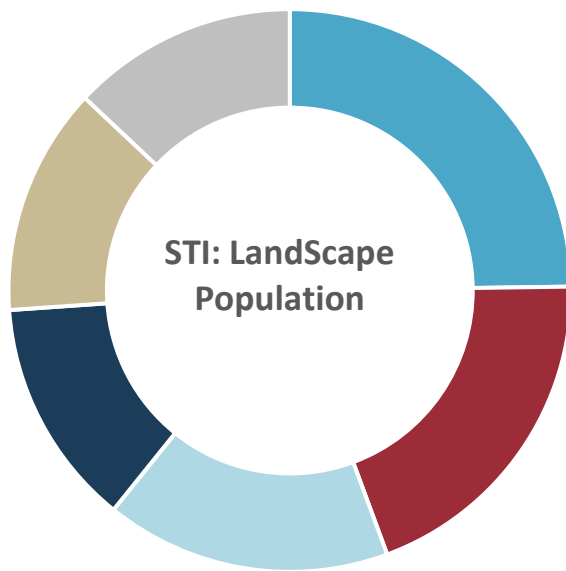
Median Age, Total

**36.7**

### Age Demographics



## Population STI: LandScape (Current Year)



### Top Six Segments:

- 8.5% Still Standing (M3)
- 6.7% Los Trabajadores (N6)
- 5.6% Pushing Through (M4)
- 4.5% Los Padrinos (N4)
- 4.5% Los Padres (N2)
- 4.4% Los Solteros (N5)

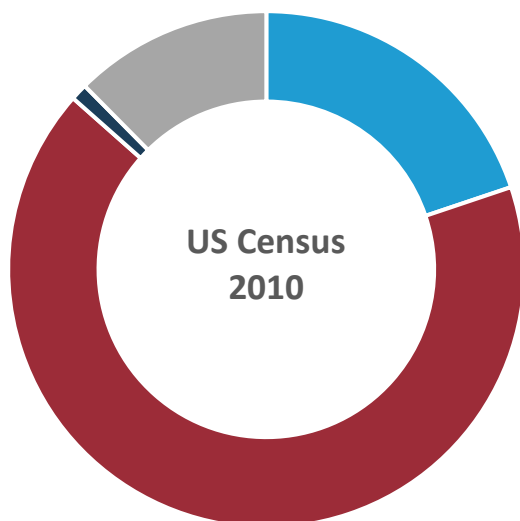
### Other top segments:

- 2.1% Urban Moms/Dads (G1)
- 0.0% Collegians (O7)
- 0.8% Black Gentry (M1)
- 0.7% Golden Heritage (O1)
- 0.7% Gainfully Employed (C4)
- 0.2% Strapped (C5)

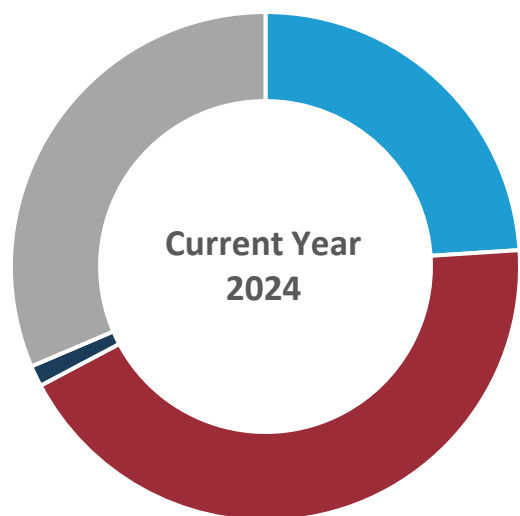
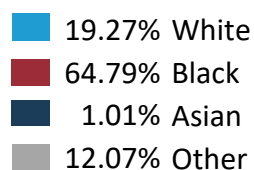
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Still Standing (M3)	\$31K	34.5	Urban	Single	Black	Families	High School	White Collar
Los Trabajadores (N6)	\$34K	30.1	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Pushing Through (M4)	\$27K	35.1	Urban	Single	Black	Families	High School	Blue Collar
Los Padrinos (N4)	\$45K	39.6	Urban	Single	Hispanic	Families	High School	Blue Collar
Los Padres (N2)	\$49K	33.7	Urban	Married	Hispanic	Families	Low Education	Blue Collar
Los Solteros (N5)	\$41K	34	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Urban Moms/Dads (G1)	\$33K	34.6	Urban	Single	Diverse	Families	High School	Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Black Gentry (M1)	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
Gainfully Employed (C4)	\$50K	40.8	Urban	Married	White	Few/No Children	College/Trade Schools	White Collar
Strapped (C5)	\$39K	40.3	Urban	Married	White	Few/No Children	High School	White/Blue Collar

Please refer to the end of this report for full descriptions.

