



**RETAIL ATTRACTIONS, LLC**  

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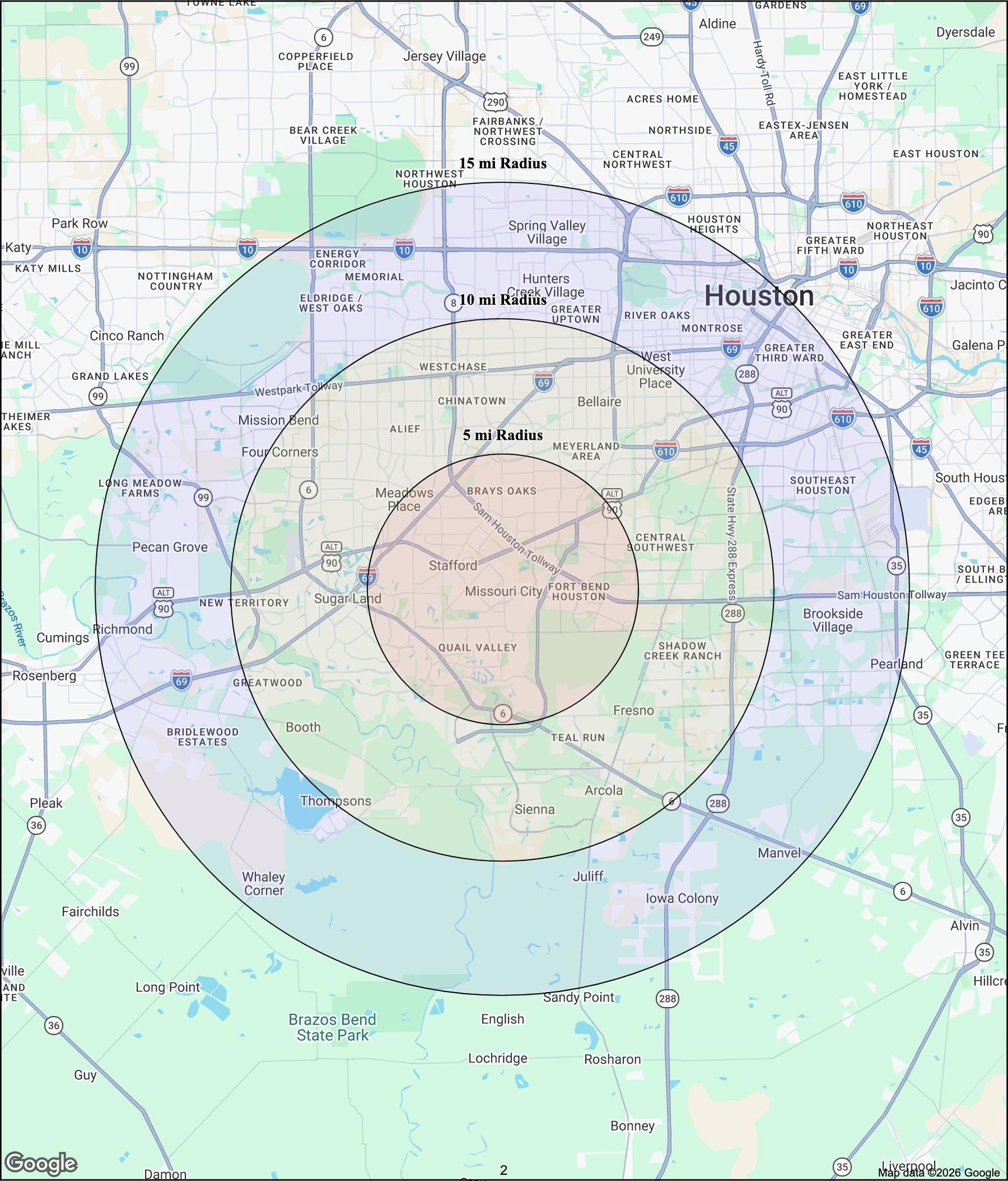
**Economic Development Consulting**

