RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Missouri City, Texas
Drive Time
1st Quarter 2026

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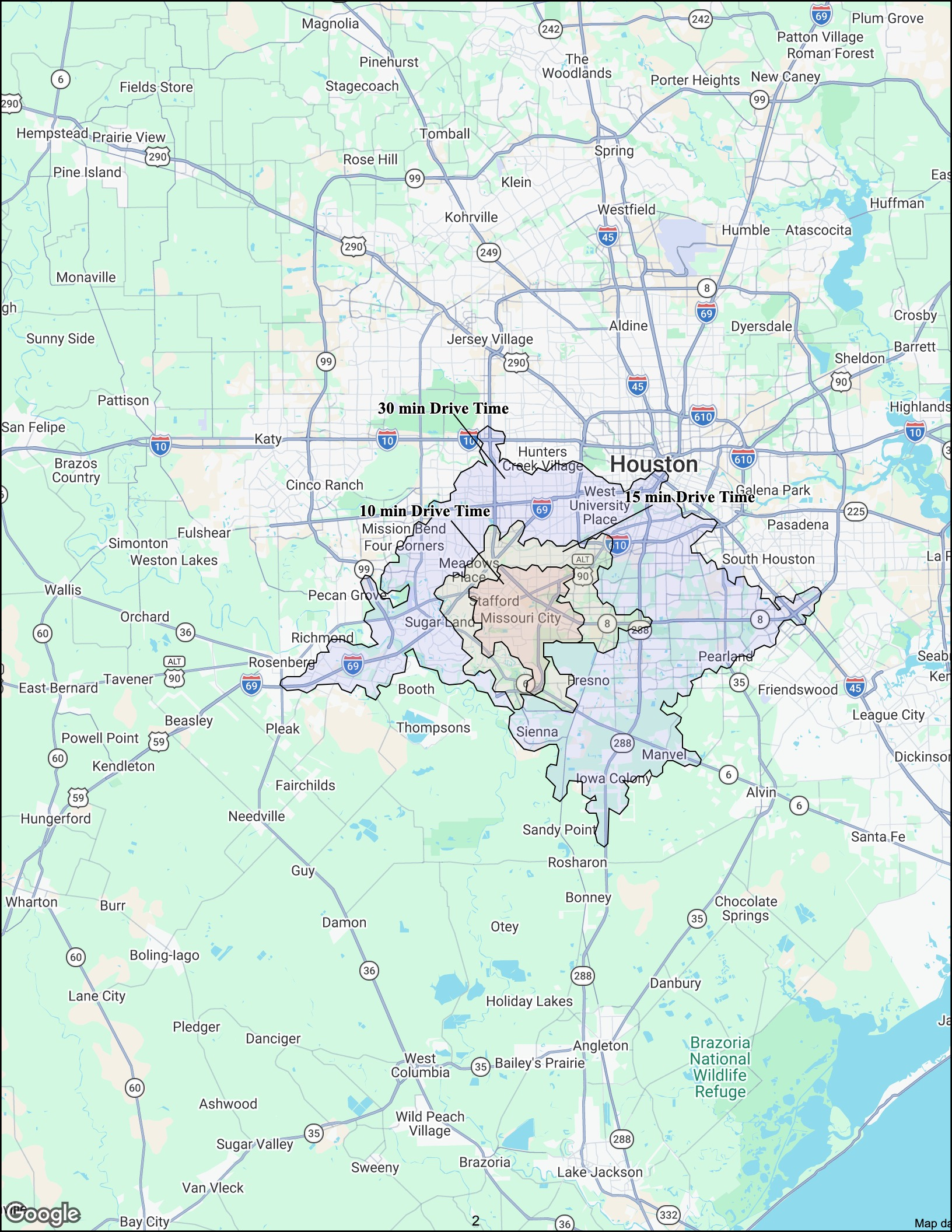
Demographics


30 min Drive Time
15 min Drive Time
10 min Drive Time
Houston
Magnolia
Pinehurst
Stagecoach
Fields Store
Hempstead
Prairie View
Pine Island
Tomball
Rose Hill
Klein
Spring
The Woodlands
Porter Heights
New Caney
Plum Grove
Patton Village
Roman Forest
Kohrville
Westfield
Humble
Atascocita
Huffman
Monaville
Sunny Side
Jersey Village
Aldine
Dyersdale
Crosby
Sheldon
Barrett
Pattison
San Felipe
Katy
Brazos Country
Cinco Ranch
Hunters Creek Village
West University Place
Galena Park
Pasadena
Highlands
Fulshear
Simonton
Weston Lakes
Mission Bend
Four Corners
Meadows Place
South Houston
Wallis
Pecan Grove
Stafford
Missouri City
Sugar Land
Orchard
Richmond
Rosenberg
Tavener
East Bernard
Booth
Pearland
Friendswood
League City
Beasley
Pleak
Thompsons
Sienna
Manvel
Powell Point
Kendleton
Fairchilds
Iowa Colony
Alvin
Hungerford
Needville
Sandy Point
Santa Fe
Rosharon
Guy
Bonney
Wharton
Burr
Damon
Otey
Chocolate Springs
Boling-Iago
Danbury
Lane City
Holiday Lakes
Pledger
Danciger
Angleton
Brazoria National Wildlife Refuge
West Columbia
Bailey's Prairie
Ashwood
Wild Peach Village
Sugar Valley
Sweeny
Brazoria
Lake Jackson
Van Vleck
Bay City
Google
2
Map da

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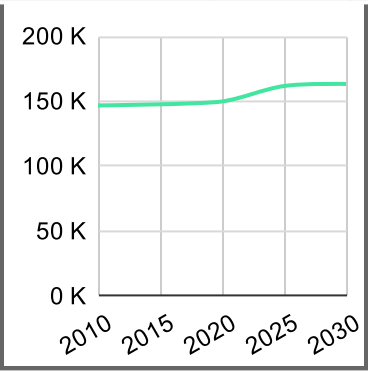
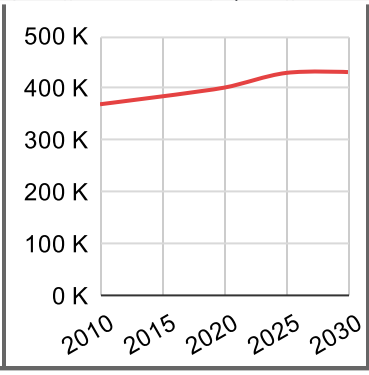
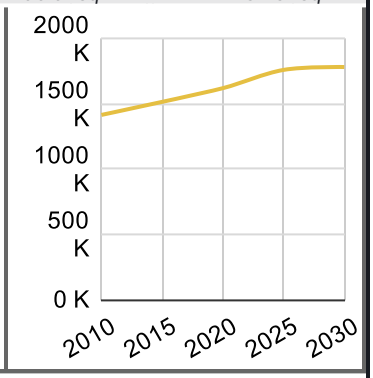
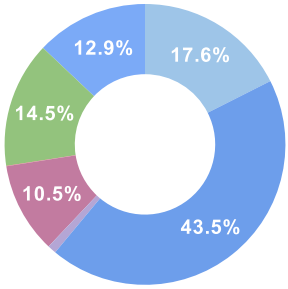
Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Population						
Estimated Population (2025)	161,812		429,700		1,763,458	
Projected Population (2030)	163,385		431,328		1,785,425	
Census Population (2020)	149,912		401,336		1,623,181	
Census Population (2010)	146,887		369,424		1,417,798	
Projected Annual Growth (2025-2030)	1,573	*0.2%*	1,629	-	21,967	*0.2%*
Historical Annual Growth (2020-2025)	11,900	*1.5%*	28,364	*1.3%*	140,277	*1.6%*
Historical Annual Growth (2010-2020)	3,024	*0.2%*	31,911	*0.9%*	205,384	*1.4%*
Estimated Population Density (2025)	3,828	*psm*	4,030	*psm*	3,897	*psm*
Trade Area Size	42.3	*sq mi*	106.6	*sq mi*	452.5	*sq mi*

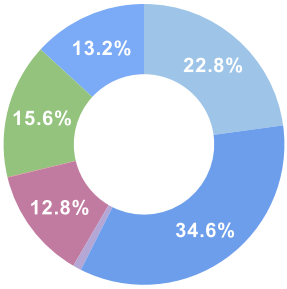


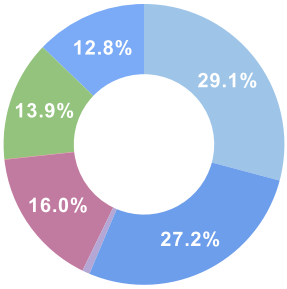




Race and Ethnicity (2025)						
Not Hispanic or Latino Population	106,973	*66.1%*	276,186	*64.3%*	1,171,439	*66.4%*
White	18,690	*17.5%*	69,429	*25.1%*	390,444	*33.3%*
Black or African American	69,009	*64.5%*	145,235	*52.6%*	468,494	*40.0%*
American Indian or Alaska Native	188	*0.2%*	434	*0.2%*	1,685	*0.1%*
Asian	16,656	*15.6%*	54,331	*19.7%*	279,715	*23.9%*
Hawaiian or Pacific Islander	37	-	98	-	391	-
Other Race	317	*0.3%*	917	*0.3%*	4,465	*0.4%*
Two or More Races	2,076	*1.9%*	5,741	*2.1%*	26,245	*2.2%*
Hispanic or Latino Population	54,839	*33.9%*	153,514	*35.7%*	592,019	*33.6%*
White	9,718	*17.7%*	28,696	*18.7%*	123,578	*20.9%*
Black or African American	1,361	*2.5%*	3,357	*2.2%*	11,250	*1.9%*
American Indian or Alaska Native	1,435	*2.6%*	3,760	*2.4%*	13,508	*2.3%*
Asian	269	*0.5%*	717	*0.5%*	3,127	*0.5%*
Hispanic Hawaiian or Pacific Islander	36	-	107	-	454	-
Other Race	23,150	*42.2%*	66,005	*43.0%*	239,989	*40.5%*
Two or More Races	18,869	*34.4%*	50,871	*33.1%*	200,113	*33.8%*







White | Black or African American | American Indian or Alaskan Native | Asian | Hawaiian or Pacific Islander | Other Race | 2+ Races

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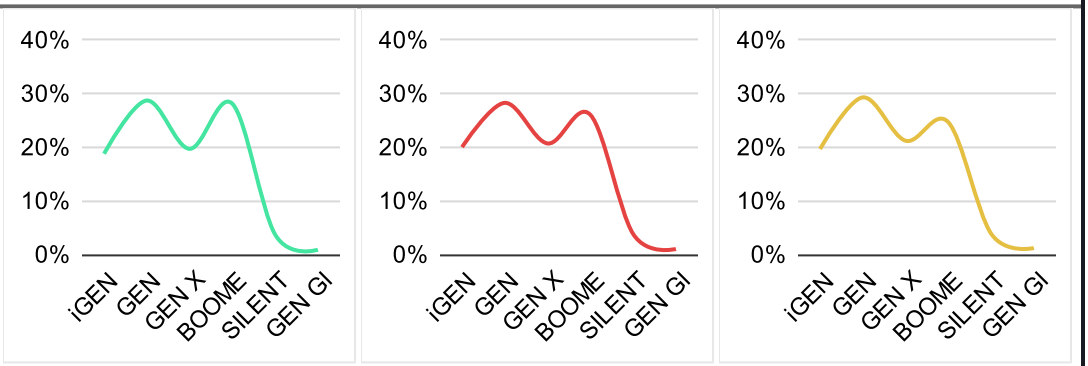
Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Age Distribution (2025)						
Age Under 5 Years	8,964	5.5%	26,818	6.2%	110,957	6.3%
Age 5 to 9 Years	10,075	6.2%	28,947	6.7%	117,943	6.7%
Age 10 to 14 Years	11,380	7.0%	30,333	7.1%	118,273	6.7%
Age 15 to 19 Years	12,279	7.6%	30,554	7.1%	120,238	6.8%
Age 20 to 24 Years	11,916	7.4%	29,876	7.0%	125,980	7.1%
Age 25 to 29 Years	11,336	7.0%	30,003	7.0%	131,983	7.5%
Age 30 to 34 Years	10,953	6.8%	31,151	7.2%	138,776	7.9%
Age 35 to 39 Years	10,653	6.6%	30,767	7.2%	132,606	7.5%
Age 40 to 44 Years	11,023	6.8%	30,544	7.1%	127,536	7.2%
Age 45 to 49 Years	10,228	6.3%	27,723	6.5%	114,124	6.5%
Age 50 to 54 Years	10,344	6.4%	26,942	6.3%	108,304	6.1%
Age 55 to 59 Years	9,791	6.1%	24,071	5.6%	94,264	5.3%
Age 60 to 64 Years	9,652	6.0%	23,037	5.4%	88,895	5.0%
Age 65 to 69 Years	8,992	5.6%	21,511	5.0%	80,446	4.6%
Age 70 to 74 Years	6,731	4.2%	16,426	3.8%	63,084	3.6%
Age 75 to 79 Years	4,068	2.5%	10,707	2.5%	43,602	2.5%
Age 80 to 84 Years	1,965	1.2%	5,791	1.3%	25,016	1.4%
Age 85 Years or Over	1,461	0.9%	4,499	1.0%	21,431	1.2%
Median Age	36.3		35.9		35.7	
Generation (2025)						
iGeneration (Age Under 15 Years)	30,419	18.8%	86,098	20.0%	347,172	19.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	46,485	28.7%	121,584	28.3%	516,977	29.3%
Gen Xers (Age 35 to 49 Years)	31,904	19.7%	89,033	20.7%	374,266	21.2%
Baby Boomers (Age 50 to 74 Years)	45,511	28.1%	111,988	26.1%	434,993	24.7%
Silent Generation (Age 75 to 84 Years)	6,033	3.7%	16,498	3.8%	68,619	3.9%
G.I. Generation (Age 85 Years or Over)	1,461	0.9%	4,499	1.0%	21,431	1.2%