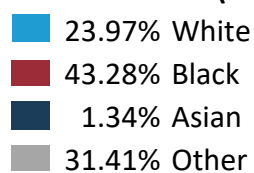
## Ethnicity (Not Hispanic/Latino)



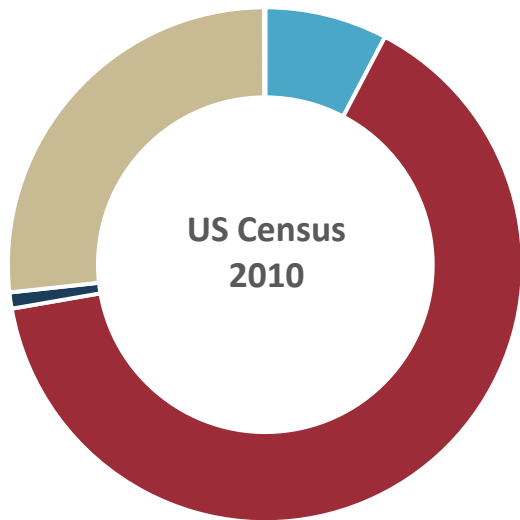
### 2010 US Census (Not Hispanic/Latino)



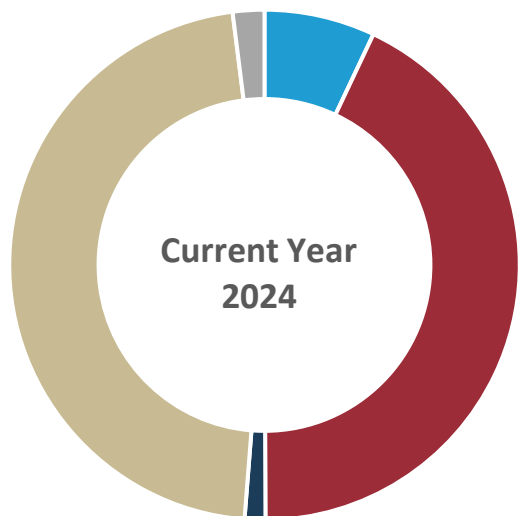
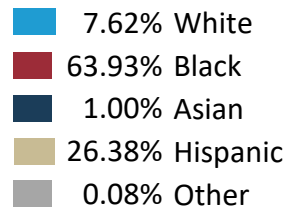
### Current Year (Not Hispanic/Latino)



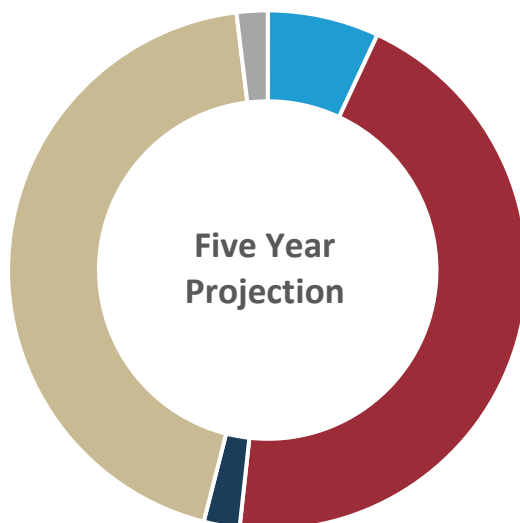
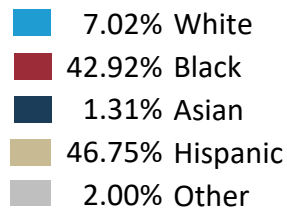
## Ethnicity (Hispanic/Latino)



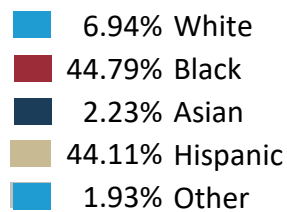
### 2010 US Census (Hispanic/Latino)