**Missouri City, Texas  
Radius  
1st Quarter 2026**

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# Demographics



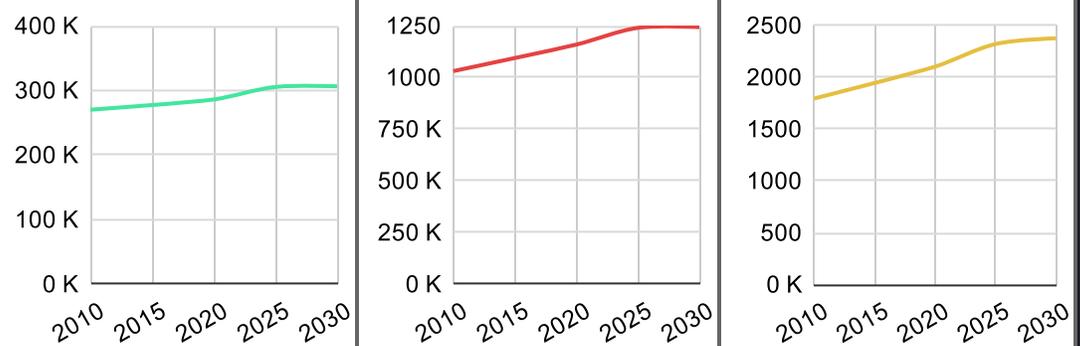
# Houston

15 mi Radius

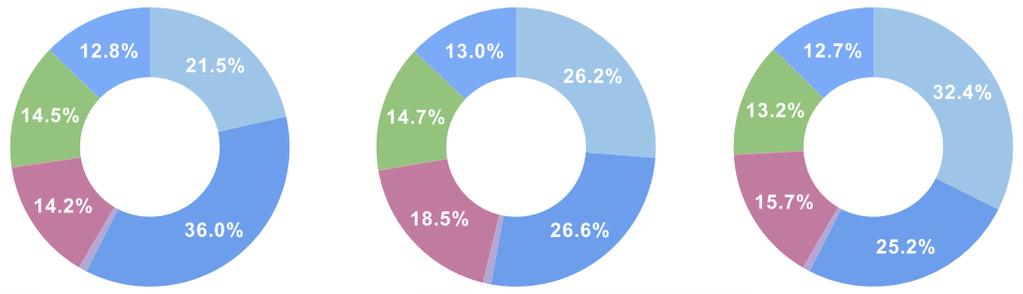
10 mi Radius

5 mi Radius

Missouri City, Texas		5 mi radius	10 mi radius	15 mi radius	
Radius					
<b>Population</b>					
Estimated Population (2025)		305,510	1,240,644	2,322,061	
Projected Population (2030)		306,418	1,243,870	2,377,637	
Census Population (2020)		286,153	1,159,795	2,103,846	
Census Population (2010)		270,300	1,031,538	1,796,488	
Projected Annual Growth (2025-2030)		908	-	55,576	0.5%
Historical Annual Growth (2020-2025)		19,357	80,850	218,215	1.3%
Historical Annual Growth (2010-2020)		15,853	128,256	307,359	0.6%
Estimated Population Density (2025)		3,891 <i>psm</i>	3,951 <i>psm</i>	3,285 <i>psm</i>	
Trade Area Size		78.5 <i>sq mi</i>	314.0 <i>sq mi</i>	706.8 <i>sq mi</i>	

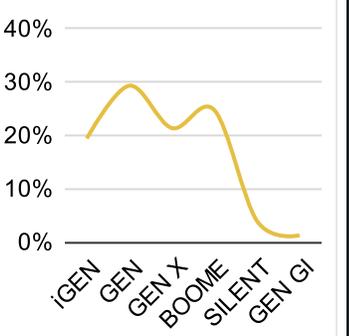
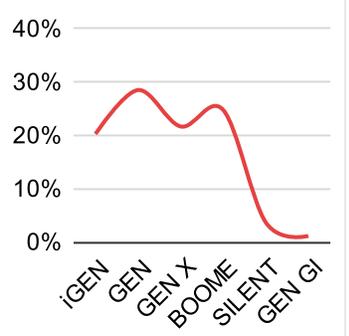
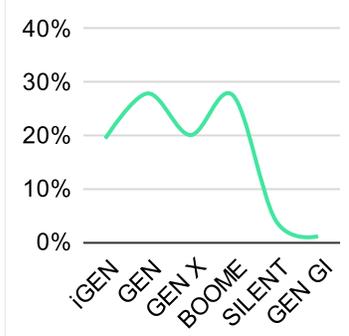


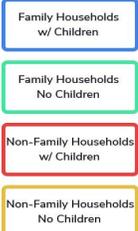
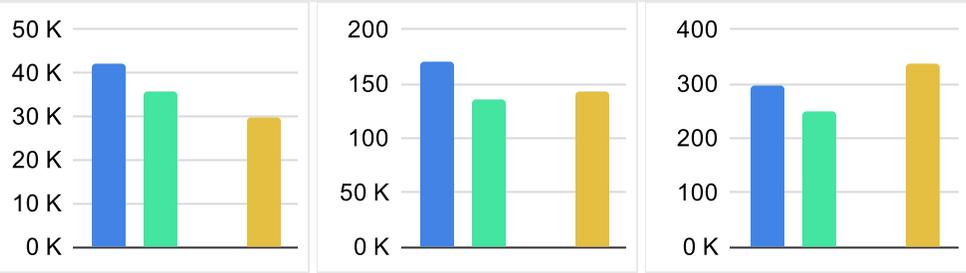
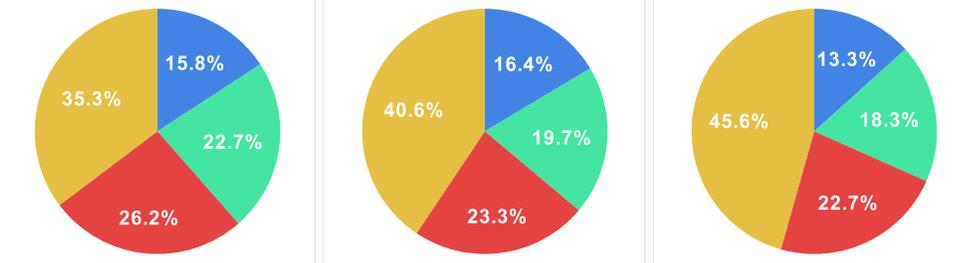
Race and Ethnicity (2025)						
<b>Not Hispanic or Latino Population</b>						
White	47,311	23.3%	243,048	29.9%	587,466	37.5%
Black or African American	107,761	53.1%	322,400	39.6%	571,157	36.5%
American Indian or Alaska Native	323	0.2%	1,195	0.1%	2,307	0.1%
Asian	42,804	21.1%	226,647	27.8%	360,531	23.0%
Hawaiian or Pacific Islander	70	-	290	-	565	-
Other Race	596	0.3%	2,658	0.3%	6,235	0.4%
Two or More Races	4,129	2.0%	17,756	2.2%	36,673	2.3%
<b>Hispanic or Latino Population</b>						
White	18,377	17.9%	82,520	19.3%	164,484	21.7%
Black or African American	2,266	2.2%	7,985	1.9%	13,477	1.8%
American Indian or Alaska Native	2,527	2.5%	10,492	2.5%	17,026	2.2%
Asian	476	0.5%	2,269	0.5%	3,779	0.5%
Hispanic Hawaiian or Pacific Islander	71	-	331	-	610	-
Other Race	43,797	42.7%	179,510	42.1%	299,993	39.6%
Two or More Races	35,003	34.1%	143,542	33.6%	257,758	34.0%