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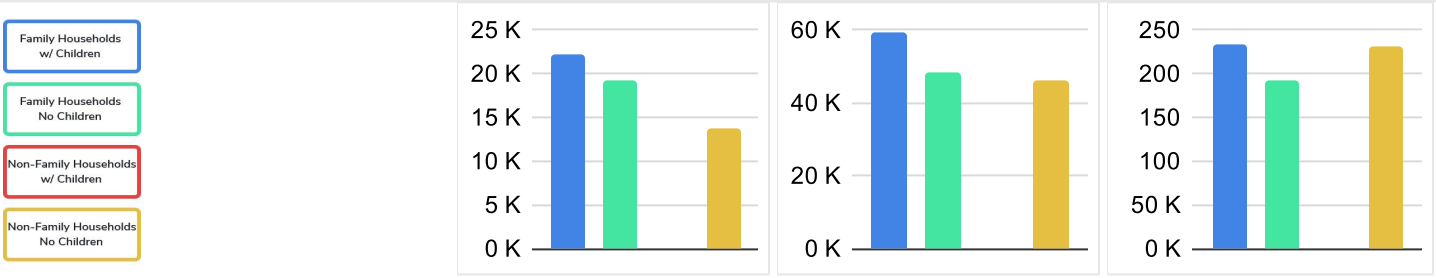
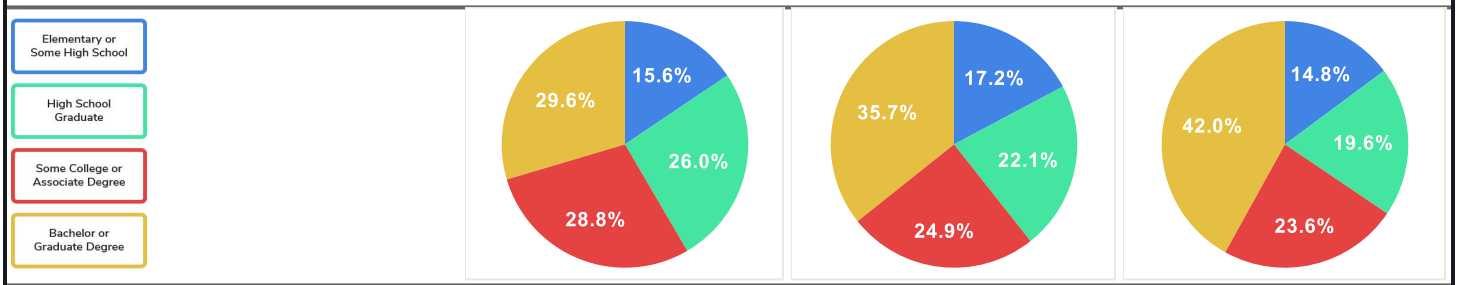
Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Household Type (2025)						
Total Households	55,308		153,664		656,613	
Family Households	41,471	*75.0%*	107,648	*70.1%*	424,539	*64.7%*
Family Households with Children	22,286	*53.7%*	59,480	*55.3%*	232,537	*54.8%*
Family Households No Children	19,185	*46.3%*	48,168	*44.7%*	192,003	*45.2%*
Non-Family Households	13,837	*25.0%*	46,017	*29.9%*	232,074	*35.3%*
Non-Family Households with Children	23	*0.2%*	57	*0.1%*	238	*0.1%*
Non-Family Households No Children	13,814	*99.8%*	45,959	*99.9%*	231,836	*99.9%*



Education Attainment (2025)						
Elementary or Some High School	16,685	*15.6%*	48,780	*17.2%*	173,618	*14.8%*
High School Graduate	27,875	*26.0%*	62,637	*22.1%*	229,554	*19.6%*
Some College or Associate Degree	30,913	*28.8%*	70,612	*24.9%*	275,988	*23.6%*
Bachelor or Graduate Degree	31,724	*29.6%*	101,142	*35.7%*	490,907	*42.0%*



Household Income (2025)						
Estimated Average Household Income	$95,110		$101,748		$121,877	
Estimated Median Household Income	$77,135		$81,858		$92,945	
HH Income Under $10,000	2,801	*5.1%*	7,771	*5.1%*	37,424	*5.7%*
HH Income $10,000 to $34,999	8,628	*15.6%*	26,498	*17.2%*	107,807	*16.4%*
HH Income $35,000 to $49,999	6,718	*12.1%*	17,514	*11.4%*	67,916	*10.3%*
HH Income $50,000 to $74,999	10,510	*19.0%*	27,762	*18.1%*	105,798	*16.1%*
HH Income $75,000 to $99,999	8,214	*14.9%*	20,967	*13.6%*	82,816	*12.6%*
HH Income $100,000 to $149,999	9,414	*17.0%*	25,218	*16.4%*	104,656	*15.9%*
HH Income $150,000 or More	9,024	*16.3%*	27,933	*18.2%*	150,196	*22.9%*

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Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Population						
Estimated Population (2025)	161,812		429,700		1.76 M	
Projected Population (2030)	163,385		431,328		1.79 M	
Census Population (2020)	149,912		401,336		1.62 M	
Census Population (2010)	146,887		369,424		1.42 M	
Projected Annual Growth (2025-2030)	1,573	*0.2%*	1,629	-	21,967	*0.2%*
Historical Annual Growth (2020-2025)	11,900	-	28,364	*1.4%*	140,277	*1.7%*
Historical Annual Growth (2010-2020)	3,024	*0.2%*	31,911	*0.9%*	205,384	*1.4%*
Estimated Population Density (2025)	3,828	*psm*	4,030	*psm*	3,897	*psm*
Trade Area Size	42.3	*sq mi*	106.6	*sq mi*	452.5	*sq mi*
Households						
Estimated Households (2025)	55,308		153,664		656,613	
Projected Households (2030)	57,382		157,976		678,996	
Census Households (2020)	50,828		142,242		606,898	
Census Households (2010)	47,904		126,610		518,963	
Projected Annual Growth (2025-2030)	2,075	*0.8%*	4,312	*0.6%*	22,382	*0.7%*
Historical Annual Change (2010-2025)	7,404	*1.0%*	27,055	*1.4%*	137,650	*1.8%*
Average Household Income						
Estimated Average Household Income (2025)	$95,110		$101,748		$121,877	
Projected Average Household Income (2030)	$94,708		$101,566		$121,612	
Census Average Household Income (2010)	$64,128		$67,330		$77,254	
Census Average Household Income (2000)	$58,332		$57,056		$62,888	
Projected Annual Change (2025-2030)	-$402	-	-$182	-	-$265	-
Historical Annual Change (2000-2025)	$36,778	*2.5%*	$44,692	*3.1%*	$58,990	*3.8%*
Median Household Income						
Estimated Median Household Income (2025)	$77,135		$81,858		$92,945	
Projected Median Household Income (2030)	$75,668		$80,970		$92,539	
Census Median Household Income (2010)	$56,955		$57,394		$61,139	
Census Median Household Income (2000)	$50,111		$48,479		$50,131	
Projected Annual Change (2025-2030)	-$1,468	*-0.4%*	-$888	*-0.2%*	-$406	-
Historical Annual Change (2000-2025)	$27,024	*2.2%*	$33,379	*2.8%*	$42,814	*3.4%*
Per Capita Income						
Estimated Per Capita Income (2025)	$32,540		$36,418		$45,474	
Projected Per Capita Income (2030)	$33,293		$37,231		$46,342	
Census Per Capita Income (2010)	$20,914		$23,078		$28,279	
Census Per Capita Income (2000)	$18,544		$19,736		$23,576	
Projected Annual Change (2025-2030)	$753	*0.5%*	$813	*0.4%*	$868	*0.4%*
Historical Annual Change (2000-2025)	$13,996	*3.0%*	$16,682	*3.4%*	$21,898	*3.7%*
Estimated Average Household Net Worth (2025)	$846,588		$893,056		$1.02 M	

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Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Race and Ethnicity						
Total Population (2025)	161,812		429,700		1.76 M	
White (2025)	28,408	*17.6%*	98,125	*22.8%*	514,022	*29.1%*
Black or African American (2025)	70,370	*43.5%*	148,593	*34.6%*	479,744	*27.2%*
American Indian or Alaska Native (2025)	1,623	*1.0%*	4,194	*1.0%*	15,193	*0.9%*
Asian (2025)	16,925	*10.5%*	55,049	*12.8%*	282,842	*16.0%*
Hawaiian or Pacific Islander (2025)	73	-	205	-	845	-
Other Race (2025)	23,467	*14.5%*	66,921	*15.6%*	244,454	*13.9%*
Two or More Races (2025)	20,944	*12.9%*	56,613	*13.2%*	226,358	*12.8%*
Population < 18 (2025)	37,983	*23.5%*	104,987	*24.4%*	419,674	*23.8%*
White Not Hispanic	2,900	*7.6%*	11,919	*11.4%*	67,923	*16.2%*
Black or African American	16,203	*42.7%*	35,501	*33.8%*	116,641	*27.8%*
Asian	2,858	*7.5%*	10,425	*9.9%*	57,933	*13.8%*
Other Race Not Hispanic	968	*2.5%*	2,843	*2.7%*	12,344	*2.9%*
Hispanic	15,054	*39.6%*	44,299	*42.2%*	164,833	*39.3%*
Not Hispanic or Latino Population (2025)	106,973	*66.1%*	276,186	*64.3%*	1.17 M	*66.4%*
Not Hispanic White	18,690	*17.5%*	69,429	*25.1%*	390,444	*33.3%*
Not Hispanic Black or African American	69,009	*64.5%*	145,235	*52.6%*	468,494	*40.0%*
Not Hispanic American Indian or Alaska Native	188	*0.2%*	434	*0.2%*	1,685	*0.1%*
Not Hispanic Asian	16,656	*15.6%*	54,331	*19.7%*	279,715	*23.9%*
Not Hispanic Hawaiian or Pacific Islander	37	-	98	-	391	-
Not Hispanic Other Race	317	*0.3%*	917	*0.3%*	4,465	*0.4%*
Not Hispanic Two or More Races	2,076	*1.9%*	5,741	*2.1%*	26,245	*2.2%*
Hispanic or Latino Population (2025)	54,839	*33.9%*	153,514	*35.7%*	592,019	*33.6%*
Hispanic White	9,718	*17.7%*	28,696	*18.7%*	123,578	*20.9%*
Hispanic Black or African American	1,361	*2.5%*	3,357	*2.2%*	11,250	*1.9%*
Hispanic American Indian or Alaska Native	1,435	*2.6%*	3,760	*2.4%*	13,508	*2.3%*
Hispanic Asian	269	*0.5%*	717	*0.5%*	3,127	*0.5%*
Hispanic Hawaiian or Pacific Islander	36	-	107	-	454	-
Hispanic Other Race	23,150	*42.2%*	66,005	*43.0%*	239,989	*40.5%*
Hispanic Two or More Races	18,869	*34.4%*	50,871	*33.1%*	200,113	*33.8%*
Not Hispanic or Latino Population (2020)	99,401	*66.3%*	259,050	*64.5%*	1.09 M	*66.9%*
Hispanic or Latino Population (2020)	50,511	*33.7%*	142,286	*35.5%*	537,442	*33.1%*
Not Hispanic or Latino Population (2010)	101,677	*69.2%*	244,697	*66.2%*	968,770	*68.3%*
Hispanic or Latino Population (2010)	45,211	*30.8%*	124,727	*33.8%*	449,027	*31.7%*
Not Hispanic or Latino Population (2030)	107,613	*65.9%*	277,335	*64.3%*	1.17 M	*65.4%*
Hispanic or Latino Population (2030)	55,772	*34.1%*	153,993	*35.7%*	616,969	*34.6%*
Projected Annual Growth (2025-2030)	933	*0.3%*	479	-	24,950	*0.8%*
Historical Annual Growth (2010-2020)	5,301	*1.2%*	17,558	*1.4%*	88,414	*2.0%*