### Current Year (Hispanic/Latino)



### Five Year Projection (Hispanic/Latino)



## Housing & Households

**3.4**

Land Area

**6,587**

Total Housing Units

**5,940**

Total Households

**6,304**

Total Households

5 Year Projection



**2,464**

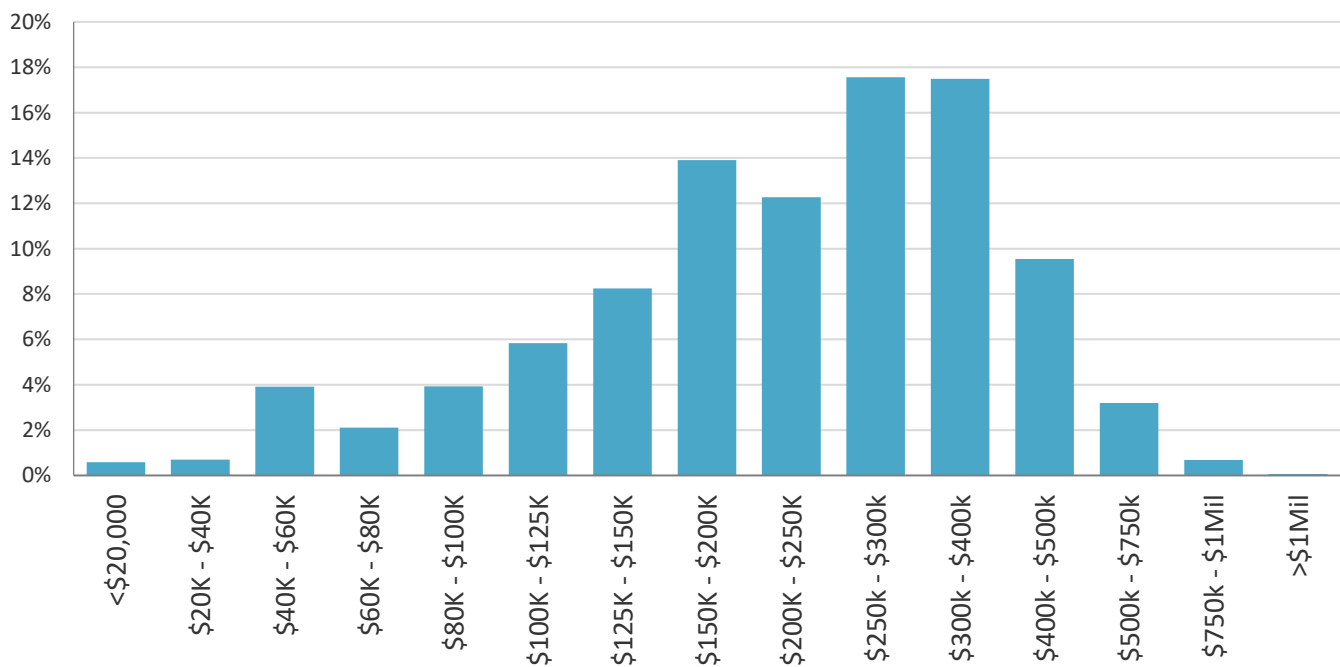
Owner-Occupied



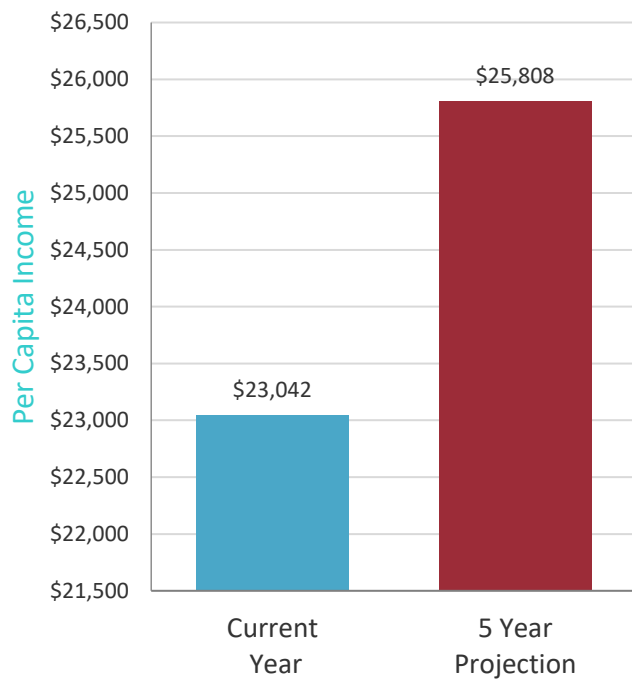
**3,476**

Renter-Occupied