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

Missouri City, Texas		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Age Distribution (2025)</b>							
Age Under 5 Years		17,944	5.9%	78,797	6.4%	147,930	6.4%
Age 5 to 9 Years		19,890	6.5%	85,806	6.9%	152,004	6.5%
Age 10 to 14 Years		21,439	7.0%	86,759	7.0%	151,177	6.5%
Age 15 to 19 Years		22,346	7.3%	85,000	6.9%	152,269	6.6%
Age 20 to 24 Years		21,418	7.0%	84,829	6.8%	160,920	6.9%
Age 25 to 29 Years		20,587	6.7%	89,316	7.2%	178,681	7.7%
Age 30 to 34 Years		20,800	6.8%	94,499	7.6%	188,976	8.1%
Age 35 to 39 Years		20,653	6.8%	93,522	7.5%	178,593	7.7%
Age 40 to 44 Years		21,071	6.9%	92,076	7.4%	168,260	7.2%
Age 45 to 49 Years		19,565	6.4%	83,190	6.7%	149,260	6.4%
Age 50 to 54 Years		19,302	6.3%	78,453	6.3%	142,259	6.1%
Age 55 to 59 Years		17,842	5.8%	66,921	5.4%	124,189	5.3%
Age 60 to 64 Years		17,522	5.7%	62,206	5.0%	117,795	5.1%
Age 65 to 69 Years		16,619	5.4%	56,169	4.5%	106,528	4.6%
Age 70 to 74 Years		12,724	4.2%	43,368	3.5%	82,976	3.6%
Age 75 to 79 Years		8,182	2.7%	29,138	2.3%	57,936	2.5%
Age 80 to 84 Years		4,312	1.4%	16,353	1.3%	33,370	1.4%
Age 85 Years or Over		3,295	1.1%	14,241	1.1%	28,938	1.2%
Median Age		36.7		35.7		35.8	
<b>Generation (2025)</b>							
iGeneration (Age Under 15 Years)		59,273	19.4%	251,362	20.3%	451,111	19.4%
Generation 9/11 Millennials (Age 15 to 34 Years)		85,150	27.9%	353,644	28.5%	680,846	29.3%
Gen Xers (Age 35 to 49 Years)		61,290	20.1%	268,788	21.7%	496,113	21.4%
Baby Boomers (Age 50 to 74 Years)		84,009	27.5%	307,117	24.8%	573,747	24.7%
Silent Generation (Age 75 to 84 Years)		12,494	4.1%	45,491	3.7%	91,306	3.9%
G.I. Generation (Age 85 Years or Over)		3,295	1.1%	14,241	1.1%	28,938	1.2%



Missouri City, Texas		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Household Type (2025)</b>				
Total Households		107,246	449,069	883,588
Family Households		77,485 72.2%	306,557 68.3%	546,585 61.9%
Family Households with Children		41,951 54.1%	170,256 55.5%	297,436 54.4%
Family Households No Children		35,534 45.9%	136,301 44.5%	249,149 45.6%
Non-Family Households		29,761 27.8%	142,512 31.7%	337,003 38.1%
Non-Family Households with Children		38 0.1%	167 0.1%	308 -
Non-Family Households No Children		29,723 99.9%	142,345 99.9%	336,695 99.9%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		31,993 15.8%	134,582 16.4%	207,712 13.3%
High School Graduate		46,014 22.7%	161,434 19.7%	285,438 18.3%
Some College or Associate Degree		53,010 26.2%	190,558 23.3%	353,838 22.7%
Bachelor or Graduate Degree		71,457 35.3%	332,877 40.6%	710,772 45.6%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$103,807	\$116,846	\$132,149
Estimated Median Household Income		\$83,706	\$91,619	\$98,126
HH Income Under \$10,000		4,993 4.7%	22,952 5.1%	49,357 5.6%
HH Income \$10,000 to \$34,999		17,789 16.6%	78,475 17.5%	133,000 15.1%
HH Income \$35,000 to \$49,999		11,793 11.0%	50,706 11.3%	86,325 9.8%
HH Income \$50,000 to \$74,999		18,939 17.7%	75,036 16.7%	138,516 15.7%
HH Income \$75,000 to \$99,999		14,684 13.7%	54,830 12.2%	109,210 12.4%
HH Income \$100,000 to \$149,999		18,358 17.1%	68,513 15.3%	141,787 16.0%
HH Income \$150,000 or More		20,690 19.3%	98,556 21.9%	225,393 25.5%

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>						
Estimated Population (2025)	305,510		1.24 M		2.32 M	
Projected Population (2030)	306,418		1.24 M		2.38 M	
Census Population (2020)	286,153		1.16 M		2.1 M	
Census Population (2010)	270,300		1.03 M		1.8 M	
Projected Annual Growth (2025-2030)	908	-	3,225	-	55,576	0.5%
Historical Annual Growth (2020-2025)	19,357	-	80,850	1.4%	218,215	2.1%
Historical Annual Growth (2010-2020)	15,853	0.6%	128,256	1.2%	307,359	1.7%
Estimated Population Density (2025)	3,891 <i>psm</i>		3,951 <i>psm</i>		3,285 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2025)	107,246		449,069		883,588	
Projected Households (2030)	110,264		459,309		926,545	
Census Households (2020)	99,783		421,422		802,662	
Census Households (2010)	91,450		366,750		669,704	
Projected Annual Growth (2025-2030)	3,018	0.6%	10,240	0.5%	42,957	1.0%
Historical Annual Change (2010-2025)	15,796	1.2%	82,319	1.5%	213,885	2.1%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$103,807		\$116,846		\$132,149	
Projected Average Household Income (2030)	\$103,622		\$116,949		\$131,701	
Census Average Household Income (2010)	\$70,080		\$74,707		\$83,160	
Census Average Household Income (2000)	\$60,551		\$60,325		\$66,348	
Projected Annual Change (2025-2030)	-\$185	-	\$103	-	-\$448	-
Historical Annual Change (2000-2025)	\$43,256	2.9%	\$56,522	3.7%	\$65,801	4.0%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$83,706		\$91,619		\$98,126	
Projected Median Household Income (2030)	\$82,780		\$91,480		\$97,514	
Census Median Household Income (2010)	\$60,550		\$60,547		\$63,965	
Census Median Household Income (2000)	\$52,042		\$49,574		\$52,010	
Projected Annual Change (2025-2030)	-\$925	-0.2%	-\$140	-	-\$612	-0.1%
Historical Annual Change (2000-2025)	\$31,664	2.4%	\$42,045	3.4%	\$46,116	3.5%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$36,472		\$42,336		\$50,382	
Projected Per Capita Income (2030)	\$37,320		\$43,226		\$51,418	
Census Per Capita Income (2010)	\$23,714		\$26,561		\$31,001	
Census Per Capita Income (2000)	\$20,267		\$22,058		\$24,946	
Projected Annual Change (2025-2030)	\$848	0.5%	\$890	0.4%	\$1,035	0.4%
Historical Annual Change (2000-2025)	\$16,205	3.2%	\$20,278	3.7%	\$25,436	4.1%
Estimated Average Household Net Worth (2025)	\$951,161		\$975,051		\$1.1 M	