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Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Total Age Distribution (2025)						
Total Population	161,812		429,700		1.76 M	
Age Under 5 Years	8,964	*5.5%*	26,818	*6.2%*	110,957	*6.3%*
Age 5 to 9 Years	10,075	*6.2%*	28,947	*6.7%*	117,943	*6.7%*
Age 10 to 14 Years	11,380	*7.0%*	30,333	*7.1%*	118,273	*6.7%*
Age 15 to 19 Years	12,279	*7.6%*	30,554	*7.1%*	120,238	*6.8%*
Age 20 to 24 Years	11,916	*7.4%*	29,876	*7.0%*	125,980	*7.1%*
Age 25 to 29 Years	11,336	*7.0%*	30,003	*7.0%*	131,983	*7.5%*
Age 30 to 34 Years	10,953	*6.8%*	31,151	*7.2%*	138,776	*7.9%*
Age 35 to 39 Years	10,653	*6.6%*	30,767	*7.2%*	132,606	*7.5%*
Age 40 to 44 Years	11,023	*6.8%*	30,544	*7.1%*	127,536	*7.2%*
Age 45 to 49 Years	10,228	*6.3%*	27,723	*6.5%*	114,124	*6.5%*
Age 50 to 54 Years	10,344	*6.4%*	26,942	*6.3%*	108,304	*6.1%*
Age 55 to 59 Years	9,791	*6.1%*	24,071	*5.6%*	94,264	*5.3%*
Age 60 to 64 Years	9,652	*6.0%*	23,037	*5.4%*	88,895	*5.0%*
Age 65 to 69 Years	8,992	*5.6%*	21,511	*5.0%*	80,446	*4.6%*
Age 70 to 74 Years	6,731	*4.2%*	16,426	*3.8%*	63,084	*3.6%*
Age 75 to 79 Years	4,068	*2.5%*	10,707	*2.5%*	43,602	*2.5%*
Age 80 to 84 Years	1,965	*1.2%*	5,791	*1.3%*	25,016	*1.4%*
Age 85 Years or Over	1,461	*0.9%*	4,499	*1.0%*	21,431	*1.2%*
Median Age	36.3		35.9		35.7	
Age 19 Years or Less	42,698	*26.4%*	116,652	*27.1%*	467,410	*26.5%*
Age 20 to 64 Years	95,897	*59.3%*	254,113	*59.1%*	1.06 M	*60.2%*
Age 65 Years or Over	23,216	*14.3%*	58,935	*13.7%*	233,580	*13.2%*
Female Age Distribution (2025)						
Female Population	84,705	*52.3%*	222,793	*51.8%*	893,449	*50.7%*
Age Under 5 Years	4,422	*5.2%*	13,213	*5.9%*	54,587	*6.1%*
Age 5 to 9 Years	4,965	*5.9%*	14,313	*6.4%*	58,198	*6.5%*
Age 10 to 14 Years	5,593	*6.6%*	14,999	*6.7%*	58,309	*6.5%*
Age 15 to 19 Years	6,047	*7.1%*	15,092	*6.8%*	56,645	*6.3%*
Age 20 to 24 Years	5,963	*7.0%*	15,111	*6.8%*	60,348	*6.8%*
Age 25 to 29 Years	5,759	*6.8%*	15,516	*7.0%*	67,782	*7.6%*
Age 30 to 34 Years	5,649	*6.7%*	16,102	*7.2%*	70,605	*7.9%*
Age 35 to 39 Years	5,558	*6.6%*	15,812	*7.1%*	67,053	*7.5%*
Age 40 to 44 Years	5,852	*6.9%*	15,789	*7.1%*	64,866	*7.3%*
Age 45 to 49 Years	5,489	*6.5%*	14,510	*6.5%*	58,274	*6.5%*
Age 50 to 54 Years	5,571	*6.6%*	14,148	*6.4%*	55,277	*6.2%*
Age 55 to 59 Years	5,233	*6.2%*	12,627	*5.7%*	48,228	*5.4%*
Age 60 to 64 Years	5,399	*6.4%*	12,512	*5.6%*	46,686	*5.2%*
Age 65 to 69 Years	5,069	*6.0%*	11,857	*5.3%*	42,809	*4.8%*
Age 70 to 74 Years	3,852	*4.5%*	9,334	*4.2%*	34,459	*3.9%*
Age 75 to 79 Years	2,284	*2.7%*	5,985	*2.7%*	23,699	*2.7%*
Age 80 to 84 Years	1,131	*1.3%*	3,253	*1.5%*	13,887	*1.6%*
Age 85 Years or Over	870	*1.0%*	2,619	*1.2%*	11,736	*1.3%*
Female Median Age	38.0		37.1		36.5	
Age 19 Years or Less	21,028	*24.8%*	57,618	*25.9%*	227,740	*25.5%*
Age 20 to 64 Years	50,471	*59.6%*	132,127	*59.3%*	539,119	*60.3%*
Age 65 Years or Over	13,206	*15.6%*	33,048	*14.8%*	126,590	*14.2%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Male Age Distribution (2025)						
Male Population	77,107	*47.7%*	206,907	*48.2%*	870,009	*49.3%*
Age Under 5 Years	4,541	*5.9%*	13,605	*6.6%*	56,370	*6.5%*
Age 5 to 9 Years	5,110	*6.6%*	14,633	*7.1%*	59,745	*6.9%*
Age 10 to 14 Years	5,787	*7.5%*	15,335	*7.4%*	59,964	*6.9%*
Age 15 to 19 Years	6,232	*8.1%*	15,461	*7.5%*	63,593	*7.3%*
Age 20 to 24 Years	5,953	*7.7%*	14,766	*7.1%*	65,632	*7.5%*
Age 25 to 29 Years	5,577	*7.2%*	14,486	*7.0%*	64,201	*7.4%*
Age 30 to 34 Years	5,304	*6.9%*	15,049	*7.3%*	68,171	*7.8%*
Age 35 to 39 Years	5,095	*6.6%*	14,955	*7.2%*	65,553	*7.5%*
Age 40 to 44 Years	5,172	*6.7%*	14,754	*7.1%*	62,670	*7.2%*
Age 45 to 49 Years	4,738	*6.1%*	13,213	*6.4%*	55,850	*6.4%*
Age 50 to 54 Years	4,773	*6.2%*	12,794	*6.2%*	53,027	*6.1%*
Age 55 to 59 Years	4,559	*5.9%*	11,444	*5.5%*	46,036	*5.3%*
Age 60 to 64 Years	4,254	*5.5%*	10,525	*5.1%*	42,209	*4.9%*
Age 65 to 69 Years	3,923	*5.1%*	9,655	*4.7%*	37,637	*4.3%*
Age 70 to 74 Years	2,879	*3.7%*	7,092	*3.4%*	28,626	*3.3%*
Age 75 to 79 Years	1,783	*2.3%*	4,722	*2.3%*	19,903	*2.3%*
Age 80 to 84 Years	834	*1.1%*	2,538	*1.2%*	11,129	*1.3%*
Age 85 Years or Over	590	*0.8%*	1,879	*0.9%*	9,695	*1.1%*
Male Median Age	34.4		34.6		34.8	
Age 19 Years or Less	21,670	*28.1%*	59,034	*28.5%*	239,671	*27.5%*
Age 20 to 64 Years	45,426	*58.9%*	121,986	*59.0%*	523,349	*60.2%*
Age 65 Years or Over	10,010	*13.0%*	25,887	*12.5%*	106,989	*12.3%*
Males per 100 Females (2025)						
Overall Comparison	91		93		97	
Age Under 5 Years	103	*50.7%*	103	*50.7%*	103	*50.8%*
Age 5 to 9 Years	103	*50.7%*	102	*50.6%*	103	*50.7%*
Age 10 to 14 Years	103	*50.9%*	102	*50.6%*	103	*50.7%*
Age 15 to 19 Years	103	*50.8%*	102	*50.6%*	112	*52.9%*
Age 20 to 24 Years	100	*50.0%*	98	*49.4%*	109	*52.1%*
Age 25 to 29 Years	97	*49.2%*	93	*48.3%*	95	*48.6%*
Age 30 to 34 Years	94	*48.4%*	93	*48.3%*	97	*49.1%*
Age 35 to 39 Years	92	*47.8%*	95	*48.6%*	98	*49.4%*
Age 40 to 44 Years	88	*46.9%*	93	*48.3%*	97	*49.1%*
Age 45 to 49 Years	86	*46.3%*	91	*47.7%*	96	*48.9%*
Age 50 to 54 Years	86	*46.1%*	90	*47.5%*	96	*49.0%*
Age 55 to 59 Years	87	*46.6%*	91	*47.5%*	95	*48.8%*
Age 60 to 64 Years	79	*44.1%*	84	*45.7%*	90	*47.5%*
Age 65 to 69 Years	77	*43.6%*	81	*44.9%*	88	*46.8%*
Age 70 to 74 Years	75	*42.8%*	76	*43.2%*	83	*45.4%*
Age 75 to 79 Years	78	*43.8%*	79	*44.1%*	84	*45.6%*
Age 80 to 84 Years	74	*42.4%*	78	*43.8%*	80	*44.5%*
Age 85 Years or Over	68	*40.4%*	72	*41.8%*	83	*45.2%*
Age 19 Years or Less	103	*50.8%*	102	*50.6%*	105	*51.3%*
Age 20 to 39 Years	96	*48.9%*	95	*48.7%*	99	*49.8%*
Age 40 to 64 Years	85	*46.0%*	90	*47.4%*	95	*48.7%*
Age 65 Years or Over	76	*43.1%*	78	*43.9%*	85	*45.8%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Household Type (2025)						
Total Households	55,308		153,664		656,613	
Households with Children	22,309	*40.3%*	59,537	*38.7%*	232,775	*35.5%*
Average Household Size	2.9		2.8		2.7	
Household Density per Square Mile	1,308		1,441		1,451	
Population Family	142,742	*88.2%*	366,818	*85.4%*	1.43 M	*81.1%*
Population Non-Family	18,564	*11.5%*	61,682	*14.4%*	310,828	*17.6%*
Population Group Quarters	506	*0.3%*	1,199	*0.3%*	22,375	*1.3%*
Family Households	41,471	*75.0%*	107,648	*70.1%*	424,539	*64.7%*
Married Couple Households	25,290	*61.0%*	67,782	*63.0%*	281,293	*66.3%*
Other Family Households with Children	16,181	*39.0%*	39,865	*37.0%*	143,246	*33.7%*
Family Households with Children	22,286	*53.7%*	59,480	*55.3%*	232,537	*54.8%*
Married Couple with Children	13,452	*60.4%*	36,676	*61.7%*	151,129	*65.0%*
Other Family Households with Children	8,834	*39.6%*	22,803	*38.3%*	81,408	*35.0%*
Family Households No Children	19,185	*46.3%*	48,168	*44.7%*	192,003	*45.2%*
Married Couple No Children	11,839	*61.7%*	31,106	*64.6%*	130,164	*67.8%*
Other Family Households No Children	7,346	*38.3%*	17,062	*35.4%*	61,838	*32.2%*
Non-Family Households	13,837	*25.0%*	46,017	*29.9%*	232,074	*35.3%*
Non-Family Households with Children	23	*0.2%*	57	*0.1%*	238	*0.1%*
Non-Family Households No Children	13,814	*99.8%*	45,959	*99.9%*	231,836	*99.9%*
Average Family Household Size	3.4		3.4		3.4	
Average Family Income	$104,420		$114,430		$142,029	
Median Family Income	$86,300		$92,918		$110,301	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2025)						
Population Age 15 Years or Over	131,393		343,601		1.42 M	
Never Married	48,399	*36.8%*	130,185	*37.9%*	550,336	*38.9%*
Currently Married	55,625	*42.3%*	144,852	*42.2%*	600,796	*42.4%*
Previously Married	27,369	*20.8%*	68,564	*20.0%*	265,154	*18.7%*
Separated	8,881	*32.5%*	22,800	*33.3%*	85,421	*32.2%*
Widowed	6,068	*22.2%*	14,468	*21.1%*	58,346	*22.0%*
Divorced	12,420	*45.4%*	31,296	*45.6%*	121,387	*45.8%*
Educational Attainment (2025)						
Adult Population Age 25 Years or Over	107,197		283,171		1.17 M	
Elementary (Grade Level 0 to 8)	9,375	*8.7%*	29,170	*10.3%*	107,250	*9.2%*
Some High School (Grade Level 9 to 11)	7,309	*6.8%*	19,610	*6.9%*	66,368	*5.7%*
High School Graduate	27,875	*26.0%*	62,637	*22.1%*	229,554	*19.6%*
Some College	22,074	*20.6%*	50,058	*17.7%*	192,048	*16.4%*
Associate Degree Only	8,838	*8.2%*	20,553	*7.3%*	83,940	*7.2%*
Bachelor Degree Only	20,110	*18.8%*	60,392	*21.3%*	273,911	*23.4%*
Graduate Degree	11,614	*10.8%*	40,750	*14.4%*	216,996	*18.5%*
Any College (Some College or Higher)	62,637	*58.4%*	171,754	*60.7%*	766,895	*65.5%*
College Degree + (Bachelor Degree or Higher)	31,724	*29.6%*	101,142	*35.7%*	490,907	*42.0%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Housing						
Total Housing Units (2025)	60,334		168,637		726,322	
Total Housing Units (2020)	54,566		154,659		666,366	
Historical Annual Growth (2020-2025)	5,768	-	13,978	-	59,957	-
Housing Units Occupied (2025)	55,308	*91.7%*	153,664	*91.1%*	656,613	*90.4%*
Housing Units Owner-Occupied	34,192	*61.8%*	81,691	*53.2%*	324,573	*49.4%*
Housing Units Renter-Occupied	21,115	*38.2%*	71,973	*46.8%*	332,041	*50.6%*
Housing Units Vacant (2025)	5,026	*8.3%*	14,973	*8.9%*	69,709	*9.6%*
Household Size (2025)						
Total Households	55,308		153,664		656,613	
1 Person Households	11,355	*20.5%*	37,557	*24.4%*	186,327	*28.4%*
2 Person Households	16,207	*29.3%*	43,361	*28.2%*	181,555	*27.7%*
3 Person Households	10,012	*18.1%*	26,816	*17.5%*	108,614	*16.5%*
4 Person Households	8,717	*15.8%*	23,241	*15.1%*	94,973	*14.5%*
5 Person Households	5,047	*9.1%*	12,944	*8.4%*	49,855	*7.6%*
6 Person Households	2,361	*4.3%*	5,849	*3.8%*	21,727	*3.3%*
7 or More Person Households	1,608	*2.9%*	3,896	*2.5%*	13,562	*2.1%*
Household Income Distribution (2025)						
HH Income $200,000 or More	4,003	*7.2%*	15,120	*9.8%*	94,717	*14.4%*
HH Income $150,000 to $199,999	5,021	*9.1%*	12,813	*8.3%*	55,479	*8.4%*
HH Income $125,000 to $149,999	3,963	*7.2%*	11,132	*7.2%*	46,501	*7.1%*
HH Income $100,000 to $124,999	5,450	*9.9%*	14,087	*9.2%*	58,155	*8.9%*
HH Income $75,000 to $99,999	8,214	*14.9%*	20,967	*13.6%*	82,816	*12.6%*
HH Income $50,000 to $74,999	10,510	*19.0%*	27,762	*18.1%*	105,798	*16.1%*
HH Income $35,000 to $49,999	6,718	*12.1%*	17,514	*11.4%*	67,916	*10.3%*
HH Income $25,000 to $34,999	3,479	*6.3%*	11,966	*7.8%*	47,016	*7.2%*
HH Income $15,000 to $24,999	3,511	*6.3%*	9,718	*6.3%*	40,432	*6.2%*
HH Income $10,000 to $14,999	1,637	*3.0%*	4,815	*3.1%*	20,359	*3.1%*
HH Income Under $10,000	2,801	*5.1%*	7,771	*5.1%*	37,424	*5.7%*
Household Vehicles (2025)						
Households 0 Vehicles Available	3,045	*5.5%*	11,698	*7.6%*	57,192	*8.7%*
Households 1 Vehicle Available	18,171	*32.9%*	55,846	*36.3%*	251,888	*38.4%*
Households 2 Vehicles Available	20,762	*37.5%*	55,414	*36.1%*	231,580	*35.3%*
Households 3 or More Vehicles Available	13,330	*24.1%*	30,706	*20.0%*	115,954	*17.7%*
Total Vehicles Available	104,943		270,528		1.11 M	
Average Vehicles per Household	1.9		1.8		1.7	
Owner-Occupied Household Vehicles	73,489	*70.0%*	173,944	*64.3%*	684,125	*61.7%*
Average Vehicles per Owner-Occupied Household	2.1		2.1		2.1	
Renter-Occupied Household Vehicles	31,454	*30.0%*	96,584	*35.7%*	423,987	*38.3%*
Average Vehicles per Renter-Occupied Household	1.5		1.3		1.3	
Travel Time (2025)						
Worker Base Age 16 years or Over	83,005		223,816		933,823	
Travel to Work in 14 Minutes or Less	9,463	*11.4%*	27,174	*12.1%*	131,517	*14.1%*
Travel to Work in 15 to 29 Minutes	26,716	*32.2%*	71,082	*31.8%*	292,211	*31.3%*
Travel to Work in 30 to 59 Minutes	32,056	*38.6%*	82,627	*36.9%*	316,777	*33.9%*
Travel to Work in 60 Minutes or More	6,562	*7.9%*	16,866	*7.5%*	70,132	*7.5%*
Work at Home	8,208	*9.9%*	26,068	*11.6%*	123,185	*13.2%*
Average Minutes Travel to Work	28.7		28.1		27.2	