## Housing Value (Current Year)



## Income



Average Household Income

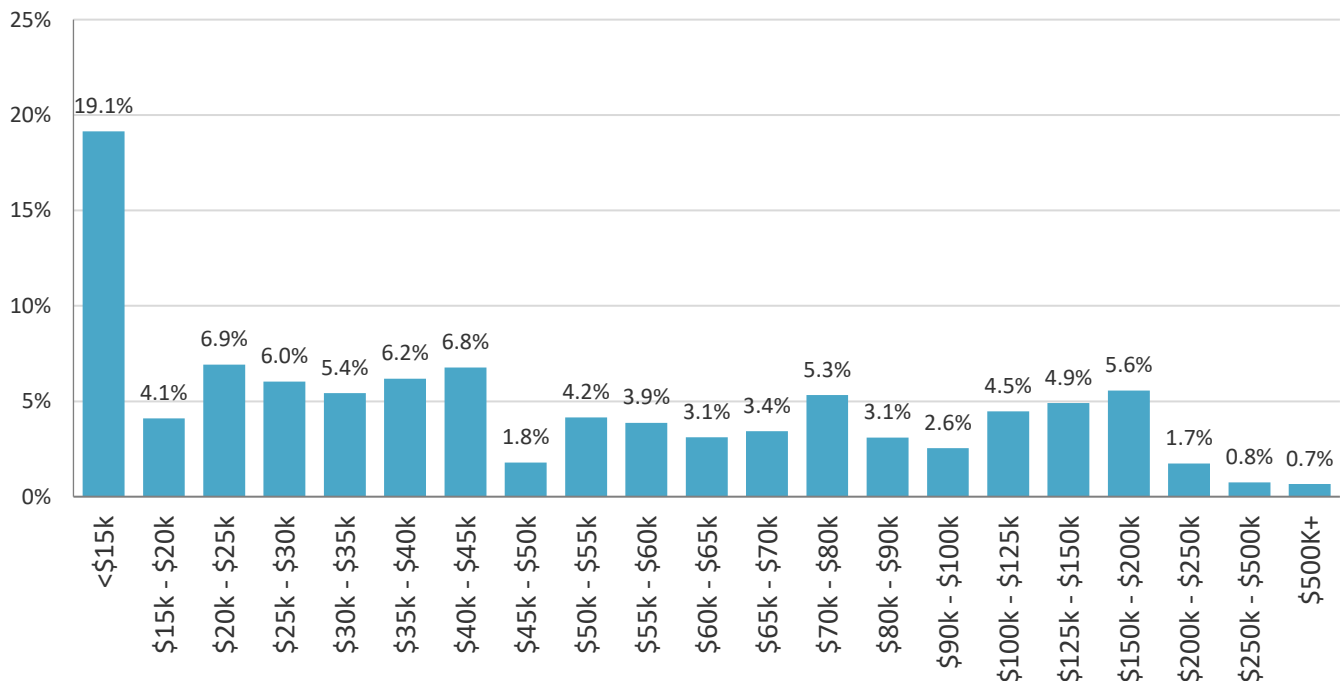
**\$62,690**

Median Household Income

**\$45,567**

Based on Total Population

## Households by Income (Current Year)





## Education (Current Year)

### Education



**3,702**

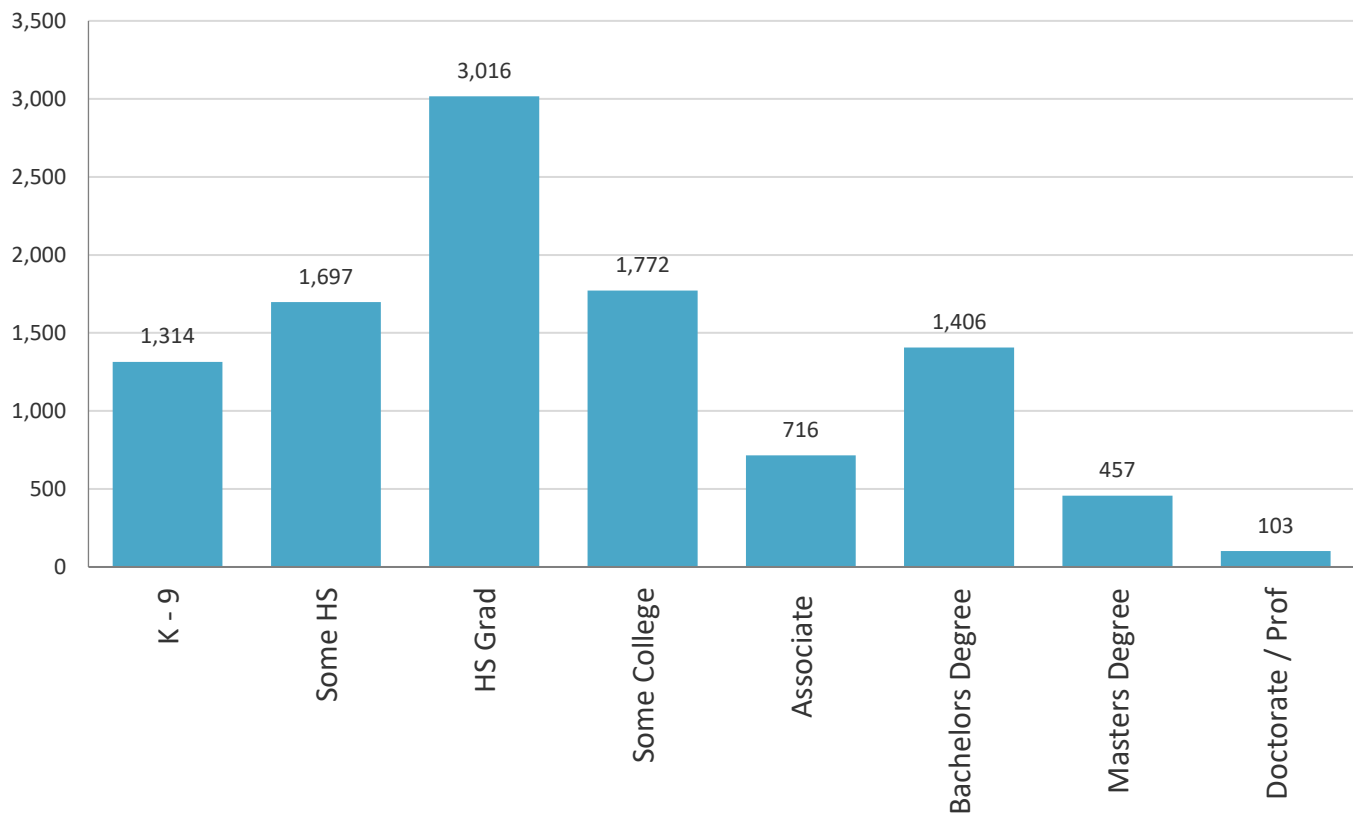
College undergraduate



**808**

Graduate or prof degree