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Race and Ethnicity</b>						
Total Population (2025)	305,510		1.24 M		2.32 M	
White (2025)	65,687	21.5%	325,568	26.2%	751,950	32.4%
Black or African American (2025)	110,027	36.0%	330,386	26.6%	584,634	25.2%
American Indian or Alaska Native (2025)	2,850	0.9%	11,688	0.9%	19,333	0.8%
Asian (2025)	43,279	14.2%	228,916	18.5%	364,310	15.7%
Hawaiian or Pacific Islander (2025)	141	-	621	-	1,175	-
Other Race (2025)	44,393	14.5%	182,168	14.7%	306,228	13.2%
Two or More Races (2025)	39,133	12.8%	161,298	13.0%	294,432	12.7%
Population < 18 (2025)	73,147	23.9%	304,228	24.5%	543,656	23.4%
White Not Hispanic	7,857	10.7%	45,497	15.0%	101,218	18.6%
Black or African American	26,018	35.6%	81,279	26.7%	143,691	26.4%
Asian	8,273	11.3%	48,827	16.0%	74,736	13.7%
Other Race Not Hispanic	1,990	2.7%	8,821	2.9%	17,354	3.2%
Hispanic	29,008	39.7%	119,804	39.4%	206,657	38.0%
Not Hispanic or Latino Population (2025)	202,994	66.4%	813,994	65.6%	1.56 M	67.4%
Not Hispanic White	47,311	23.3%	243,048	29.9%	587,466	37.5%
Not Hispanic Black or African American	107,761	53.1%	322,400	39.6%	571,157	36.5%
Not Hispanic American Indian or Alaska Native	323	0.2%	1,195	0.1%	2,307	0.1%
Not Hispanic Asian	42,804	21.1%	226,647	27.8%	360,531	23.0%
Not Hispanic Hawaiian or Pacific Islander	70	-	290	-	565	-
Not Hispanic Other Race	596	0.3%	2,658	0.3%	6,235	0.4%
Not Hispanic Two or More Races	4,129	2.0%	17,756	2.2%	36,673	2.3%
Hispanic or Latino Population (2025)	102,517	33.6%	426,650	34.4%	757,126	32.6%
Hispanic White	18,377	17.9%	82,520	19.3%	164,484	21.7%
Hispanic Black or African American	2,266	2.2%	7,985	1.9%	13,477	1.8%
Hispanic American Indian or Alaska Native	2,527	2.5%	10,492	2.5%	17,026	2.2%
Hispanic Asian	476	0.5%	2,269	0.5%	3,779	0.5%
Hispanic Hawaiian or Pacific Islander	71	-	331	-	610	-
Hispanic Other Race	43,797	42.7%	179,510	42.1%	299,993	39.6%
Hispanic Two or More Races	35,003	34.1%	143,542	33.6%	257,758	34.0%
Not Hispanic or Latino Population (2020)	191,815	67.0%	759,967	65.5%	1.43 M	67.9%
Hispanic or Latino Population (2020)	94,338	33.0%	399,827	34.5%	675,372	32.1%
Not Hispanic or Latino Population (2010)	187,690	69.4%	684,763	66.4%	1.23 M	68.6%
Hispanic or Latino Population (2010)	82,610	30.6%	346,775	33.6%	564,099	31.4%
Not Hispanic or Latino Population (2030)	203,328	66.4%	810,784	65.2%	1.57 M	66.1%
Hispanic or Latino Population (2030)	103,090	33.6%	433,086	34.8%	805,154	33.9%
Projected Annual Growth (2025-2030)	573	0.1%	6,435	0.3%	48,028	1.3%
Historical Annual Growth (2010-2020)	11,728	1.4%	53,052	1.5%	111,273	2.0%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Missouri City, Texas</b>		<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Radius</b>							
<b>Total Age Distribution (2025)</b>							
Total Population		305,510		1.24 M		2.32 M	
Age Under 5 Years		17,944	5.9%	78,797	6.4%	147,930	6.4%
Age 5 to 9 Years		19,890	6.5%	85,806	6.9%	152,004	6.5%
Age 10 to 14 Years		21,439	7.0%	86,759	7.0%	151,177	6.5%
Age 15 to 19 Years		22,346	7.3%	85,000	6.9%	152,269	6.6%
Age 20 to 24 Years		21,418	7.0%	84,829	6.8%	160,920	6.9%
Age 25 to 29 Years		20,587	6.7%	89,316	7.2%	178,681	7.7%
Age 30 to 34 Years		20,800	6.8%	94,499	7.6%	188,976	8.1%
Age 35 to 39 Years		20,653	6.8%	93,522	7.5%	178,593	7.7%
Age 40 to 44 Years		21,071	6.9%	92,076	7.4%	168,260	7.2%
Age 45 to 49 Years		19,565	6.4%	83,190	6.7%	149,260	6.4%
Age 50 to 54 Years		19,302	6.3%	78,453	6.3%	142,259	6.1%
Age 55 to 59 Years		17,842	5.8%	66,921	5.4%	124,189	5.3%
Age 60 to 64 Years		17,522	5.7%	62,206	5.0%	117,795	5.1%
Age 65 to 69 Years		16,619	5.4%	56,169	4.5%	106,528	4.6%
Age 70 to 74 Years		12,724	4.2%	43,368	3.5%	82,976	3.6%
Age 75 to 79 Years		8,182	2.7%	29,138	2.3%	57,936	2.5%
Age 80 to 84 Years		4,312	1.4%	16,353	1.3%	33,370	1.4%
Age 85 Years or Over		3,295	1.1%	14,241	1.1%	28,938	1.2%
Median Age		36.7		35.7		35.8	
Age 19 Years or Less		81,618	26.7%	336,362	27.1%	603,380	26.0%
Age 20 to 64 Years		178,760	58.5%	745,012	60.1%	1.41 M	60.7%
Age 65 Years or Over		45,132	14.8%	159,270	12.8%	309,748	13.3%
<b>Female Age Distribution (2025)</b>							
Female Population		158,977	52.0%	633,284	51.0%	1.17 M	50.4%
Age Under 5 Years		8,817	5.5%	38,825	6.1%	72,556	6.2%
Age 5 to 9 Years		9,808	6.2%	42,235	6.7%	75,059	6.4%
Age 10 to 14 Years		10,568	6.6%	42,554	6.7%	74,310	6.4%
Age 15 to 19 Years		11,040	6.9%	41,381	6.5%	71,638	6.1%
Age 20 to 24 Years		10,782	6.8%	42,636	6.7%	76,796	6.6%
Age 25 to 29 Years		10,568	6.6%	46,007	7.3%	91,449	7.8%
Age 30 to 34 Years		10,696	6.7%	48,384	7.6%	95,601	8.2%
Age 35 to 39 Years		10,649	6.7%	47,575	7.5%	89,134	7.6%
Age 40 to 44 Years		11,008	6.9%	47,216	7.5%	84,565	7.2%
Age 45 to 49 Years		10,345	6.5%	42,672	6.7%	75,474	6.5%
Age 50 to 54 Years		10,214	6.4%	40,227	6.4%	72,064	6.2%
Age 55 to 59 Years		9,495	6.0%	34,410	5.4%	63,049	5.4%
Age 60 to 64 Years		9,584	6.0%	32,978	5.2%	61,108	5.2%
Age 65 to 69 Years		9,241	5.8%	29,971	4.7%	56,102	4.8%
Age 70 to 74 Years		7,181	4.5%	23,842	3.8%	44,877	3.8%
Age 75 to 79 Years		4,574	2.9%	15,750	2.5%	31,191	2.7%
Age 80 to 84 Years		2,466	1.6%	8,923	1.4%	18,385	1.6%
Age 85 Years or Over		1,941	1.2%	7,698	1.2%	15,807	1.4%
Female Median Age		38.1		36.5		36.6	
Age 19 Years or Less		40,233	25.3%	164,995	26.1%	293,563	25.1%
Age 20 to 64 Years		93,340	58.7%	382,104	60.3%	709,239	60.7%
Age 65 Years or Over		25,404	16.0%	86,185	13.6%	166,362	14.2%