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	83,005		223,816		933,823	
Drive to Work Alone	62,695	*75.5%*	163,298	*73.0%*	661,141	*70.8%*
Drive to Work in Carpool	8,918	*10.7%*	23,714	*10.6%*	101,279	*10.8%*
Travel to Work by Public Transportation	1,252	*1.5%*	4,088	*1.8%*	18,827	*2.0%*
Drive to Work on Motorcycle	19	-	111	-	493	-
Bicycle to Work	99	*0.1%*	374	*0.2%*	1,597	*0.2%*
Walk to Work	368	*0.4%*	1,892	*0.8%*	10,663	*1.1%*
Other Means	1,446	*1.7%*	4,271	*1.9%*	16,637	*1.8%*
Work at Home	8,208	*9.9%*	26,068	*11.6%*	123,185	*13.2%*
Daytime Demographics (2025)						
Total Businesses	7,116		23,217		109,692	
Total Employees	47,716		164,263		883,526	
Company Headquarter Businesses	185	*2.6%*	678	*2.9%*	3,407	*3.1%*
Company Headquarter Employees	4,009	*8.4%*	19,196	*11.7%*	156,030	*17.7%*
Employee Population per Business	6.7	to 1	7.1	to 1	8.1	to 1
Residential Population per Business	22.7	to 1	18.5	to 1	16.1	to 1
Adj. Daytime Demographics Age 16 Years or Over	93,604		277,556		1.34 M	
Labor Force						
Labor Population Age 16 Years or Over (2025)	128,900		337,361		1.39 M	
Labor Force Total Males (2025)	60,432	*46.9%*	160,248	*47.5%*	681,583	*49.0%*
Male Civilian Employed	40,479	*67.0%*	113,953	*71.1%*	490,936	*72.0%*
Male Civilian Unemployed	2,831	*4.7%*	6,315	*3.9%*	24,536	*3.6%*
Males in Armed Forces	2	-	134	-	1,182	*0.2%*
Males Not in Labor Force	17,120	*28.3%*	39,845	*24.9%*	164,929	*24.2%*
Labor Force Total Females (2025)	68,468	*53.1%*	177,113	*52.5%*	710,539	*51.0%*
Female Civilian Employed	42,532	*62.1%*	109,869	*62.0%*	442,906	*62.3%*
Female Civilian Unemployed	1,824	*2.7%*	5,220	*2.9%*	22,029	*3.1%*
Females in Armed Forces	-	-	112	-	943	*0.1%*
Females Not in Labor Force	24,112	*35.2%*	61,912	*35.0%*	244,661	*34.4%*
Unemployment Rate	4,655	*3.6%*	11,535	*3.4%*	46,566	*3.3%*
Occupation (2025)						
Occupation Population Age 16 Years or Over	83,005		223,816		933,823	
Occupation Total Males	40,473	*48.8%*	113,947	*50.9%*	490,917	*52.6%*
Occupation Total Females	42,532	51.2%	109,869	49.1%	442,906	47.4%
Management, Business, Financial Operations	12,265	14.8%	33,809	15.1%	164,391	17.6%
Professional, Related	17,294	20.8%	53,013	23.7%	254,914	27.3%
Service	16,167	*19.5%*	41,763	*18.7%*	157,774	*16.9%*
Sales, Office	16,466	*19.8%*	41,706	*18.6%*	167,453	*17.9%*
Farming, Fishing, Forestry	95	*0.1%*	296	*0.1%*	1,771	*0.2%*
Construction, Extraction, Maintenance	7,948	*9.6%*	23,148	*10.3%*	80,513	*8.6%*
Production, Transport, Material Moving	12,770	*15.4%*	30,080	*13.4%*	107,007	*11.5%*
White Collar Workers	46,025	*55.4%*	128,528	*57.4%*	586,757	*62.8%*
Blue Collar Workers	36,980	*44.6%*	95,288	*42.6%*	347,065	*37.2%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Units In Structure (2025)						
Total Units	55,308		153,664		656,613	
1 Detached Unit	39,676	*71.7%*	93,646	*60.9%*	348,784	*53.1%*
1 Attached Unit	2,174	*3.9%*	5,359	*3.5%*	27,959	*4.3%*
2 Units	366	*0.7%*	1,756	*1.1%*	10,160	*1.5%*
3 to 4 Units	1,397	*2.5%*	5,261	*3.4%*	23,001	*3.5%*
5 to 9 Units	1,474	*2.7%*	7,260	*4.7%*	33,779	*5.1%*
10 to 19 Units	2,900	*5.2%*	11,900	*7.7%*	54,987	*8.4%*
20 to 49 Units	1,501	*2.7%*	6,371	*4.1%*	34,750	*5.3%*
50 or More Units	5,159	*9.3%*	19,709	*12.8%*	111,374	*17.0%*
Mobile Home or Trailer	650	*1.2%*	2,360	*1.5%*	11,519	*1.8%*
Other Structure	9	-	43	-	300	-
Homes Built By Year (2025)						
Homes Built 2020 or later	2,540	*4.2%*	6,548	*3.9%*	28,322	*3.9%*
Homes Built 2010 to 2019	6,590	*10.9%*	20,507	*12.2%*	114,968	*15.8%*
Homes Built 2000 to 2009	9,806	*16.3%*	26,868	*15.9%*	124,965	*17.2%*
Homes Built 1990 to 1999	6,953	*11.5%*	16,400	*9.7%*	75,772	*10.4%*
Homes Built 1980 to 1989	10,799	*17.9%*	25,820	*15.3%*	90,757	*12.5%*
Homes Built 1970 to 1979	13,364	*22.1%*	33,397	*19.8%*	110,440	*15.2%*
Homes Built 1960 to 1969	3,364	*5.6%*	13,687	*8.1%*	54,185	*7.5%*
Homes Built 1950 to 1959	1,395	*2.3%*	8,065	*4.8%*	35,419	*4.9%*
Homes Built 1940 to 1949	230	*0.4%*	1,149	*0.7%*	10,283	*1.4%*
Homes Built Before 1939	266	*0.4%*	1,225	*0.7%*	11,503	*1.6%*
Median Age of Homes	34.7	*yrs*	36.0	*yrs*	34.6	*yrs*
Home Values (2025)						
Owner Specified Housing Units	34,192		81,691		324,573	
Home Values $1,000,000 or More	481	*1.4%*	1,527	*1.9%*	16,843	*5.2%*
Home Values $750,000 to $999,999	671	*2.0%*	2,258	*2.8%*	14,185	*4.4%*
Home Values $500,000 to $749,999	2,711	*7.9%*	8,234	*10.1%*	38,966	*12.0%*
Home Values $400,000 to $499,999	2,830	*8.3%*	9,510	*11.6%*	40,410	*12.5%*
Home Values $300,000 to $399,999	6,882	*20.1%*	19,102	*23.4%*	70,337	*21.7%*
Home Values $250,000 to $299,999	5,283	*15.5%*	11,764	*14.4%*	41,897	*12.9%*
Home Values $200,000 to $249,999	6,118	*17.9%*	12,009	*14.7%*	39,318	*12.1%*
Home Values $175,000 to $199,999	2,251	*6.6%*	3,833	*4.7%*	12,784	*3.9%*
Home Values $150,000 to $174,999	2,397	*7.0%*	4,125	*5.0%*	13,693	*4.2%*
Home Values $125,000 to $149,999	970	*2.8%*	1,767	*2.2%*	6,324	*1.9%*
Home Values $100,000 to $124,999	1,162	*3.4%*	2,403	*2.9%*	8,415	*2.6%*
Home Values $90,000 to $99,999	144	*0.4%*	376	*0.5%*	1,739	*0.5%*
Home Values $80,000 to $89,999	271	*0.8%*	563	*0.7%*	2,979	*0.9%*
Home Values $70,000 to $79,999	175	*0.5%*	354	*0.4%*	1,391	*0.4%*
Home Values $60,000 to $69,999	191	*0.6%*	329	*0.4%*	1,367	*0.4%*
Home Values $50,000 to $59,999	112	*0.3%*	344	*0.4%*	1,710	*0.5%*
Home Values $35,000 to $49,999	174	*0.5%*	496	*0.6%*	1,868	*0.6%*
Home Values $25,000 to $34,999	268	*0.8%*	536	*0.7%*	2,518	*0.8%*
Home Values $10,000 to $24,999	462	*1.4%*	1,127	*1.4%*	4,037	*1.2%*
Home Values Under $10,000	638	*1.9%*	1,035	*1.3%*	3,791	*1.2%*
Owner-Occupied Median Home Value	$267,139		$304,805		$364,957	
Renter-Occupied Median Rent	$1,380		$1,280		$1,292	

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	$5.51 B		$15.56 B		$70.17 B	
Total Non-Retail Expenditure	$2.66 B		$7.7 B		$35.68 B	
Total Retail Expenditure	$2.85 B		$7.87 B		$34.49 B	
Alcoholic Beverages	$34.02 M		$96.17 M		$434.57 M	
Apparel	$104.97 M		$295.01 M		$1.32 B	
Contributions	$169.23 M		$484.92 M		$2.25 B	
Education	$122.93 M		$350.29 M		$1.61 B	
Entertainment	$326.05 M		$915.4 M		$4.08 B	
Food Away From Home	$248.21 M		$698.57 M		$3.13 B	
Grocery	$407.08 M		$1.12 B		$4.74 B	
Health Care	$364.73 M		$999.1 M		$4.21 B	
Household Furnishings and Equipment	$148.9 M		$419.94 M		$1.89 B	
Household Operations	$107.49 M		$301.51 M		$1.34 B	
Miscellaneous Expenses	$95.98 M		$270.16 M		$1.21 B	
Personal Care	$78.17 M		$215.55 M		$926.54 M	
Shelter	$938.45 M		$2.68 B		$11.92 B	
Tax and Retirement	$1.15 B		$3.43 B		$16.92 B	
Tobacco and Related	$35.13 M		$93.51 M		$369.64 M	
Transportation	$884.81 M		$2.4 B		$10.45 B	
Utilities	$292.69 M		$800.52 M		$3.38 B	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	$8,302		$8,439		$8,906	
Total Non-Retail Expenditure	$4,004	*48.2%*	$4,174	*49.5%*	$4,529	*50.9%*
Total Retail Expenditures	$4,298	*51.8%*	$4,266	*50.5%*	$4,377	*49.1%*
Alcoholic Beverages	$51	*0.6%*	$52	*0.6%*	$55	*0.6%*
Apparel	$158	*1.9%*	$160	*1.9%*	$167	*1.9%*
Contributions	$255	*3.1%*	$263	*3.1%*	$285	*3.2%*
Education	$185	*2.2%*	$190	*2.3%*	$204	*2.3%*
Entertainment	$491	*5.9%*	$496	*5.9%*	$518	*5.8%*
Food Away From Home	$374	*4.5%*	$379	*4.5%*	$397	*4.5%*
Grocery	$613	*7.4%*	$605	*7.2%*	$601	*6.7%*
Health Care	$550	*6.6%*	$542	*6.4%*	$535	*6.0%*
Household Furnishings and Equipment	$224	*2.7%*	$228	*2.7%*	$240	*2.7%*
Household Operations	$162	*2.0%*	$164	*1.9%*	$170	*1.9%*
Miscellaneous Expenses	$145	*1.7%*	$147	*1.7%*	$154	*1.7%*
Personal Care	$118	*1.4%*	$117	*1.4%*	$118	*1.3%*
Shelter	$1,414	*17.0%*	$1,455	*17.2%*	$1,513	*17.0%*
Tax and Retirement	$1,734	*20.9%*	$1,858	*22.0%*	$2,147	*22.0%*
Tobacco and Related	$53	*0.6%*	$51	*0.6%*	$47	*0.5%*
Transportation	$1,333	*16.1%*	$1,300	*15.4%*	$1,326	*14.9%*
Utilities	$441	*5.3%*	$434	*5.1%*	$429	*4.8%*

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers
New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores
Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores
Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores
Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores
Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores
Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations
Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores
Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores
Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores
Department stores and other general merchandise stores

Miscellaneous Store Retailers
Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places
Full-service restaurants, limited service eating places, special foodservices, taverns and bars

Retail Gap Report

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	$178.31 M / $317.75 M	-44	$496.26 M / $617.43 M	-20	$2.18 B / $3.78 B	-42
Men's Clothing Stores	$7.57 M / $19.54 M	-61	$20.81 M / $26.52 M	-22	$88.93 M / $159.78 M	-44
Women's Clothing Stores	$15.08 M / $21.06 M	-28	$42.1 M / $57.77 M	-27	$186.43 M / $384.92 M	-52
Children's, Infants' Clothing Stores	$14.26 M / $24.67 M	-42	$40.45 M / $30.46 M	25	$184.05 M / $259.93 M	-29
Family Clothing Stores	$88.14 M / $206.53 M	-57	$245.25 M / $377.24 M	-35	$1.08 B / $2.01 B	-46
Clothing Accessory Stores	$4.15 M / $14.42 M	-71	$11.48 M / $29.98 M	-62	$49.79 M / $146.9 M	-66
Other Apparel Stores	$5.36 M / $6.03 M	-11	$15 M / $17.46 M	-14	$66.45 M / $76.21 M	-13
Shoe Stores	$35.57 M / $17.19 M	52	$98.57 M / $48.09 M	51	$426.8 M / $513.24 M	-17
Jewelry Stores	$7.25 M / $8.31 M	-13	$20.06 M / $29.92 M	-33	$86.52 M / $208.23 M	-58
Luggage Stores	$926.81 K / -	100	$2.53 M / $-3	100	$10.65 M / $17.93 M	-41
Furniture, Home Furnishings Stores	$160.44 M / $342.12 M	-53	$443.53 M / $654.38 M	-32	$1.93 B / $3.83 B	-50
Furniture Stores	$75.62 M / $116.24 M	-35	$207.4 M / $238.7 M	-13	$882.77 M / $1.24 B	-29
Floor Covering Stores	$10.65 M / $19.41 M	-45	$29.37 M / $45.39 M	-35	$126.33 M / $122.07 M	3
Other Home Furnishing Stores	$74.17 M / $206.47 M	-64	$206.77 M / $370.3 M	-44	$919.54 M / $2.47 B	-63
Electronics, Appliance Stores	$148.41 M / $74.79 M	50	$405.06 M / $463.37 M	-13	$1.76 B / $2.27 B	-22
Building Material, Garden Equipment, Supplies Dealers	$153.39 M / $74.93 M	51	$427.62 M / $239.2 M	44	$1.88 B / $1.49 B	21
Home Centers	$85.96 M / $35.13 M	59	$239.26 M / $130.34 M	46	$1.05 B / $995.93 M	5
Paint, Wallpaper Stores	$17.82 M / $10.09 M	43	$50.48 M / $37.64 M	25	$228.8 M / $145.71 M	36
Hardware Stores	$9.48 M / $6.12 M	35	$26.42 M / $16.17 M	39	$116.45 M / $51.14 M	56
Other Building Materials Stores	$27.59 M / $19.05 M	31	$76.54 M / $37.69 M	51	$333.44 M / $238.07 M	29
Outdoor Power Equipment Stores	$1.65 M / $773.91 K	53	$4.58 M / $1.32 M	71	$20.1 M / $7.15 M	64
Nursery, Garden Stores	$10.91 M / $3.76 M	66	$30.34 M / $16.04 M	47	$133.03 M / $55.18 M	59
Food, Beverage Stores	$230.68 M / $221.01 M	4	$640.91 M / $626.48 M	2	$2.85 B / $2.55 B	11
Grocery Stores	$178.08 M / $153.4 M	14	$492.17 M / $457.05 M	7	$2.17 B / $1.85 B	15
Convenience Stores	$15.49 M / $17.82 M	-13	$42.56 M / $38.86 M	9	$187.79 M / $170.52 M	9
Meat Markets	$1.07 M / $224.23 K	79	$3.01 M / $1.62 M	46	$13.44 M / $7.55 M	44
Fish, Seafood Markets	$370.37 K / $-1	100	$1.04 M / $797.5 K	23	$4.67 M / $9.59 M	-51
Fruit, Vegetable Markets	$701.09 K / $137.75 K	80	$1.97 M / $179.74 K	91	$8.78 M / $7.2 M	18
Other Specialty Food Markets	$1.44 M / $781.7 K	46	$4.03 M / $3.83 M	5	$17.99 M / $26.73 M	-33
Liquor Stores	$33.52 M / $48.64 M	-31	$96.13 M / $124.14 M	-23	$448.25 M / $474.24 M	-5