### Educational Attainment at Age 25+ (Current Year)



## Employment and Occupation

### Employment and Occupation

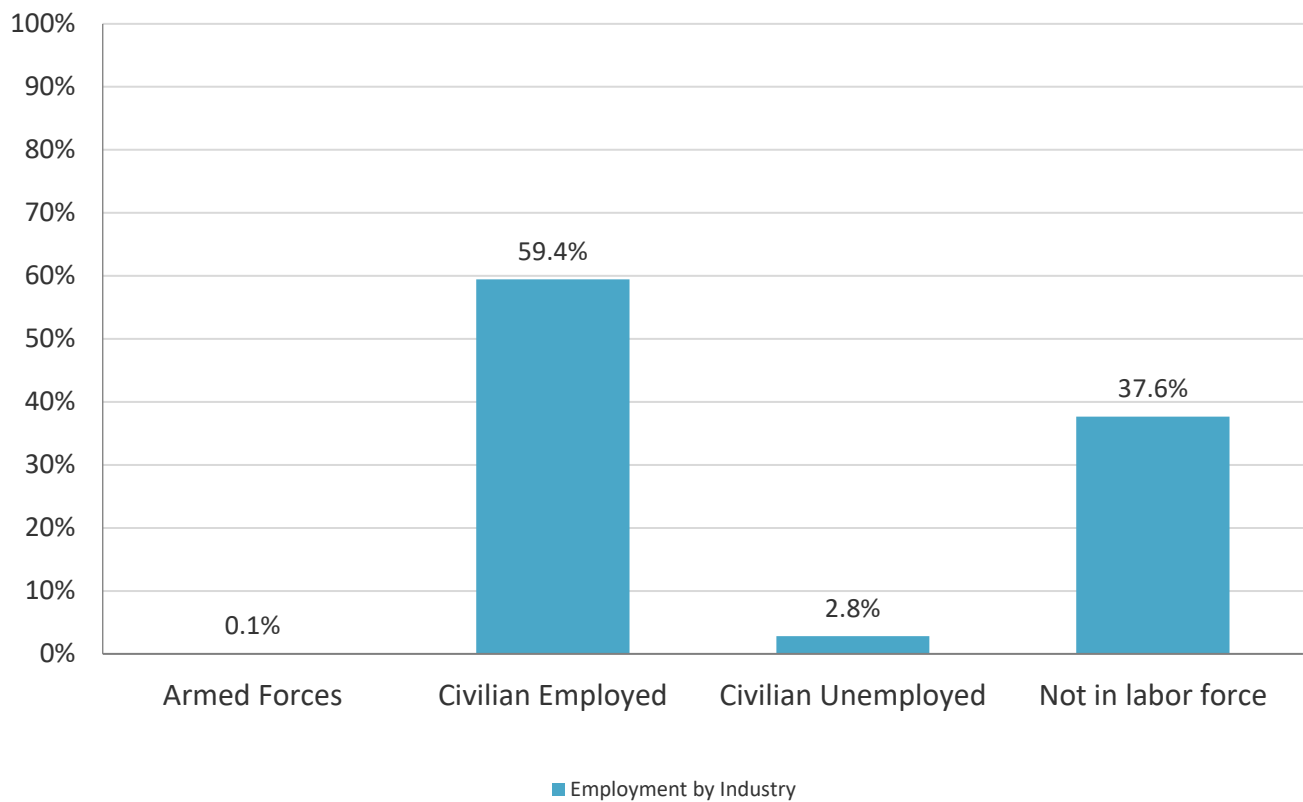
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**12,484**

Current Year

### Employment by Industry



## Transportation to Work (Current Year)



**6,731**

Total Workers 16+



**6,263**

Car, Truck or Van



**235**

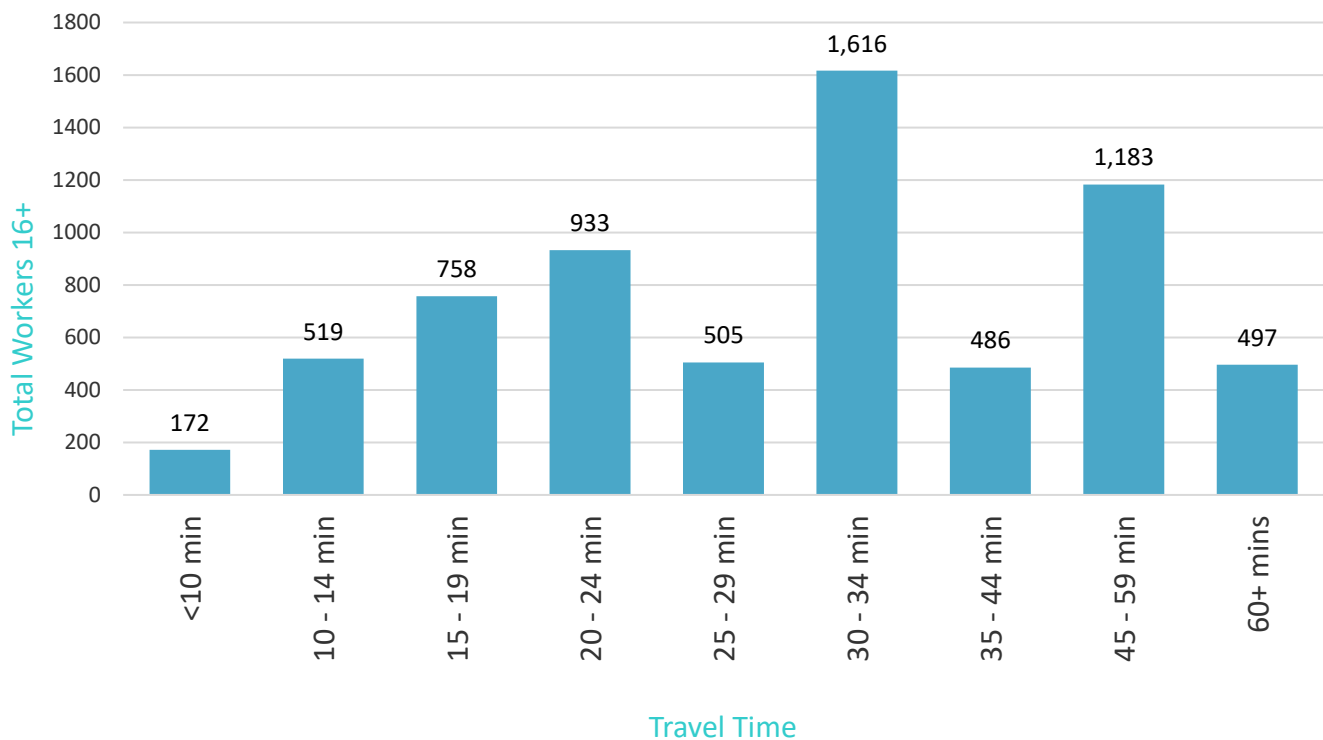
Public transport (not taxi)