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**Economic Development Consulting**

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Male Age Distribution (2025)</b>						
Male Population	146,534	48.0%	607,361	49.0%	1.15 M	49.6%
Age Under 5 Years	9,127	6.2%	39,971	6.6%	75,374	6.5%
Age 5 to 9 Years	10,082	6.9%	43,571	7.2%	76,945	6.7%
Age 10 to 14 Years	10,872	7.4%	44,206	7.3%	76,867	6.7%
Age 15 to 19 Years	11,306	7.7%	43,620	7.2%	80,631	7.0%
Age 20 to 24 Years	10,636	7.3%	42,193	6.9%	84,124	7.3%
Age 25 to 29 Years	10,019	6.8%	43,309	7.1%	87,232	7.6%
Age 30 to 34 Years	10,105	6.9%	46,115	7.6%	93,375	8.1%
Age 35 to 39 Years	10,004	6.8%	45,947	7.6%	89,459	7.8%
Age 40 to 44 Years	10,063	6.9%	44,860	7.4%	83,695	7.3%
Age 45 to 49 Years	9,220	6.3%	40,518	6.7%	73,785	6.4%
Age 50 to 54 Years	9,088	6.2%	38,226	6.3%	70,195	6.1%
Age 55 to 59 Years	8,347	5.7%	32,511	5.4%	61,140	5.3%
Age 60 to 64 Years	7,938	5.4%	29,228	4.8%	56,688	4.9%
Age 65 to 69 Years	7,378	5.0%	26,198	4.3%	50,426	4.4%
Age 70 to 74 Years	5,543	3.8%	19,526	3.2%	38,098	3.3%
Age 75 to 79 Years	3,608	2.5%	13,389	2.2%	26,745	2.3%
Age 80 to 84 Years	1,846	1.3%	7,430	1.2%	14,985	1.3%
Age 85 Years or Over	1,354	0.9%	6,543	1.1%	13,131	1.1%
Male Median Age	35.2		34.9		35.1	
Age 19 Years or Less	41,386	28.2%	171,368	28.2%	309,817	26.9%
Age 20 to 64 Years	85,420	58.3%	362,908	59.8%	699,694	60.7%
Age 65 Years or Over	19,728	13.5%	73,085	12.0%	143,385	12.4%
<b>Males per 100 Females (2025)</b>						
Overall Comparison	92		96		99	
Age Under 5 Years	104	50.9%	103	50.7%	104	51.0%
Age 5 to 9 Years	103	50.7%	103	50.8%	103	50.6%
Age 10 to 14 Years	103	50.7%	104	51.0%	103	50.8%
Age 15 to 19 Years	102	50.6%	105	51.3%	113	53.0%
Age 20 to 24 Years	99	49.7%	99	49.7%	110	52.3%
Age 25 to 29 Years	95	48.7%	94	48.5%	95	48.8%
Age 30 to 34 Years	94	48.6%	95	48.8%	98	49.4%
Age 35 to 39 Years	94	48.4%	97	49.1%	100	50.1%
Age 40 to 44 Years	91	47.8%	95	48.7%	99	49.7%
Age 45 to 49 Years	89	47.1%	95	48.7%	98	49.4%
Age 50 to 54 Years	89	47.1%	95	48.7%	97	49.3%
Age 55 to 59 Years	88	46.8%	94	48.6%	97	49.2%
Age 60 to 64 Years	83	45.3%	89	47.0%	93	48.1%
Age 65 to 69 Years	80	44.4%	87	46.6%	90	47.3%
Age 70 to 74 Years	77	43.6%	82	45.0%	85	45.9%
Age 75 to 79 Years	79	44.1%	85	45.9%	86	46.2%
Age 80 to 84 Years	75	42.8%	83	45.4%	82	44.9%
Age 85 Years or Over	70	41.1%	85	45.9%	83	45.4%
Age 19 Years or Less	103	50.7%	104	50.9%	106	51.3%
Age 20 to 39 Years	95	48.8%	96	49.0%	100	50.1%
Age 40 to 64 Years	88	46.9%	94	48.4%	97	49.2%
Age 65 Years or Over	78	43.7%	85	45.9%	86	46.3%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Household Type (2025)</b>						
Total Households	107,246		449,069		883,588	
Households with Children	41,989	39.2%	170,423	38.0%	297,744	33.7%
Average Household Size	2.8		2.8		2.6	
Household Density per Square Mile	1,366		1,430		1,250	
Population Family	265,277	86.8%	1.04 M	84.1%	1.83 M	78.8%
Population Non-Family	39,393	12.9%	192,500	15.5%	457,465	19.7%
Population Group Quarters	840	0.3%	5,293	0.4%	33,970	1.5%
Family Households	77,485	72.2%	306,557	68.3%	546,585	61.9%
Married Couple Households	49,233	63.5%	203,702	66.4%	373,035	68.2%
Other Family Households with Children	28,251	36.5%	102,855	33.6%	173,550	31.8%
Family Households with Children	41,951	54.1%	170,256	55.5%	297,436	54.4%
Married Couple with Children	26,292	62.7%	111,676	65.6%	197,843	66.5%
Other Family Households with Children	15,659	37.3%	58,580	34.4%	99,593	33.5%
Family Households No Children	35,534	45.9%	136,301	44.5%	249,149	45.6%
Married Couple No Children	22,941	64.6%	92,026	67.5%	175,192	70.3%
Other Family Households No Children	12,593	35.4%	44,275	32.5%	73,957	29.7%
Non-Family Households	29,761	27.8%	142,512	31.7%	337,003	38.1%
Non-Family Households with Children	38	0.1%	167	0.1%	308	-
Non-Family Households No Children	29,723	99.9%	142,345	99.9%	336,695	99.9%
Average Family Household Size	3.4		3.4		3.3	
Average Family Income	\$116,103		\$136,811		\$155,308	
Median Family Income	\$95,047		\$108,586		\$117,540	
Average Non-Family Household Size	1.3		1.4		1.4	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	246,238		989,282		1.87 M	
Never Married	88,956	36.1%	376,694	38.1%	713,059	38.1%
Currently Married	108,223	44.0%	428,668	43.3%	816,264	43.6%
Previously Married	49,059	19.9%	183,920	18.6%	341,626	18.3%
Separated	15,600	31.8%	63,438	34.5%	109,950	32.2%
Widowed	11,222	22.9%	39,149	21.3%	73,966	21.7%
Divorced	22,237	45.3%	81,333	44.2%	157,711	46.2%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	202,475		819,453		1.56 M	
Elementary (Grade Level 0 to 8)	18,421	9.1%	87,015	10.6%	127,244	8.2%
Some High School (Grade Level 9 to 11)	13,572	6.7%	47,568	5.8%	80,469	5.2%
High School Graduate	46,014	22.7%	161,434	19.7%	285,438	18.3%
Some College	37,855	18.7%	130,651	15.9%	244,714	15.7%
Associate Degree Only	15,156	7.5%	59,908	7.3%	109,124	7.0%
Bachelor Degree Only	43,185	21.3%	187,597	22.9%	396,174	25.4%
Graduate Degree	28,272	14.0%	145,281	17.7%	314,597	20.2%
Any College (Some College or Higher)	124,467	61.5%	523,436	63.9%	1.06 M	68.3%
College Degree + (Bachelor Degree or Higher)	71,457	35.3%	332,877	40.6%	710,772	45.6%