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	$144.49 M / $180.23 M	-20	$372.66 M / $565.96 M	-34	$1.58 B / $2.46 B	-36
Pharmacy, Drug Stores	$127.15 M / $160.76 M	-21	$328.99 M / $490.35 M	-33	$1.39 B / $2.17 B	-36
Cosmetics, Beauty Stores	$7.33 M / $9.1 M	-19	$18.68 M / $27.73 M	-33	$78.5 M / $106.48 M	-26
Optical Goods Stores	$2.18 M / $746.34 K	66	$4.97 M / $4.7 M	5	$18.78 M / $22.47 M	-16
Other Health, Personal Care Stores	$7.83 M / $9.62 M	-19	$20.03 M / $43.17 M	-54	$84.24 M / $160.87 M	-48
Sporting Goods, Hobby, Book, Music Stores	$180.33 M / $118.75 M	34	$500.3 M / $458.81 M	8	$2.19 B / $2.29 B	-4
Sporting Goods Stores	$71.66 M / $73.23 M	-2	$199.01 M / $151.75 M	24	$869.32 M / $1.08 B	-20
Hobby, Toy, Game Stores	$50.16 M / $20.54 M	59	$138.07 M / $161.01 M	-14	$592.89 M / $628.5 M	-6
Sewing, Needlecraft Stores	$33.31 M / $6.82 M	80	$92.78 M / $17.29 M	81	$404.75 M / $279.31 M	31
Musical Instrument Stores	$12.46 M / $6.3 M	49	$36.02 M / $88.72 M	-59	$171.17 M / $157.43 M	8
Book Stores	$12.74 M / $11.86 M	7	$34.42 M / $40.04 M	-14	$148.27 M / $141.72 M	4
General Merchandise Stores	$571.49 M / $231.17 M	60	$1.57 B / $1.42 B	9	$6.83 B / $4.99 B	27
Department Stores	$201.6 M / $147.79 M	27	$556.28 M / $597.05 M	-7	$2.43 B / $2.57 B	-5
Warehouse Superstores	$314.04 M / -	100	$859.38 M / $609.45 M	29	$3.72 B / $1.5 B	60
Other General Merchandise Stores	$55.85 M / $83.39 M	-33	$153.87 M / $218.28 M	-30	$668.77 M / $916.49 M	-27
Miscellaneous Store Retailers	$71.64 M / $41.2 M	42	$195.81 M / $153.2 M	22	$841.63 M / $829.56 M	1
Florists	$1.76 M / $457.64 K	74	$4.92 M / $3.02 M	39	$21.72 M / $13.96 M	36
Office, Stationary Stores	$6.96 M / $4.21 M	40	$18.88 M / $25.44 M	-26	$79.33 M / $120.89 M	-34
Gift, Souvenir Stores	$14.69 M / $3.3 M	78	$40.66 M / $18.32 M	55	$178.17 M / $120.36 M	32
Used Merchandise Stores	$4.86 M / $2.57 M	47	$13.26 M / $7.21 M	46	$56.06 M / $29.24 M	48
Pet, Pet Supply Stores	$14.13 M / $4.53 M	68	$38.64 M / $18.78 M	51	$163.27 M / $93.02 M	43
Art Dealers	$1.92 M / $462.14 K	76	$5.21 M / $790.85 K	85	$21.61 M / $30.08 M	-28
Mobile Home Dealers	$1.56 M / $67.64 K	96	$4.32 M / $1.29 M	70	$18.79 M / $6.78 M	64
Other Miscellaneous Retail Stores	$25.76 M / $25.61 M	1	$69.92 M / $78.35 M	-11	$302.68 M / $415.22 M	-27
Non-Store Retailers	$337.83 M / $155.18 M	54	$923.1 M / $599.98 M	35	$4.02 B / $2.76 B	31
Mail Order, Catalog Stores	$316.46 M / $136.62 M	57	$864.01 M / $543.26 M	37	$3.76 B / $2.42 B	36
Vending Machines	$1.49 M / $2.95 M	-50	$4.2 M / $6.67 M	-37	$18.92 M / $20.27 M	-7
Fuel Dealers	$1.78 M / $854.02 K	52	$4.97 M / $2.59 M	48	$21.99 M / $21.36 M	3
Other Direct Selling Establishments	$18.1 M / $14.75 M	19	$49.92 M / $47.46 M	5	$219.31 M / $298.81 M	-27

Retail Gap Report

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	$297.52 M / $320.65 M	-7	$849.94 M / $865.21 M	-2	$3.92 B / $4.94 B	-21
Hotels, Other Travel Accommodations	$19 M / $6.21 M	67	$54.33 M / $22.91 M	58	$251.23 M / $248.72 M	1
RV Parks	$186.25 K / $2.33 K	99	$521.69 K / $29.57 K	94	$2.32 M / $750.97 K	68
Rooming, Boarding Houses	$107 K / -	100	$304.71 K / $108.26 K	64	$1.4 M / $2.03 M	-31
Full Service Restaurants	$173.85 M / $119.27 M	31	$496.68 M / $407.83 M	18	$2.29 B / $2.79 B	-18
Limited Service Restaurants	$80.72 M / $147.77 M	-45	$230.66 M / $317.6 M	-27	$1.06 B / $1.36 B	-22
Special Food Services, Catering	$23.65 M / $54.92 M	-57	$67.44 M / $127.86 M	-47	$309.91 M / $496.69 M	-38
Drinking Places	$16.2 M / $8.68 M	46	$46.79 M / $35.67 M	24	$220.41 M / $258.3 M	-15
Gasoline Stations	$112.71 M / $114.05 M	-1	$306.96 M / $423.95 M	-28	$1.34 B / $1.86 B	-28
Motor Vehicle, Parts Dealers	$249 M / $193.83 M	22	$687.11 M / $1.01 B	-32	$2.95 B / $2.99 B	-1
New Car Dealers	$139.02 M / $104.56 M	25	$380.95 M / $718.17 M	-47	$1.61 B / $1.66 B	-3
Used Car Dealers	$12.92 M / $19.98 M	-35	$35.34 M / $59.2 M	-40	$148.76 M / $394.39 M	-62
Recreational Vehicle Dealers	$27.85 M / $5.78 M	79	$77.36 M / $44.09 M	43	$338.11 M / $161.07 M	52
Motorcycle, Boat Dealers	$36.26 M / $26.5 M	27	$100.56 M / $92.58 M	8	$437.93 M / $404.61 M	8
Auto Parts, Accessories	$21.12 M / $26.09 M	-19	$59.51 M / $62.65 M	-5	$266.39 M / $245.16 M	8
Tire Dealers	$11.83 M / $10.92 M	8	$33.39 M / $36.72 M	-9	$150.19 M / $126.09 M	16
2025 Population	161,812		429,700		1.76 M	
2030 Population	163,385		431,328		1.79 M	
% Population Change 2025-2030	1.0%		0.4%		1.2%	
2025 Adult Population Age 18+	123,828		324,712		1.34 M	
2025 Population Male	77,107		206,907		870,009	
2025 Population Female	84,705		222,793		893,449	
2025 Households	55,308		153,664		656,613	
2025 Median Household Income	77,135		81,858		92,945	
2025 Average Household Income	95,110		101,748		121,877	

Retail Potential

Retail Potential Profile

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time	15 min drive time	30 min drive time
2025 Population	161,812	429,700	1.76 M
2030 Population	163,385	431,328	1.79 M
% Population Change 2020-2025	7.9%	7.1%	8.6%
2025 Adult Population Age 18+	$123,828	$324,712	1.34 M
2025 Population Male	$77,107	$206,907	$870,009
2025 Population Female	$84,705	$222,793	$893,449
2025 Households	$55,308	$153,664	$656,613
2025 Median Household Income	$77,135	$81,858	$92,945
2025 Average Household Income	$95,110	$101,748	$121,877
Clothing, Clothing Accessories Stores	$178.31 M	$496.26 M	$2.18 B
Men's Clothing Stores	$7.57 M	$20.81 M	$88.93 M
Women's Clothing Stores	$15.08 M	$42.1 M	$186.43 M
Children's, Infants' Clothing Stores	$14.26 M	$40.45 M	$184.05 M
Family Clothing Stores	$88.14 M	$245.25 M	$1.08 B
Clothing Accessory Stores	$4.15 M	$11.48 M	$49.79 M
Other Apparel Stores	$5.36 M	$15 M	$66.45 M
Shoe Stores	$35.57 M	$98.57 M	$426.8 M
Jewelry Stores	$7.25 M	$20.06 M	$86.52 M
Luggage Stores	$926.81 K	$2.53 M	$10.65 M
Furniture, Home Furnishings Stores	$160.44 M	$443.53 M	$1.93 B
Furniture Stores	$75.62 M	$207.4 M	$882.77 M
Floor Covering Stores	$10.65 M	$29.37 M	$126.33 M
Other Home Furnishing Stores	$74.17 M	$206.77 M	$919.54 M
Electronics, Appliance Stores	$148.41 M	$405.06 M	$1.76 B
Gasoline Stations	$112.71 M	$306.96 M	$1.34 B
Building Material, Garden Equipment, Supplies Dealers	$153.39 M	$427.62 M	$1.88 B
Home Centers	$85.96 M	$239.26 M	$1.05 B
Paint, Wallpaper Stores	$17.82 M	$50.48 M	$228.8 M
Hardware Stores	$9.48 M	$26.42 M	$116.45 M
Other Building Materials Stores	$27.59 M	$76.54 M	$333.44 M
Outdoor Power Equipment Stores	$1.65 M	$4.58 M	$20.1 M
Nursery, Garden Stores	$10.91 M	$30.34 M	$133.03 M
Food, Beverage Stores	$230.68 M	$640.91 M	$2.85 B
Grocery Stores	$178.08 M	$492.17 M	$2.17 B
Convenience Stores	$15.49 M	$42.56 M	$187.79 M
Meat Markets	$1.07 M	$3.01 M	$13.44 M
Fish, Seafood Markets	$370.37 K	$1.04 M	$4.67 M
Fruit, Vegetable Markets	$701.09 K	$1.97 M	$8.78 M
Other Specialty Food Markets	$1.44 M	$4.03 M	$17.99 M
Liquor Stores	$33.52 M	$96.13 M	$448.25 M

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time	15 min drive time	30 min drive time
Health, Personal Care Stores	$144.49 M	$372.66 M	$1.58 B
Pharmacy, Drug Stores	$127.15 M	$328.99 M	$1.39 B
Cosmetics, Beauty Stores	$7.33 M	$18.68 M	$78.5 M
Optical Goods Stores	$2.18 M	$4.97 M	$18.78 M
Other Health, Personal Care Stores	$7.83 M	$20.03 M	$84.24 M
Sporting Goods, Hobby, Book, Music Stores	$180.33 M	$500.3 M	$2.19 B
Sporting Goods Stores	$71.66 M	$199.01 M	$869.32 M
Hobby, Toy, Game Stores	$50.16 M	$138.07 M	$592.89 M
Sewing, Needlecraft Stores	$33.31 M	$92.78 M	$404.75 M
Musical Instrument Stores	$12.46 M	$36.02 M	$171.17 M
Book Stores	$12.74 M	$34.42 M	$148.27 M
General Merchandise Stores	$571.49 M	$1.57 B	$6.83 B
Department Stores	$201.6 M	$556.28 M	$2.43 B
Warehouse Superstores	$314.04 M	$859.38 M	$3.72 B
Other General Merchandise Stores	$55.85 M	$153.87 M	$668.77 M
Miscellaneous Store Retailers	$71.64 M	$195.81 M	$841.63 M
Florists	$1.76 M	$4.92 M	$21.72 M
Office, Stationary Stores	$6.96 M	$18.88 M	$79.33 M
Gift, Souvenir Stores	$14.69 M	$40.66 M	$178.17 M
Used Merchandise Stores	$4.86 M	$13.26 M	$56.06 M
Pet, Pet Supply Stores	$14.13 M	$38.64 M	$163.27 M
Art Dealers	$1.92 M	$5.21 M	$21.61 M
Mobile Home Dealers	$1.56 M	$4.32 M	$18.79 M
Other Miscellaneous Retail Stores	$25.76 M	$69.92 M	$302.68 M
Non-Store Retailers	$337.83 M	$923.1 M	$4.02 B
Mail Order, Catalog Stores	$316.46 M	$864.01 M	$3.76 B
Vending Machines	$1.49 M	$4.2 M	$18.92 M
Fuel Dealers	$1.78 M	$4.97 M	$21.99 M
Other Direct Selling Establishments	$18.1 M	$49.92 M	$219.31 M
Accommodation, Food Services	$313.72 M	$896.73 M	$4.14 B
Hotels, Other Travel Accommodations	$19 M	$54.33 M	$251.23 M
RV Parks	$186.25 K	$521.69 K	$2.32 M
Rooming, Boarding Houses	$107 K	$304.71 K	$1.4 M
Full Service Restaurants	$173.85 M	$496.68 M	$2.29 B
Limited Service Restaurants	$80.72 M	$230.66 M	$1.06 B
Special Food Services, Catering	$23.65 M	$67.44 M	$309.91 M
Drinking Places	$16.2 M	$46.79 M	$220.41 M
Motor Vehicle, Parts Dealers	$249 M	$687.11 M	$2.95 B
New Car Dealers	$139.02 M	$380.95 M	$1.61 B
Used Car Dealers	$12.92 M	$35.34 M	$148.76 M
Recreational Vehicle Dealers	$27.85 M	$77.36 M	$338.11 M
Motorcycle, Boat Dealers	$36.26 M	$100.56 M	$437.93 M
Auto Parts, Accessories	$21.12 M	$59.51 M	$266.39 M
Tire Dealers	$11.83 M	$33.39 M	$150.19 M