**63**

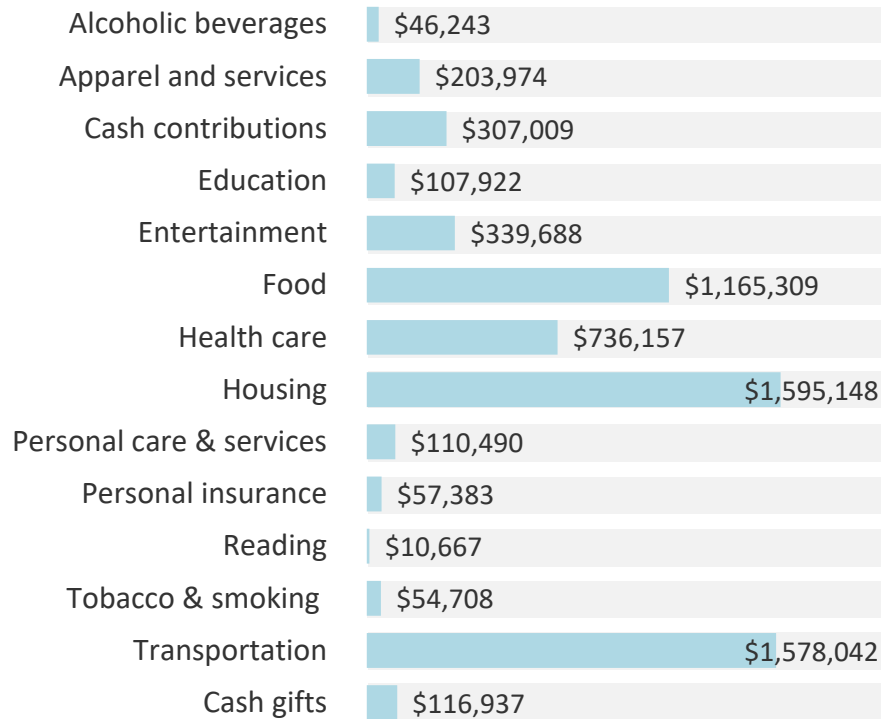
Worked at home

## Travel Time to Work (Current Year)



## Consumer Expenditures (Current Year)

### Consumer Expenditures



### Business Summary by NAICS Code

<b>0</b>	Agriculture, Forestry, Fishing and Hunting	<b>11</b>	Real Estate, Rental and Leasing
<b>0</b>	Mining, Quarrying, Oil and Gas Extraction	<b>14</b>	Professional, Scientific, and Technical Services
	Utilities	<b>0</b>	Management of Companies and Enterprises
<b>10</b>	Construction	<b>10</b>	Administrative and Support Services
<b>6</b>	Manufacturing	<b>6</b>	Educational Services
<b>3</b>	Wholesale Trade	<b>10</b>	Health Care and Social Assistance
<b>22</b>	Retail Trade	<b>4</b>	Arts, Entertainment, and Recreation
<b>0</b>	Transportation and Warehousing	<b>8</b>	Accommodation and Food Services
<b>1</b>	Information	<b>25</b>	Other Services
<b>6</b>	Finance and Insurance		Public Administration

## Retail Sales Volume

Automotive Dealers	\$1,089,406
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$1,128,723
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$2,417,575
Building Material, Supplies	\$1,946,639
Lawn and Garden Equipment	\$465,414
Grocery Stores	\$46,430,764
Specialty Food Stores	\$0
Beer, Wine, and Liquor Stores	\$1,607,277
Health and Personal Care Stores	\$3,243,006
Gasoline Stations	\$20,020,569
Clothing Stores	\$3,863,702
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$294,456
Book, Periodical, and Music	\$504,920
Department Stores	\$0
Other General Merchandise	\$14,517,209
Florists and Misc. Store Retailers	\$0
Office Supplies, Stationary, Gift	\$217,121
Used Merchandise Stores	\$440,985
Other Misc. Store Retailers	\$3,968,555
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$128,608
Full-Service Restaurants	\$0
Limited-Service Eating Places	\$8,012,879
Special Food Services	\$763,888
Bar/Drinking Places (Alcoholic Beverages)	\$1,031,346

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## LandScape Segment Descriptions