Missouri City, Texas		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Transportation To Work (2025)</b>							
Worker Base Age 16 years or Over		157,864		656,705		1.25 M	
Drive to Work Alone		115,944	73.4%	470,110	71.6%	869,297	69.7%
Drive to Work in Carpool		16,096	10.2%	72,625	11.1%	134,203	10.8%
Travel to Work by Public Transportation		2,521	1.6%	13,547	2.1%	23,922	1.9%
Drive to Work on Motorcycle		87	-	305	-	711	-
Bicycle to Work		210	0.1%	1,045	0.2%	2,045	0.2%
Walk to Work		1,212	0.8%	6,468	1.0%	14,664	1.2%
Other Means		2,792	1.8%	12,644	1.9%	21,205	1.7%
Work at Home		19,002	12.0%	79,961	12.2%	181,749	14.6%
<b>Daytime Demographics (2025)</b>							
Total Businesses		15,530		72,507		151,399	
Total Employees		102,096		532,551		1.3 M	
Company Headquarter Businesses		440	2.8%	2,118	2.9%	4,983	3.3%
Company Headquarter Employees		11,036	10.8%	82,099	15.4%	265,477	20.4%
Employee Population per Business		6.6	to 1	7.3	to 1	8.6	to 1
Residential Population per Business		19.7	to 1	17.1	to 1	15.3	to 1
Adj. Daytime Demographics Age 16 Years or Over		185,768		845,803		1.89 M	
<b>Labor Force</b>							
Labor Population Age 16 Years or Over (2025)		241,658		971,674		1.84 M	
Labor Force Total Males (2025)		114,188	47.3%	470,627	48.4%	907,997	49.3%
Male Civilian Employed		79,592	69.7%	346,116	73.5%	658,644	72.5%
Male Civilian Unemployed		4,685	4.1%	16,420	3.5%	31,400	3.5%
Males in Armed Forces		116	0.1%	709	0.2%	1,731	0.2%
Males Not in Labor Force		29,795	26.1%	107,381	22.8%	216,222	23.8%
Labor Force Total Females (2025)		127,470	52.7%	501,047	51.6%	932,131	50.7%
Female Civilian Employed		78,278	61.4%	310,598	62.0%	589,183	63.2%
Female Civilian Unemployed		3,651	2.9%	15,408	3.1%	27,536	3.0%
Females in Armed Forces		-	-	998	0.2%	1,145	0.1%
Females Not in Labor Force		45,540	35.7%	174,042	34.7%	314,266	33.7%
Unemployment Rate		8,336	3.4%	31,829	3.3%	58,936	3.2%
<b>Occupation (2025)</b>							
Occupation Population Age 16 Years or Over		157,864		656,705		1.25 M	
Occupation Total Males		79,586	50.4%	346,107	52.7%	658,612	52.8%
Occupation Total Females		78,278	49.6%	310,598	47.3%	589,183	47.2%
Management, Business, Financial Operations		24,666	15.6%	107,568	16.4%	244,004	19.6%
Professional, Related		37,137	23.5%	170,237	25.9%	353,431	28.3%
Service		28,615	18.1%	120,517	18.4%	195,933	15.7%
Sales, Office		29,770	18.9%	118,379	18.0%	223,129	17.9%
Farming, Fishing, Forestry		194	0.1%	1,111	0.2%	1,944	0.2%
Construction, Extraction, Maintenance		15,380	9.7%	61,850	9.4%	98,668	7.9%
Production, Transport, Material Moving		22,102	14.0%	77,043	11.7%	130,688	10.5%
White Collar Workers		91,573	58.0%	396,184	60.3%	820,564	65.8%
Blue Collar Workers		66,291	42.0%	260,521	39.7%	427,232	34.2%