Income Summary

Income Summary Report

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Population						
Estimated Population (2025)	161,812		429,700		1,763,458	
Projected Population (2030)	163,385		431,328		1,785,425	
Census Population (2020)	149,912		401,336		1,623,181	
Census Population (2010)	146,887		369,424		1,417,798	
Projected Annual Growth (2025 to 2030)	1,573	*0.2%*	1,629	-	21,967	*0.2%*
Historical Annual Growth (2020 to 2025)	11,900	*1.5%*	28,364	*1.3%*	140,277	*1.6%*
Historical Annual Growth (2010 to 2020)	3,024	*0.2%*	31,911	*0.9%*	205,384	*1.4%*
Households						
Estimated Households (2025)	55,308		153,664		656,613	
Projected Households (2030)	57,382		157,976		678,996	
Census Households (2020)	50,828		142,242		606,898	
Census Households (2010)	47,904		126,610		518,963	
Projected Annual Growth (2025 to 2030)	2,075	*0.8%*	4,312	*0.6%*	22,382	*0.7%*
Historical Annual Growth (2020 to 2025)	4,480	*1.8%*	11,422	*1.6%*	49,715	*1.6%*
Historical Annual Growth (2010 to 2020)	2,924	*0.6%*	15,633	*1.2%*	87,935	*1.7%*
Average Household Income						
Estimated Average Household Income (2025)	$95,110		$101,748		$121,877	
Projected Average Household Income (2030)	$94,708		$101,566		$121,612	
Census Average Household Income (2020)	$64,128		$67,330		$77,254	
Census Average Household Income (2010)	$58,332		$57,056		$62,888	
Projected Annual Growth (2025 to 2030)	-$402	-	-$182	-	-$265	-
Historical Annual Growth (2020 to 2025)	$30,982	3.2%	$34,418	3.4%	$44,623	3.9%
Historical Annual Growth (2010 to 2020)	$5,796	1.0%	$10,274	1.8%	$14,367	2.3%
Median Household Income						
Estimated Median Household Income (2025)	$77,135		$81,858		$92,945	
Projected Median Household Income (2030)	$75,668		$80,970		$92,539	
Census Median Household Income (2020)	$56,955		$57,394		$61,139	
Census Median Household Income (2010)	$50,111		$48,479		$50,131	
Projected Annual Growth (2025 to 2030)	-$1,468	*-0.4%*	-$888	*-0.2%*	-$406	-
Historical Annual Growth (2020 to 2025)	$20,180	2.4%	$24,464	2.8%	$31,806	3.5%
Historical Annual Growth (2010 to 2020)	$6,844	1.4%	$8,915	1.8%	$11,008	2.2%
Per Capita Income						
Estimated Per Capita Income (2025)	$32,540		$36,418		$45,474	
Projected Per Capita Income (2030)	$33,293		$37,231		$46,342	
Census Per Capita Income (2020)	$20,914		$23,078		$28,279	
Census Per Capita Income (2010)	$18,544		$19,736		$23,576	
Projected Annual Growth (2025 to 2030)	$753	*0.5%*	$813	*0.4%*	$868	*0.4%*
Historical Annual Growth (2020 to 2025)	$11,626	3.7%	$13,340	3.9%	$17,195	4.1%
Historical Annual Growth (2010 to 2020)	$2,371	1.3%	$3,342	1.7%	$4,703	2.0%
Other Income						
Estimated Families (2025)	41,471		107,648		424,539	
Estimated Average Family Income (2025)	$104,420		$114,430		$142,029	
Estimated Median Family Income (2025)	$86,300		$92,918		$110,301	
Estimated Average Household Net Worth (2025)	$846,588		$893,056		$1,015,063	

Consumer Expenditure Summary

Consumer Expenditure Summary

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Estimated Population		161,812		429,700		1,763,458
Estimated Households		55,308		153,664		656,613
Household Expenditure		$5.51 B		$15.56 B		$70.17 B
Per Household ~ Per Capita	$99,623	$34,051	$101,273	$36,216	$106,870	$39,793
Non-Retail Expenditures	$2.66 B	48.2%	$7.7 B	49.5%	$35.68 B	50.9%
Per Household ~ Per Capita	$48,049	$16,423	$50,086	$17,911	$54,345	$20,235
Retail Expenditures	$2.85 B	51.8%	$7.87 B	50.5%	$34.49 B	49.1%
Per Household ~ Per Capita	$51,574	$17,628	$51,187	$18,305	$52,526	$19,558
Alcoholic Beverages	$34.02 M	0.6%	$96.17 M	0.6%	$434.57 M	0.6%
Per Household ~ Per Capita	$615	$210	$626	$224	$662	$246
Apparel	$104.97 M	1.9%	$295.01 M	1.9%	$1.32 B	1.9%
Per Household ~ Per Capita	$1,898	$649	$1,920	$687	$2,007	$747
Contributions	$169.23 M	3.1%	$484.92 M	3.1%	$2.25 B	3.2%
Per Household ~ Per Capita	$3,060	$1,046	$3,156	$1,129	$3,424	$1,275
Education	$122.93 M	2.2%	$350.29 M	2.3%	$1.61 B	2.3%
Per Household ~ Per Capita	$2,223	$760	$2,280	$815	$2,448	$911
Entertainment	$326.05 M	5.9%	$915.4 M	5.9%	$4.08 B	5.8%
Per Household ~ Per Capita	$5,895	$2,015	$5,957	$2,130	$6,215	$2,314
Food Away From Home	$248.21 M	4.5%	$698.57 M	4.5%	$3.13 B	4.5%
Per Household ~ Per Capita	$4,488	$1,534	$4,546	$1,626	$4,766	$1,775
Grocery	$407.08 M	7.4%	$1.12 B	7.2%	$4.74 B	6.7%
Per Household ~ Per Capita	$7,360	$2,516	$7,261	$2,597	$7,212	$2,686
Health Care	$364.73 M	6.6%	$999.1 M	6.4%	$4.21 B	6.0%
Per Household ~ Per Capita	$6,595	$2,254	$6,502	$2,325	$6,415	$2,389
Household Furnishings and Equipment	$148.9 M	2.7%	$419.94 M	2.7%	$1.89 B	2.7%
Per Household ~ Per Capita	$2,692	$920	$2,733	$977	$2,877	$1,071
Household Operations	$107.49 M	2.0%	$301.51 M	1.9%	$1.34 B	1.9%
Per Household ~ Per Capita	$1,943	$664	$1,962	$702	$2,042	$760
Miscellaneous Expenses	$95.98 M	1.7%	$270.16 M	1.7%	$1.21 B	1.7%
Per Household ~ Per Capita	$1,735	$593	$1,758	$629	$1,844	$687
Personal Care	$78.17 M	1.4%	$215.55 M	1.4%	$926.54 M	1.3%
Per Household ~ Per Capita	$1,413	$483	$1,403	$502	$1,411	$525
Shelter	$938.45 M	17.0%	$2.68 B	17.2%	$11.92 B	17.0%
Per Household ~ Per Capita	$16,968	$5,800	$17,464	$6,245	$18,157	$6,761
Tax and Retirement	$1.15 B	20.9%	$3.43 B	22.0%	$16.92 B	24.1%
Per Household ~ Per Capita	$20,812	$7,114	$22,292	$7,972	$25,765	$9,594
Tobacco and Related	$35.13 M	0.6%	$93.51 M	0.6%	$369.64 M	0.5%
Per Household ~ Per Capita	$635	$217	$609	$218	$563	$210
Transportation	$884.81 M	16.1%	$2.4 B	15.4%	$10.45 B	14.9%
Per Household ~ Per Capita	$15,998	$5,468	$15,596	$5,577	$15,912	$5,925
Utilities	$292.69 M	5.3%	$800.52 M	5.1%	$3.38 B	4.8%
Per Household ~ Per Capita	$5,292	$1,809	$5,210	$1,863	$5,150	$1,918

Consumer Expenditure Trend

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time		15 min drive time		30 min drive time	
Population / Households (2025)						
Estimated Population	161,812		429,700		1,763,458	
Estimated Households	55,308		153,664		656,613	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	$5.51 B		$15.56 B		$70.17 B	
Total Non-Retail Expenditure	$2.66 B		$7.7 B		$35.68 B	
Total Retail Expenditure	$2.85 B		$7.87 B		$34.49 B	
Alcoholic Beverages	$34.02 M		$96.17 M		$434.57 M	
Apparel	$104.97 M		$295.01 M		$1.32 B	
Contributions	$169.23 M		$484.92 M		$2.25 B	
Education	$122.93 M		$350.29 M		$1.61 B	
Entertainment	$326.05 M		$915.4 M		$4.08 B	
Food Away From Home	$248.21 M		$698.57 M		$3.13 B	
Grocery	$407.08 M		$1.12 B		$4.74 B	
Health Care	$364.73 M		$999.1 M		$4.21 B	
Household Furnishings and Equipment	$148.9 M		$419.94 M		$1.89 B	
Household Operations	$107.49 M		$301.51 M		$1.34 B	
Miscellaneous Expenses	$95.98 M		$270.16 M		$1.21 B	
Personal Care	$78.17 M		$215.55 M		$926.54 M	
Shelter	$938.45 M		$2.68 B		$11.92 B	
Tax and Retirement	$1.15 B		$3.43 B		$16.92 B	
Tobacco and Related	$35.13 M		$93.51 M		$369.64 M	
Transportation	$884.81 M		$2.4 B		$10.45 B	
Utilities	$292.69 M		$800.52 M		$3.38 B	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	$8,302		$8,439		$8,906	
Total Non-Retail Expenditure	$4,004	*48.2%*	$4,174	*49.5%*	$4,529	*50.9%*
Total Retail Expenditure	$4,298	*51.8%*	$4,266	*50.5%*	$4,377	*49.1%*
Alcoholic Beverages	$51	*0.6%*	$52	*0.6%*	$55	*0.6%*
Apparel	$158	*1.9%*	$160	*1.9%*	$167	*1.9%*
Contributions	$255	*3.1%*	$263	*3.1%*	$285	*3.2%*
Education	$185	*2.2%*	$190	*2.3%*	$204	*2.3%*
Entertainment	$491	*5.9%*	$496	*5.9%*	$518	*5.8%*
Food Away From Home	$374	*4.5%*	$379	*4.5%*	$397	*4.5%*
Grocery	$613	*7.4%*	$605	*7.2%*	$601	*6.7%*
Health Care	$550	*6.6%*	$542	*6.4%*	$535	*6.0%*
Household Furnishings and Equipment	$224	*2.7%*	$228	*2.7%*	$240	*2.7%*
Household Operations	$162	*2.0%*	$164	*1.9%*	$170	*1.9%*
Miscellaneous Expenses	$145	*1.7%*	$147	*1.7%*	$154	*1.7%*
Personal Care	$118	*1.4%*	$117	*1.4%*	$118	*1.3%*
Shelter	$1,414	*17.0%*	$1,455	*17.2%*	$1,513	*17.0%*
Tax and Retirement	$1,734	*20.9%*	$1,858	*22.0%*	$2,147	*24.1%*
Tobacco and Related	$53	*0.6%*	$51	*0.6%*	$47	*0.5%*
Transportation	$1,333	*16.1%*	$1,300	*15.4%*	$1,326	*14.9%*
Utilities	$441	*5.3%*	$434	*5.1%*	$429	*4.8%*

Consumer Expenditure Trend

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time	15 min drive time	30 min drive time
Population / Households (2030)			
Projected Population	163,385	431,328	1,785,425
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
Total Household Expenditure	$5.39 B	$14.46 B	$64.76 B
Total Non-Retail Expenditure	$2.6 B	$7.14 B	$32.88 B
Total Retail Expenditure	$2.79 B	$7.32 B	$31.88 B
Alcoholic Beverages	$33.25 M	$89.31 M	$401.01 M
Apparel	$102.26 M	$272.44 M	$1.21 B
Contributions	$166.57 M	$455.76 M	$2.1 B
Education	$120.64 M	$327.62 M	$1.49 B
Entertainment	$317.39 M	$844.49 M	$3.74 B
Food Away From Home	$242.02 M	$646.13 M	$2.88 B
Grocery	$391.52 M	$1.01 B	$4.25 B
Health Care	$360.92 M	$929.64 M	$3.87 B
Household Furnishings and Equipment	$145.36 M	$389.2 M	$1.74 B
Household Operations	$104.39 M	$277.28 M	$1.23 B
Miscellaneous Expenses	$93.7 M	$250.27 M	$1.11 B
Personal Care	$75.41 M	$195.64 M	$836.17 M
Shelter	$908.43 M	$2.43 B	$10.7 B
Tax and Retirement	$1.14 B	$3.28 B	$16.06 B
Tobacco and Related	$33.18 M	$81.49 M	$318.73 M
Transportation	$875.15 M	$2.27 B	$9.8 B
Utilities	$281.18 M	$720.92 M	$3.03 B
Consumer Expenditure Growth (2025 to 2030)			
Total Household Expenditure	$-117.82 M	$-1.1 B	$-5.41 B
Total Non-Retail Expenditure	$-57.66 M	$-556.87 M	$-2.81 B
Total Retail Expenditure	$-60.17 M	$-544.2 M	$-2.6 B
Alcoholic Beverages	$-770.7 K	$-6.86 M	$-33.56 M
Apparel	$-2.72 M	$-22.57 M	$-108.08 M
Contributions	$-2.65 M	$-29.16 M	$-151.05 M
Education	$-2.28 M	$-22.67 M	$-114.51 M
Entertainment	$-8.67 M	$-70.91 M	$-338.23 M
Food Away From Home	$-6.19 M	$-52.44 M	$-252.54 M
Grocery	$-15.57 M	$-108.81 M	$-487.28 M
Health Care	$-3.81 M	$-69.45 M	$-344.45 M
Household Furnishings and Equipment	$-3.54 M	$-30.75 M	$-149.25 M
Household Operations	$-3.1 M	$-24.23 M	$-114.15 M
Miscellaneous Expenses	$-2.28 M	$-19.89 M	$-96.51 M
Personal Care	$-2.76 M	$-19.91 M	$-90.37 M
Shelter	$-30.01 M	$-255.52 M	$-1.22 B
Tax and Retirement	$-10.35 M	$-148.35 M	$-854.9 M
Tobacco and Related	$-1.95 M	$-12.01 M	$-50.91 M
Transportation	$-9.66 M	$-127.94 M	$-646.53 M
Utilities	$-11.51 M	$-79.59 M	$-354.72 M

Crime Risk

Crime Risk Profile

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	10 min drive time	15 min drive time	30 min drive time
Demographics			
Population	161,812	429,700	1,763,458
Census Population	149,912	401,336	1,623,181
Households	55,308	153,664	656,613
Average Household Income	$95,110	$101,748	$121,877
Median Household Income	$77,135	$81,858	$92,945
Per Capita Income	$32,540	$36,418	$45,474
Total Crime			
Crime Index	136	149	170
Crime Level	Above Average	Above Average	High Risk
Personal Crime			
Crime Index	178	193	198
Crime Level	High Risk	Very High	Very High
Murder			
Crime Index	185	184	176
Crime Level	Very High	Very High	High Risk
Rape			
Crime Index	141	130	121
Crime Level	Above Average	Above Average	Above Average
Robbery			
Crime Index	207	234	281
Crime Level	Very High	Very High	Very High
Assault			
Crime Index	175	191	187
Crime Level	High Risk	Very High	Very High
Property Crime			
Crime Index	128	140	164
Crime Level	Above Average	Above Average	High Risk
Burglary			
Crime Index	160	166	170
Crime Level	High Risk	High Risk	High Risk
Larceny			
Crime Index	117	131	160
Crime Level	Average	Above Average	High Risk
Motor Vehicle Theft			
Crime Index	151	163	181
Crime Level	High Risk	High Risk	Very High