### Still Standing (M3)

Residents of Still Standing neighborhoods may face greater challenges than most Americans, but you can't say they aren't trying. These areas are home to people in their 20s to low- 30s, who rank at the national- average in income from salaries and wages. However, they also show about two- and- a- half- times- average- higher rate of public- assistance income. These residents are working at a wide variety of jobs, including an over two- times- average level of employment in healthcare services; nearly two- times- average in building maintenance; and over 50- percent- above- average in protective services, food preparation, and personal care industries. All in all their positions are categorized as white- collar, unlike the Standing Tall segments, which work in similar fields, but weight in as blue- collar. But with a 50- percent- higher- than- average- level of residents without high- school educations, and a median- salary range in the low- \$30,000s or less, these residents may continue to carefully spend the money they bring home. Additional distinctions include a between 50- and- 75- percent- above- average percentage who've never married; a well above- average number of children; and a 50- percent- below- average number of married- couple households. Additionally, there is a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families.

### Los Trabajadores (N6)

The Spanish- language name for this category should not be misconstrued to mean that everyone is generating income from jobs. While an average level of Los Trabajadores ("workers") residents are generating income from their occupations, these neighborhoods ranks the highest among the primarily Hispanic Mundo Latino areas for public- assistance income: over four- and- a- half- times- above- average. But nonetheless these areas are among the three segments within this category with the highest income levels: the high- \$30,000s to \$40,000s. As a result, those who work are in all likelihood hard workers. It helps that they are young: They are one of two segments with a median- age in the 20s. The dominant areas of employment for these workers are blue- collar jobs in farming/fishing/forestry (nearly four- times- average); building maintenance (over two- and- a- half- times- average); and transportation, construction, and food preparation (all at or above 50- percent- higher- than- national- averages). Like other Mundo Latino segments, Trabajadores have a higher- than- average- level of people with less- than- high- school educations (nearly three- times- average). Los Trabajadores areas have the highest percent of children of all the segments, especially kids under six (over 50- percent- above- average). They are also predominately single- parent homes, with about two- and- a- half- above- average levels of both single- male- parents and single- female- parents.

### Pushing Through (M4)

Pushing Through segments are similar to segments in many demographics as Still Standing such as age (20- to low- 30- years- old), except for one predominant distinction - they are home to the "blue- collar" workers in occupations such as healthcare, building maintenance, production, and transportation. In these employment fields, they rank at over two- times- the national- average. However, their median annual income is still the same as residents of Standing Tall areas: the low- \$30,000s or less. Also, Pushing Through neighborhoods rank at between 50- and- 75- percent- above- average in residents who've never been married. In fact, they rank at 50- percent- below- average number of married- couple households, including a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families. Other similarities to their Still Standing neighbors include: an above- average level of income from public- assistance (nearly three- times- the national- average). Though many residents have high- school degrees, a two- times- average level of residents do not have high- school educations.

### Los Padrinos (N4)

Among the predominantly Hispanic Mundo Latino segments, Los Padrinos is one of two segments with a median age in the 40s. These neighborhoods also show higher percentages of single- parent households than other segments. As a result, these areas have been named Los Padrinos, which means "godparents," a very common honorarium bestowed on older singles in the Hispanic culture. The number of single- parent homes ranks high for both males (75- percent- above- average) and females (over 75- percent- above- average). However, these neighborhoods rank at an overall average- level of children in all age groups, indicating that the homes are not bursting at the seams with kids. Los Padrinos areas also rate the highest percentage of residents over- 65- years- old in this category. Owing, no doubt, to the older median age, these areas show above- average levels of widows/widowers and divorcees. Los Padrinos is one of three segments within the Mundo Latino category with the highest median- income levels: the high- \$30,000s and \$40,000s. While some of this income is generated by jobs, they also rank high in public- assistance: about two- and- a- half- above- average. Those who are employed are primarily blue- collar workers: presumably a reflection of a two- times- the national- average number of people with less- than- high- school educations. The residents' dominant job categories include building maintenance (two- times- average), food preparation (50- percent- above- average), and personal care and transportation (both 25- percent- above- average).

## **Los Padres (N2)**

As anyone who knows anything about Hispanic culture knows, family is very important to this demographic. In particular, parents are regarded as the kings and queens of their castles. The aptly named Los Padres (Spanish for "parents") neighborhoods weight in with the second- largest percentage of children - which, of course, means there are many parents as well. In these highly urban Mundo Latino neighborhoods, the percentage of married- couple households is just below the national- norm; the level of single- female- parent homes is 25- percent- above- average; and (interestingly) the level of single- male- parent homes is more than 50- percent- above- average. The children in the homes span all ages, but show the highest ranking in kids- under- six (nearly 50- percent- above- average). This is obviously because of the residents' relatively young age: The median age of Los Padres areas is in the 30s. The median household income in these areas is too broad to classify without misleading market researchers. But by looking at other factors, one can assume the income levels are lower- than- average. These residents have two- and- a- half- times- average number of people with less- than- high- school educations. They also rank very high in four blue- collar occupations: farming/fishing/forestry (two- and- a- half- times- average), building maintenance (two- times- average), construction (over 50- percent- above- average), and production (over 50- percent- above- average). This group also shows a 50- percent to two- times- average level of income from public- assistance.