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Units In Structure (2025)</b>						
Total Units	107,246		449,069		883,588	
1 Detached Unit	71,789	66.9%	243,065	54.1%	461,989	52.3%
1 Attached Unit	3,530	3.3%	17,230	3.8%	43,272	4.9%
2 Units	968	0.9%	6,599	1.5%	13,696	1.5%
3 to 4 Units	2,997	2.8%	15,950	3.6%	30,754	3.5%
5 to 9 Units	4,222	3.9%	24,193	5.4%	44,781	5.1%
10 to 19 Units	6,510	6.1%	40,488	9.0%	72,555	8.2%
20 to 49 Units	3,573	3.3%	23,824	5.3%	45,001	5.1%
50 or More Units	12,267	11.4%	70,603	15.7%	157,323	17.8%
Mobile Home or Trailer	1,357	1.3%	6,966	1.6%	13,783	1.6%
Other Structure	32	-	151	-	435	-
<b>Homes Built By Year (2025)</b>						
Homes Built 2020 or later	5,014	4.3%	17,417	3.5%	42,622	4.4%
Homes Built 2010 to 2019	13,131	11.2%	67,383	13.6%	171,864	17.6%
Homes Built 2000 to 2009	18,510	15.8%	86,833	17.6%	166,527	17.0%
Homes Built 1990 to 1999	12,729	10.9%	54,920	11.1%	99,225	10.1%
Homes Built 1980 to 1989	20,127	17.2%	71,686	14.5%	116,796	11.9%
Homes Built 1970 to 1979	25,050	21.4%	84,061	17.0%	133,352	13.6%
Homes Built 1960 to 1969	7,664	6.5%	38,175	7.7%	71,925	7.4%
Homes Built 1950 to 1959	3,562	3.0%	19,903	4.0%	47,757	4.9%
Homes Built 1940 to 1949	665	0.6%	3,820	0.8%	14,051	1.4%
Homes Built Before 1939	794	0.7%	4,871	1.0%	19,469	2.0%
Median Age of Homes	35.3 yrs		34.7 yrs		33.9 yrs	
<b>Home Values (2025)</b>						
Owner Specified Housing Units	62,362		219,941		438,663	
Home Values \$1,000,000 or More	1,019	1.6%	10,375	4.7%	27,646	6.3%
Home Values \$750,000 to \$999,999	1,625	2.6%	10,173	4.6%	22,517	5.1%
Home Values \$500,000 to \$749,999	6,057	9.7%	28,734	13.1%	58,846	13.4%
Home Values \$400,000 to \$499,999	6,974	11.2%	28,060	12.8%	57,961	13.2%
Home Values \$300,000 to \$399,999	14,847	23.8%	46,622	21.2%	94,877	21.6%
Home Values \$250,000 to \$299,999	9,150	14.7%	27,163	12.4%	52,281	11.9%
Home Values \$200,000 to \$249,999	9,396	15.1%	26,636	12.1%	48,649	11.1%
Home Values \$175,000 to \$199,999	3,027	4.9%	8,944	4.1%	15,283	3.5%
Home Values \$150,000 to \$174,999	3,301	5.3%	9,728	4.4%	16,390	3.7%
Home Values \$125,000 to \$149,999	1,390	2.2%	4,493	2.0%	7,482	1.7%
Home Values \$100,000 to \$124,999	1,751	2.8%	5,655	2.6%	10,208	2.3%
Home Values \$90,000 to \$99,999	287	0.5%	1,039	0.5%	2,028	0.5%
Home Values \$80,000 to \$89,999	401	0.6%	1,786	0.8%	3,630	0.8%
Home Values \$70,000 to \$79,999	316	0.5%	780	0.4%	1,757	0.4%
Home Values \$60,000 to \$69,999	270	0.4%	721	0.3%	1,552	0.4%
Home Values \$50,000 to \$59,999	219	0.4%	993	0.5%	1,952	0.4%
Home Values \$35,000 to \$49,999	328	0.5%	1,199	0.5%	2,371	0.5%
Home Values \$25,000 to \$34,999	416	0.7%	1,600	0.7%	3,359	0.8%
Home Values \$10,000 to \$24,999	746	1.2%	2,715	1.2%	4,796	1.1%
Home Values Under \$10,000	840	1.3%	2,524	1.1%	5,078	1.2%
Owner-Occupied Median Home Value	\$299,908		\$365,409		\$396,658	
Renter-Occupied Median Rent	\$1,322		\$1,264		\$1,325	