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
AAMCO	2 / 1	5,000	
Advance Auto Parts	12 / 1	9,400	
AutoZone	34 / 3	6,600	
Caliber Collision	8 / 1	15,100	
Crash Champions	8 / 1	11,700	
Discount Tire	16 / 2	7,900	
Express Oil Change	1 / 1	4,200	
Firestone	11 / 1	9,000	
Gerber Collision & Glass	3 / 0	10,500	
Goodyear	1 / 0	7,900	
Grease Monkey	1 / 0	2,600	
Jiffy Lube	11 / 1	2,500	
Meineke	2 / 0	3,400	
Midas	6 / 0	4,800	
NAPA	3 / 0	6,200	
NTB	7 / 1	11,100	
O'Reilly	35 / 2	8,500	
Pep Boys	3 / 0	17,500	
Quick Lane	5 / 0	7,400	
Take 5 Oil Change	16 / 2	2,100	
Valvoline Instant Oil Change	7 / 0	3,400	
Banks			
Bank of America	31 / 2	5,000	
BOKF	6 / 0	4,900	
Capital One	5 / 0	5,100	
Chase Bank	44 / 2	3,500	
Comerica Bank	9 / 0	4,700	
Commerce Bank	1 / 0	5,000	
East West Bank	4 / 0	5,500	
First Community Bank	14 / 1	4,400	
First Horizon Bank	2 / 0	5,700	
First-Citizens Bank & Trust Company	2 / 0	6,500	
Frost Bank	15 / 1	6,500	
International Bank of Commerce	7 / 0	5,100	
PNC Bank	18 / 1	3,800	
Prosperity Bank	15 / 0	7,800	

Void Analysis

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Regions Bank	11 / 2	5,100	
Simmons First National Bank	1 / 0	5,700	
Southstate Bank	5 / 0	5,000	
Truist Bank	6 / 0	4,900	
Trustmark National Bank	4 / 0	5,100	
Wells Fargo	35 / 4	3,500	
Whitney Bank	1 / 0	4,400	
Woodforest National Bank	12 / 2	3,500	
Banks Minor			
Bank	109 / 3		
Book Stores			
Barnes & Noble	3 / 0	15,400	
Half Price Books	3 / 0	9,200	
Car Washes			
Club Car Wash	1 / 0	5,500	
Mister Car Wash	14 / 1	6,700	
Quick Quack Car Wash	5 / 1	4,500	
Tidal Wave Auto Spa	1 / 0	4,000	
WhiteWater Express Car Wash	2 / 0	5,100	
Clothing Apparel			
Aerie	1 / 0	3,900	
Aeropostale	3 / 0	3,700	
alo	2 / 0		
American Eagle Outfitters	2 / 0	6,100	
Ann Taylor	2 / 0	4,300	
Ann Taylor Loft	3 / 0	6,200	
Anthropologie	2 / 0	10,000	
Aritzia	1 / 0		
Athleta	3 / 0	4,800	
Banana Republic	3 / 0	7,500	
Brooks Brothers	1 / 0	6,300	
Buckle	3 / 0	5,100	
Burberry	1 / 0		
Carter's	5 / 0	5,200	
Cato	6 / 1	5,000	
Cavender's	2 / 0		
Charlotte Russe	1 / 0	6,500	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Chico's	6 / 0	3,700	
Citi Trends	5 / 1	14,600	
Coach	2 / 0	4,900	
Cotton On	2 / 0	5,000	
dd's DISCOUNTS	5 / 0	24,300	
Evereve	1 / 0		
Express	3 / 0	7,900	
Fossil	2 / 0	2,700	
Francesca's	6 / 0	1,900	
Free People	2 / 0	2,000	
Gap	2 / 0	10,100	
Gucci	2 / 0		
H And M	2 / 0	16,200	
Hollister Co.	3 / 0	6,600	
Hot Topic	3 / 0	1,700	
J. Crew	1 / 0	6,300	
J. Jill	2 / 0	4,500	
J.McLaughlin	2 / 0		
Jos. A. Bank	3 / 0	4,700	
K&G Superstore	1 / 0	21,400	
Kate Spade	1 / 0	4,200	
Lane Bryant	2 / 0	6,000	
Lilly Pulitzer	1 / 0		
Louis Vuitton	3 / 0	4,400	
Lululemon	5 / 0	3,400	
Madewell	3 / 0		
maurices	1 / 0	6,000	
Melrose	2 / 0	13,700	
Men's Wearhouse	3 / 0	6,100	
Michael Kors	2 / 0	3,600	
Nordstrom Rack	2 / 0	35,900	
Old Navy	7 / 0	18,000	
PacSun	2 / 0	4,100	
Rainbow	5 / 0	9,100	
Ralph Lauren	2 / 0		
Reformation	1 / 0		
Saks OFF 5TH	1 / 0	28,300	

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
SOMA	3 / 0	2,900	
Talbots	4 / 0	4,600	
The Children's Place	5 / 0	4,700	
Tilly's	1 / 0	7,900	
Torrid	2 / 0	3,000	
Tory Burch	1 / 0	3,100	
Urban Outfitters	2 / 0	9,500	
Victoria's Secret	4 / 0	6,000	
Vineyard Vines	1 / 0		
Vuori	1 / 0		
White House | Black Market	4 / 0	1,800	
ZARA	1 / 0	27,500	
Computers Electronic			
Apple Store	3 / 0	8,400	
Best Buy	6 / 1	35,600	
Techy Company	3 / 0		
Convenience Stores			
7-Eleven	16 / 3	3,200	
76	4 / 0	2,300	
Buc-ee's	3 / 0	3,000	
Chevron	90 / 4	1,700	
Circle K	24 / 2	3,200	
Citgo	11 / 0	2,300	
Conoco	1 / 0	2,500	
Exxon	68 / 3	2,600	
Marathon	1 / 0	2,500	
Mobil	20 / 1	2,400	
Murphy USA	10 / 2	2,100	
Phillips 66	7 / 0	2,500	
QuikTrip	1 / 0	4,800	
Shell	139 / 8	1,800	
Stripes Convenience	11 / 3	4,700	
Sunoco	19 / 4	4,700	
TA	1 / 0	18,900	
Texaco	21 / 0	3,200	
Valero	78 / 4	3,200	
Craft Fabric Stores			

Void Analysis

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Hobby Lobby	7 / 1	68,500	
Michaels	5 / 0	23,600	
Dealerships			
Audi	2 / 0		
BMW	3 / 0		
Cadillac	2 / 0		
Chevrolet	7 / 0		
Chrysler	5 / 0		
Dodge	5 / 0		
Ford	7 / 0		
GMC	3 / 0		
Honda	4 / 0		
Hyundai	3 / 0		
Jeep	5 / 0		
Kia	2 / 0		
Lexus	1 / 0		
Lincoln	2 / 0		
Mazda	2 / 0		
Mercedes-Benz	2 / 0		
Mitsubishi	1 / 0		
Nissan	3 / 0		
RAM	5 / 0		
Subaru	1 / 0		
Toyota	4 / 0		
Volkswagen	2 / 0		
Dental			
Affordable Dentures	2 / 0	4,100	
Aspen Dental	2 / 0	3,500	
PDS Health	8 / 1	3,200	
Smile Brands Group	9 / 1	3,500	
Department Stores			
Bealls	2 / 0	22,600	
Dillard's	3 / 0	92,400	
JCPenney	4 / 0	75,000	
Macy's	3 / 0	83,400	
Neiman Marcus	1 / 0	48,700	
Nordstrom	1 / 0	64,000	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Saks Fifth Avenue	1 / 0	41,000	
Discount Department Stores			
Burlington Coat Factory	8 / 1	70,500	
David's Bridal	2 / 0	10,000	
Kohl's	5 / 1	84,200	
Marshalls	9 / 0	28,500	
Ross	14 / 2	28,300	
Target	10 / 1	113,100	
TJ Maxx	3 / 0	33,400	
Walmart	1 / 0	122,800	
Walmart Supercenter	12 / 2	189,700	
Dollar Stores			
Daiso	2 / 0	40,000	
Dollar General	25 / 3	9,600	
Dollar Tree	31 / 3	11,800	
Family Dollar	34 / 3	9,400	
Family Dollar | Dollar Tree	2 / 0	12,100	
Five Below	11 / 2	10,000	
Drug Stores			
CVS	59 / 4	13,400	
GNC	14 / 2	1,700	
Vitamin Shoppe	2 / 0	3,600	
Walgreens	54 / 4	14,800	
Education			
College	16 / 0		
Cosmetology and Barber	6 / 0		
Day Care	539 / 32		
High School	52 / 3		
High School (Private)	14 / 1		
Junior College	6 / 0		
PK - 8	314 / 12		
PK - 8 (Private)	84 / 5		
Trade Schools	8 / 0		
Entertainment			
AMC	4 / 0	39,300	
Bowlero	1 / 0	41,100	
Chuck E. Cheese's	3 / 0	12,400	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Cinemark	3 / 1	61,900	
Edwards	1 / 0	76,200	
Main Event Entertainment	1 / 0	50,600	
Theatres	7 / 1		
EV Charging Stations			
Blink Charging	40 / 0		
ChargePoint	45 / 2		
Electrify America	2 / 0		
EVgo	4 / 0		
Independent	27 / 2		
Shell Recharge	1 / 0		
Tesla	13 / 0		
Eyewear			
America's Best	9 / 1	4,000	
LensCrafters	4 / 0	4,600	
MyEyeDr.	7 / 1	2,800	
Pearle Vision	4 / 0	2,000	
Visionworks	8 / 1	3,800	
Warby Parker	3 / 0	2,400	
Fitness			
24 Hour Fitness	3 / 0	30,300	
9Round	1 / 0	2,800	
Anytime Fitness	3 / 0	5,100	
Club Pilates	6 / 1	1,500	
Crunch	2 / 0	22,400	
CycleBar	2 / 0	2,300	
EOS Fitness	4 / 1	25,700	
Equinox Fitness	1 / 0	20,200	
F45 Training	8 / 1	2,000	
Hotworx	7 / 1	2,000	
LA Fitness	6 / 2	39,700	
Lifetime Fitness	5 / 1	70,600	
Orangetheory Fitness	9 / 0	3,700	
Planet Fitness	7 / 1	24,600	
Powerhouse Gym	1 / 1	13,500	
Pure Barre	3 / 0	1,700	
Retro Fitness	1 / 0	15,700	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Snap Fitness	1 / 1	4,900	
solidcore	2 / 0		
UFC Gym	1 / 0	29,000	
YMCA	5 / 1	41,600	
Furniture Household			
Aaron's	2 / 0	9,000	
Ashley Furniture	2 / 0	42,700	
At Home	2 / 0	121,000	
Bassett	1 / 0	17,300	
Cort	2 / 0	42,300	
Crate and Barrel	1 / 0	19,000	
Ethan Allen	1 / 0	17,700	
HomeGoods	5 / 0	30,400	
Kirkland's	2 / 0	8,900	
La-Z-Boy	1 / 0	19,700	
Pottery Barn	3 / 0	13,000	
Relax The Back	2 / 0	3,100	
Rent A Center	5 / 0	5,700	
Restoration Hardware	3 / 0	16,700	
Rooms To Go	2 / 0	40,100	
Sur La Table	1 / 0	6,100	
The Container Store	1 / 0	22,900	
West Elm	2 / 0	13,300	
Williams-Sonoma	2 / 0	6,600	
World Market	1 / 0	19,100	
Grocery Stores			
99 Ranch Market	2 / 0		
ALDI	9 / 1	16,600	
Central Market	1 / 0	58,900	
Fiesta	9 / 1	51,400	
H Mart	1 / 0	37,600	
H-E-B	16 / 2	73,500	
Kroger	16 / 2	58,600	
La Michoacana Meat Market	22 / 0	11,800	
Neighborhood Market	5 / 0	55,400	
Randalls	7 / 0	55,500	
Sprouts	1 / 0	29,800	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Trader Joe's	3 / 0	15,700	
Whole Foods	5 / 0	38,700	
Health Beauty			
Amazing Lash Studio	3 / 0	1,400	
Bath & Body Works	9 / 1	3,800	
Benefit Cosmetics	8 / 1		
Blo Blow Dry Bar	3 / 0	900	
bluemercury	3 / 0	3,000	
Claire's	8 / 1	1,300	
Cost Cutters	7 / 1	1,700	
Great Clips	12 / 2	1,900	
Kiehl's	1 / 0		
L'Occitane en Provence	1 / 0		
LaserAway	2 / 0	1,800	
Lush	3 / 0		
M-A-C	2 / 0	2,600	
Sally Beauty Supply	12 / 1	2,300	
Sephora	9 / 1	5,700	
Sola Salons	1 / 0		
Sport Clips	11 / 1	1,400	
Supercuts	13 / 0	1,800	
ULTA	7 / 1	11,300	
Health Care			
Addiction Medicine	1 / 0		
Advanced Heart Failure And Transplant Cardiology	10 / 0		
Allergy and Immunology	29 / 0		
Anesthesiology	90 / 0		
Anesthesiology Assistant	14 / 0		
Audiologist	27 / 0		
Cardiac Electrophysiology	35 / 1		
Cardiac Surgery	18 / 0		
Cardiovascular Disease	99 / 1		
Certified Nurse Midwife	3 / 0		
Certified Registered Nurse Anesthetist	77 / 0		
Chiropractic	53 / 2		
Clinical Nurse Specialist	8 / 0		
Clinical Psychologist	81 / 2		

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Clinical Social Worker	61 / 4		
Colorectal Surgery	36 / 1		
Critical Care	41 / 1		
Dermatology	65 / 1		
Diagnostic Radiology	149 / 6		
Dialysis Centers	78 / 7		
Emergency Medicine	40 / 3		
Endocrinology	59 / 1		
Family Practice	227 / 13		
Gastroenterology	73 / 1		
General Practice	21 / 0		
General Surgery	86 / 1		
Geriatric Medicine	23 / 1		
Geriatric Psychiatry	6 / 0		
Gynecological Oncology	24 / 0		
Hand Surgery	20 / 0		
Hematology	21 / 0		
Hematology and Oncology	44 / 0		
Hematopoietic Cell Transplantation	5 / 0		
Hospice and Palliative Care	21 / 0		
Hospitalist	48 / 0		
Infectious Disease	44 / 0		
Internal Medicine	249 / 6		
Interventional Cardiology	37 / 1		
Interventional Pain Management	15 / 0		
Interventional Radiology	31 / 0		
Maxillofacial Surgery	6 / 0		
Medical Genetics And Genomics	4 / 0		
Medical Oncology	36 / 1		
Nephrology	67 / 1		
Neurology	79 / 0		
Neuropsychiatry	1 / 0		
Neurosurgery	38 / 0		
Nuclear Medicine	18 / 0		
Nurse Practitioner	252 / 15		
Obstetrics and Gynecology	88 / 2		
Occupational Therapy	19 / 1		