## **Los Solteros (N5)**

Among the six primarily Hispanic Mundo Latino neighborhood segments, the Los Solteros are among three with the highest income- levels: the high- \$30,000s to \$40,000s. However, that doesn't mean they aren't struggling, because other factors speak to people working hard to make ends meet. For one things, these highly urban areas are home to predominately single- households, in particular single- parent families: hence their name - Los Solteros mean "singles" in Spanish. They rank at two- times- the- national- average for single- male- parent and single- female- parent households. A 50- percent- higher- than- average number of these residents have never been married. There are above- average numbers of children of all ages in the households, with the highest percent in the younger group (under six- years- old) and fewer in the oldest grouping (13 to 17 years old). Another fact pointing to their financial struggle is the high level of income from public- assistance: more than three- times- average. With a two- and- a- half- times- average level of residents with less- than- high- school educations, residents of Los Solteros areas are employed in predominantly blue- collar manual- labor jobs, with higher- than- average rankings in all of these occupations: building maintenance, food preparation, construction, production, transportation, healthcare support, and

## **Urban Moms/Dads**

Urban Moms and Dads rank slightly above- the- national- average in single residents. Residents of these highly urban areas are single both because they've never married and due to divorce, ranking at nearly 50- percent- above- average in both categories. What's more, they weight in a two- times- the- average in either male or female single- heads- of- households- with- children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low- 30s. Some residents in these areas have high- school degrees, but over two- times- the- average have not completed high school. They also have low- paying jobs in a variety of blue- collar occupations. In fact, they rank at over 50- percent- average for jobs in these areas: healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single- householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly- two- time- average in supplemental security income and two- and- a- half- time- average in public- assistance income - clearly an economic break they need to keep food on the table and a roof over their heads.

## **Collegians (O7)**

According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high- school graduates from the class of 2004 were enrolled in colleges or universities across the United States. This is obviously a huge annual boon to retailers who sell the staples of college life, including low- cost dorm- style furniture, pens and notebooks, and inexpensive home furnishings. Collegians areas are home to currently enrolled college students living in either dorms or off campus areas dedicated to college students. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median- age- range in the 20s and low- 30s. They are predominately not married, and have no children. Naturally, they all have high- school degrees. For those students who are working to help pay the ever- increasing cost of higher education, they are employed a mix of white- and blue- collar occupations, such as protective services (over- two- times- average), personal care (nearly two- times- average), and management and sales(nearly 50- percent- above- average). Through these jobs they generate annual incomes at the low- \$30,000s- or- less range. Residents in these areas generate almost no public- assistance income.

### **Black Gentry (M1)**

African Americans in the U.S. are working in a wide range of occupations, including over 31,000 physicians, nearly 34,000 lawyers, over 26,000 chief executives, and 1,500 legislators. You are likely to find many of these white-collar workers living in the highly urban Black Gentry neighborhoods. These market segments are predominately home to well-off 30-something African Americans, who are married with some children of all ages. However, they also have a 50-percent-above-average level of households with single mothers. Their median annual income range is in the \$50,000s and \$60,000s, earned largely through salaries. These segments rank the lowest among the five Black Gateway segments on income from public assistance, though they are still slightly higher-than-the-national-average on this measurement. Along with a relatively high percent of white-collar jobs, these segments also show many blue-collar workers mixed in. Across the board these areas have an average percent of high-school and a below-average standing on college-education. Two occupations have a particularly strong showing: healthcare support services and protective services (both are over 50-percent-above-average). Other areas ranking above-average are transportation, office administration, and building maintenance.

### **Golden Heritage (O1)**

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post-working years to the hilt. The other image is less appealing: of older Americans struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The median age of these residents is 50s to low-60s. But they also show a nearly four-times-average number of people over 65-years-old. These seniors are living comfortably on incomes in the median-range of the \$50,000s and \$60,000s. Much of their income is from social security and retirement (two-and-a-half-times-above-average). However, they also have a 75-percent-above-average level of interest/dividend income. Some of these seniors are still working at white-collar jobs in areas like management, professional and sales positions. There are many married-couples, but few children living in Golden Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50-percent-above-average level of widows and widowers.

### **Gainfully Employed (C4)**

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above-average number of 65-plus-year-olds. This fact speaks to their slightly-less-than-average percent of children in their largely two-couple families. This fact also gives these areas a nearly-dead-on-average income from wages and salaries, as well as a somewhat higher-than-average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

### **Strapped (C5)**

Strapped neighborhoods, which consist of 30-year-olds-with-kids and a smattering of retirees, are the financial strugglers of the Urban Cliff Dwellers category. One reason for their harder-row-to-hoe status may be their lower education level. They have a higher-than-average number of residents without high-school degrees. Plus, this group subsists on less than \$30,000-a-year, which they earn from a combination of both wages and public assistance. The older residences are naturally already dipping into social security. They are the only segment in this category with statistically significant measurements in the blue-collar occupational category. Their occupations vary across the traditional blue-collar range, with a particularly large number in the production industries. Other common occupational industries are repair services, construction, grounds maintenance, food preparation, and healthcare support. Strapped residents' no-frills shopping strategy probably includes keeping a sharp eye out for sales on the basic necessities of life.