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Ophthalmology	79 / 0		
Optometry	128 / 9		
Oral Surgery	9 / 0		
Orthopedic Surgery	90 / 1		
Osteopathic Manipulative Medicine	1 / 0		
Otolaryngology	58 / 0		
Pain Management	36 / 0		
Pathology	31 / 0		
Pediatric Medicine	29 / 2		
Physical Medicine and Rehabilitation	65 / 1		
Physical Therapy	63 / 2		
Physician Assistant	130 / 3		
Plastic and Reconstructive Surgery	51 / 0		
Podiatry	79 / 4		
Preventative Medicine	1 / 0		
Psychiatry	101 / 3		
Pulmonary Disease	56 / 0		
Radiation Oncology	37 / 0		
Registered Dietitian or Nutrition Professional	9 / 0		
Rheumatology	43 / 1		
Sleep Laboratory and Medicine	3 / 0		
Speech Language Pathologist	14 / 1		
Sports Medicine	20 / 0		
Surgical Oncology	15 / 0		
Thoracic Surgery	34 / 0		
Urgent Care	16 / 0		
Urology	49 / 0		
Vascular Surgery	33 / 0		
Home Improvement			
ABC Supply Co. Inc.	1 / 0	40,000	
Ace Hardware	3 / 1	16,200	
Builders FirstSource	3 / 0	43,200	
Do It Best	4 / 0	16,200	
Floor & Decor	3 / 0	77,000	
Harbor Freight Tools	2 / 0	17,100	
Home Depot	13 / 1	120,600	
Lowe's	5 / 1	141,200	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Northern Tool	1 / 0	23,800	
Sherwin-Williams	18 / 1	7,300	
Tractor Supply Company	2 / 0	26,300	
Hotels			
Aloft	1 / 0	14,400	
Americas Best Value Inn	2 / 0	15,000	
Baymont Inn & Suites	1 / 0	21,100	
Best Western Hotels	4 / 0	20,400	
Best Western Plus	2 / 0	19,200	
Candlewood Suites	3 / 0	13,900	
Comfort	2 / 0	14,500	
Comfort Suites	5 / 0	14,700	
Courtyard	7 / 0	20,700	
Crowne Plaza	3 / 0	41,000	
DoubleTree	4 / 0	42,500	
Drury Hotels	1 / 0	20,600	
Embassy Suites	1 / 0	38,800	
Extended Stay America	8 / 0	18,000	
Fairfield Inn and Suites	3 / 1	18,200	
Four Points	1 / 0	30,600	
Hampton Inn	7 / 1	18,300	
Hilton	5 / 0	25,600	
Hilton Garden	4 / 0	23,700	
Holiday Inn	3 / 0	27,600	
Holiday Inn Express	10 / 1	16,400	
Home2	6 / 0	15,900	
Homewood	3 / 0	25,800	
Hyatt House	2 / 0	24,600	
Hyatt Place	3 / 0	17,800	
Hyatt Regency	1 / 0	68,900	
IHG	2 / 0	21,300	
InTown Suites	3 / 0	19,600	
La Quinta Inn & Suites	5 / 0	24,600	
MainStay Suites	1 / 0	17,700	
Marriott	7 / 0	24,300	
Motel 6	6 / 0	24,300	
Quality	2 / 0	15,700	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Red Roof Inn	2 / 0	28,900	
Residence Inn	4 / 0	26,600	
Rodeway	1 / 0	11,400	
Sleep	3 / 0	13,100	
Sonesta Hotels	6 / 0		
Springhill Suites	5 / 0	17,000	
Staybridge Suites	3 / 0	29,900	
Super 8	1 / 0	12,300	
Towneplace Suites	3 / 0	15,700	
Westin	4 / 0	61,000	
Wingate	1 / 0	16,200	
Woodspring Suites	2 / 0	12,100	
Wyndham	1 / 0	26,500	
Jewelry			
gorjana	1 / 0		
Helzberg Diamonds	1 / 0		
James Avery	8 / 1		
Jared	2 / 0		
Kay Jewelers	4 / 0		
Kendra Scott	4 / 0		
Pandora	5 / 0		
Rowan	2 / 0		
Tiffany & Co.	1 / 0		
Zales	4 / 0		
Massage			
Elements Massage	3 / 1	1,600	
European Wax Center	8 / 1	1,400	
Hand and Stone	7 / 1	2,800	
Massage Envy	5 / 0	3,000	
Waxing The City	3 / 0	1,800	
Mattress			
Mattress Firm	15 / 2	7,000	
Sleep Number	3 / 0	2,900	
Office Supply			
Office Depot	14 / 1	25,100	
Pet Stores			
Hollywood Feed	1 / 0		

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Pet Supplies Plus	4 / 1	10,300	
Petco	7 / 1	15,900	
Petland	1 / 0	5,800	
PetsMart	6 / 1	22,100	
Restaurants Bakery Bagels			
Auntie Anne's	5 / 0		
Corner Bakery	1 / 0	4,200	
Crumbl Cookies	4 / 0	1,500	
Einstein Bros	3 / 0	2,200	
Nothing Bundt Cakes	7 / 0	2,000	
Panera Bread	4 / 0	5,100	
Wetzel's Pretzels	2 / 0		
Restaurants Casual			
Another Broken Egg	2 / 0	4,000	
Applebee's	1 / 0	5,400	
Bar Louie	1 / 0	7,700	
BENIHANA	4 / 0	3,800	
BJ's Restaurant & Brewery	2 / 0	8,800	
Black Bear Diner	1 / 0	6,100	
Brio	1 / 0	8,800	
Buffalo Wild Wings	6 / 1	6,600	
Capital Grille	2 / 0	9,300	
Carrabba's	1 / 0	6,800	
Cava	7 / 1	2,600	
Cheddar's	2 / 0	8,600	
Chili's	8 / 1	5,800	
Chuy's	1 / 0	8,800	
Cracker Barrel	2 / 0	9,900	
Denny's	12 / 1	5,800	
Dickey's	2 / 0	3,200	
First Watch	6 / 1	4,200	
Five Guys	5 / 1	2,600	
Fleming's	2 / 0	7,700	
Fogo De Chao	1 / 0	10,000	
Fuddruckers	1 / 0	6,500	
Fuzzy's Taco Shop	1 / 0	4,300	
Golden Corral	4 / 0	11,700	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Hooters	2 / 0	6,800	
IHOP	12 / 1	4,800	
Kura Revolving Sushi Bar	3 / 0		
Lazy Dog Bar & Restaurant	1 / 0	7,500	
Longhorn Steakhouse	2 / 0	5,900	
Luby's	5 / 0	11,100	
Maggiano's	1 / 0	13,300	
McCormick & Schmick's	2 / 0	7,700	
Mendocino Farms	2 / 0		
Morton's	1 / 0	7,900	
Olive Garden	8 / 1	8,700	
Outback Steakhouse	2 / 0	6,800	
P.F. Chang's	3 / 0	7,600	
Pappa's BBQ	4 / 0	7,800	
Pappadeaux	6 / 0	13,700	
Pappasitos	7 / 0	11,200	
Pei Wei	3 / 1	3,700	
Red Robin	1 / 0	5,300	
Ruth's Chris	1 / 0	9,300	
Saltgrass	4 / 0	7,500	
Seasons 52	1 / 0	10,100	
Shake Shack	3 / 0	3,700	
Smashburger	4 / 0	2,400	
Snooze Eatery	4 / 0	4,000	
Sweetgreen	2 / 0	1,300	
Texas De Brazil	1 / 0	9,100	
Texas Roadhouse	2 / 0	7,400	
The Cheesecake Factory	2 / 0	11,400	
The Melting Pot	1 / 0	4,300	
Torchy's Tacos	9 / 1	3,700	
Twin Peaks	1 / 0	7,000	
Waffle House	6 / 0	2,000	
Yard House	1 / 0	8,400	
Restaurants Coffee Donuts			
Black Rock Coffee Bar	3 / 1	1,600	
Dunkin' Donuts	7 / 1	2,300	
Dutch Bros Coffee	6 / 2	1,200	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
HTeaO	1 / 0		
Krispy Kreme	1 / 0	3,600	
Scooter's Coffee	1 / 0	700	
Shipley Do-Nuts	43 / 3	2,100	
Starbucks	89 / 7	1,800	
The Human Bean	1 / 1	500	
Tim Hortons	2 / 0	2,800	
Restaurants Fast Food Major			
Arby's	3 / 0	3,300	
Burger King	41 / 3	4,000	
Chick-fil-A	29 / 3	4,300	
Dairy Queen	12 / 2	1,700	
Jack in the Box	42 / 2	2,900	
KFC	17 / 1	3,100	
McDonald's	54 / 3	4,600	
Sonic	25 / 2	2,800	
Taco Bell	32 / 2	2,500	
Wendy's	31 / 2	3,300	
Restaurants Fast Food Minor			
Boston Market	1 / 0	3,200	
Chicken Salad Chick	3 / 1	3,100	
Chipotle	26 / 2	2,500	
Church's Chicken	14 / 1	1,700	
Dave's Hot Chicken	3 / 1		
El Pollo Loco	1 / 0	3,100	
Freddy's	1 / 0	3,600	
Freebirds	3 / 0	2,300	
Golden Chick	5 / 0	4,500	
In-N-Out	1 / 0	4,100	
Krispy Krunchy Chicken	12 / 0		
Panda Express	13 / 1	2,500	
Popeyes	35 / 2	2,700	
Portillo's	1 / 0	8,000	
Raising Cane's	9 / 1	3,000	
Slim Chickens	4 / 0	3,600	
Taco Cabana	10 / 1	3,500	
Whataburger	32 / 2	3,000	

Void Analysis

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Wingstop	29 / 2	2,000	
Zaxby's	1 / 0	3,600	
Restaurants Ice Cream Smoothie			
Baskin-Robbins	11 / 1	2,200	
Ben & Jerry's	1 / 0	1,000	
Cold Stone Creamery	2 / 0	1,600	
Jamba Juice	4 / 1	1,600	
Jeremiah's Italian Ice	2 / 0	1,000	
Marble Slab Creamery	17 / 2	1,500	
Menchie's	2 / 0	1,800	
Nekter Juice Bar	2 / 0		
Pressed Juicery	2 / 0	1,000	
Rita's	1 / 0	1,600	
Smoothie King	23 / 3	1,600	
TCBY	1 / 0	1,700	
Tropical Smoothie Cafe	8 / 1	1,700	
Yogurtland	2 / 0	1,600	
Restaurants Pizza			
Blaze Pizza	3 / 0	2,900	
CiCi's Pizza	5 / 0	5,200	
Domino's Pizza	32 / 3	2,100	
Jet's Pizza	1 / 1	1,800	
Little Caesars	19 / 1	1,800	
Marco's Pizza	13 / 1	2,000	
MOD Pizza	12 / 1	3,100	
Papa John's	17 / 2	1,500	
Pizza Hut	64 / 3	2,800	
Pizza Inn	1 / 0	3,600	
Pizza Patron	5 / 0	1,800	
Rosati's	1 / 0	2,500	
Sbarro	2 / 0	1,000	
Simple Simon's Pizza	1 / 0	2,000	
Restaurants Sandwich			
Charley's Grilled Subs	7 / 1	1,900	
Firehouse Subs	9 / 0	2,300	
Jason's Deli	6 / 0	5,200	
Jersey Mike's	13 / 1	14,600	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Jimmy John's	11 / 1	2,000	
McAlister's Deli	4 / 1	5,000	
Potbelly Sandwich Works	4 / 0	2,500	
Quiznos	3 / 0	1,600	
Schlotzsky's Deli	8 / 0	3,300	
Subway	92 / 4	1,700	
Self Storage			
CubeSmart	25 / 1	37,500	
Extra Space Storage	36 / 2	44,900	
iStorage	8 / 2	53,700	
PODS	1 / 0	75,500	
Public Storage	56 / 4	33,500	
StorQuest	2 / 0	33,600	
U Haul	18 / 1	45,900	
US Storage Centers	1 / 1	41,200	
Shoes Footwear			
Aldo Shoes	2 / 0	1,900	
Boot Barn	4 / 0	11,000	
DSW	4 / 0	20,400	
Famous Footwear	1 / 0	9,700	
FinishLine	1 / 0	5,000	
Fleet Feet	2 / 0	2,000	
Foot Locker	5 / 0	4,000	
Johnston & Murphy	1 / 0	2,400	
Nike	1 / 0	13,600	
Rack Room Shoes	3 / 0	7,000	
Shoe Carnival	1 / 0	12,600	
Shoe Palace	13 / 0	4,000	
Skechers	3 / 0	7,600	
Vans	2 / 0	2,500	
WSS	3 / 1	13,300	
Zumiez	3 / 0	2,800	
Specialty			
Big Frog	2 / 0	1,800	
BoxLunch	1 / 0	2,000	
Build-a-Bear	1 / 0	2,800	
Cannabis	8 / 0		

Void Analysis

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Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
GameStop	11 / 1	1,700	
Goodwill	21 / 2	24,100	
Guitar Center	2 / 0	15,500	
Hallmark	4 / 1	5,600	
Harley Davidson	2 / 0	27,200	
Kilwins	1 / 0		
Learning Express	1 / 0	2,500	
ReStore	2 / 0	19,700	
See's Candies	1 / 0	4,600	
Spencer's Gifts	3 / 0		
St Vincent de Paul	1 / 0	39,300	
Swig	1 / 1		
The Honey Baked Ham Co	3 / 0	2,400	
The Lego Store	1 / 0	3,200	
The Salvation Army	3 / 0	17,800	
Total Wine & More	5 / 0	22,200	
UPS	26 / 3		
Sporting Goods			
Academy Sports	7 / 1	71,300	
Bass Pro Shops	1 / 0	110,300	
Champs Sports	5 / 0	3,500	
City G.E.A.R.	8 / 0		
Dick's	4 / 0	48,700	
Edwin Watts Golf	1 / 0	9,500	
Golf Galaxy	1 / 0	18,400	
Hibbett Sports	2 / 0	7,600	
JD Sports	3 / 0	6,200	
PGA Tour Superstore	1 / 0	45,000	
REI	1 / 0	26,500	
Sun and Ski	1 / 0	14,900	
The Good Feet Store	1 / 0	2,000	
Wholesale			
Costco	4 / 0	149,900	
Sam's Club	6 / 0	134,000	
Wireless Stores			
AT&T	36 / 2	3,500	
Boost Mobile	55 / 2	1,600	

Void Analysis

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Missouri City, Texas Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Cricket	47 / 0	1,600	
MetroPCS	74 / 2	1,900	
T-Mobile	30 / 1	1,800	
Verizon Wireless	9 / 0	3,800	
Xfinity Mobile	7 / 0		
Worship			
Baptist	46 / 2		
Buddhist	13 / 0		
Christian	41 / 2		
Episcopal	16 / 0		
Hindu	4 / 0		
Judaic	18 / 1		
Lutheran	1 / 0		
Methodist	12 / 2		
Methodist Episcopal	5 / 0		
Mormon	4 / 0		
Muslim	17 / 0		
Presbyterian	9 / 0		