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Missouri City, Texas		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Total Annual Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$11.08 B		\$47.57 B		\$97.52 B	
Total Non-Retail Expenditure		\$5.45 B		\$24.07 B		\$50.1 B	
Total Retail Expenditure		\$5.63 B		\$23.5 B		\$47.42 B	
Alcoholic Beverages		\$68.47 M		\$294.49 M		\$604.47 M	
Apparel		\$209.75 M		\$897.07 M		\$1.82 B	
Contributions		\$346.26 M		\$1.51 B		\$3.17 B	
Education		\$249.82 M		\$1.08 B		\$2.25 B	
Entertainment		\$650.6 M		\$2.78 B		\$5.64 B	
Food Away From Home		\$496.87 M		\$2.13 B		\$4.33 B	
Grocery		\$788.99 M		\$3.29 B		\$6.37 B	
Health Care		\$708.17 M		\$2.89 B		\$5.66 B	
Household Furnishings and Equipment		\$298.83 M		\$1.28 B		\$2.62 B	
Household Operations		\$214.14 M		\$915.26 M		\$1.85 B	
Miscellaneous Expenses		\$192.18 M		\$821.99 M		\$1.68 B	
Personal Care		\$152.64 M		\$640.26 M		\$1.25 B	
Shelter		\$1.88 B		\$8.16 B		\$16.36 B	
Tax and Retirement		\$2.46 B		\$11.18 B		\$24.46 B	
Tobacco and Related		\$65.43 M		\$263.61 M		\$476.53 M	
Transportation		\$1.74 B		\$7.09 B		\$14.44 B	
Utilities		\$565.75 M		\$2.35 B		\$4.53 B	
<b>Monthly Household Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$8,609		\$8,827		\$9,197	
Total Non-Retail Expenditure		\$4,234	49.2%	\$4,466	50.6%	\$4,725	51.4%
Total Retail Expenditures		\$4,375	50.8%	\$4,361	49.4%	\$4,472	48.6%
Alcoholic Beverages		\$53	0.6%	\$55	0.6%	\$57	0.6%
Apparel		\$163	1.9%	\$166	1.9%	\$172	1.9%
Contributions		\$269	3.1%	\$280	3.2%	\$299	3.2%
Education		\$194	2.3%	\$201	2.3%	\$212	2.3%
Entertainment		\$506	5.9%	\$516	5.8%	\$532	5.8%
Food Away From Home		\$386	4.5%	\$395	4.5%	\$409	4.4%
Grocery		\$613	7.1%	\$610	6.9%	\$600	6.5%
Health Care		\$550	6.4%	\$536	6.1%	\$534	5.8%
Household Furnishings and Equipment		\$232	2.7%	\$238	2.7%	\$247	2.7%
Household Operations		\$166	1.9%	\$170	1.9%	\$174	1.9%
Miscellaneous Expenses		\$149	1.7%	\$153	1.7%	\$158	1.7%
Personal Care		\$119	1.4%	\$119	1.3%	\$118	1.3%
Shelter		\$1,458	16.9%	\$1,514	17.2%	\$1,543	16.8%
Tax and Retirement		\$1,911	22.2%	\$2,075	23.5%	\$2,307	23.5%
Tobacco and Related		\$51	0.6%	\$49	0.6%	\$45	0.5%
Transportation		\$1,349	15.7%	\$1,315	14.9%	\$1,362	14.8%
Utilities		\$440	5.1%	\$437	4.9%	\$428	4.6%

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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **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

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$353.14 M / \$499.31 M	-29	\$1.49 B / \$2.51 B	-41	\$2.99 B / \$4.62 B	-35
Men's Clothing Stores	\$14.73 M / \$22.81 M	-35	\$61.55 M / \$105.39 M	-42	\$120.03 M / \$180.99 M	-34
Women's Clothing Stores	\$29.98 M / \$39.2 M	-24	\$127.03 M / \$234.97 M	-46	\$256.84 M / \$475.94 M	-46
Children's, Infants' Clothing Stores	\$28.84 M / \$30.62 M	-6	\$124.45 M / \$176.61 M	-30	\$256.83 M / \$326.77 M	-21
Family Clothing Stores	\$174.68 M / \$309.08 M	-43	\$736.28 M / \$1.38 B	-47	\$1.49 B / \$2.46 B	-40
Clothing Accessory Stores	\$8.15 M / \$20.67 M	-61	\$34.18 M / \$99.59 M	-66	\$67.83 M / \$190.71 M	-64
Other Apparel Stores	\$10.66 M / \$11.89 M	-10	\$45.38 M / \$47.22 M	-4	\$91.43 M / \$93.13 M	-2
Shoe Stores	\$70.03 M / \$41.18 M	41	\$291.49 M / \$308.09 M	-5	\$581.94 M / \$599.11 M	-3
Jewelry Stores	\$14.28 M / \$23.86 M	-40	\$58.78 M / \$147.23 M	-60	\$117.93 M / \$271.65 M	-57
Luggage Stores	\$1.79 M / \$-2	100	\$7.32 M / \$10.3 M	-29	\$14.3 M / \$28.7 M	-50
<b>Furniture, Home Furnishings Stores</b>	\$315.36 M / \$583.77 M	-46	\$1.32 B / \$2.07 B	-36	\$2.64 B / \$4.87 B	-46
Furniture Stores	\$146.8 M / \$190.58 M	-23	\$611.43 M / \$725.12 M	-16	\$1.19 B / \$1.63 B	-27
Floor Covering Stores	\$20.8 M / \$37.76 M	-45	\$87.14 M / \$89.22 M	-2	\$171.19 M / \$174.97 M	-2
Other Home Furnishing Stores	\$147.75 M / \$355.43 M	-58	\$621.43 M / \$1.25 B	-50	\$1.27 B / \$3.07 B	-58
<b>Electronics, Appliance Stores</b>	\$291.02 M / \$228.35 M	22	\$1.2 B / \$1.61 B	-26	\$2.42 B / \$3.06 B	-21
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$303.78 M / \$192.4 M	37	\$1.29 B / \$837.66 M	35	\$2.59 B / \$1.93 B	25
Home Centers	\$170 M / \$101.07 M	41	\$717.93 M / \$538.28 M	25	\$1.44 B / \$1.18 B	18
Paint, Wallpaper Stores	\$35.9 M / \$24.88 M	31	\$154.76 M / \$95.73 M	38	\$318.64 M / \$239.09 M	25
Hardware Stores	\$18.78 M / \$13.45 M	28	\$79.35 M / \$32.86 M	59	\$160.1 M / \$71.25 M	55
Other Building Materials Stores	\$54.31 M / \$37.83 M	30	\$229.25 M / \$124.89 M	46	\$454.68 M / \$345.89 M	24
Outdoor Power Equipment Stores	\$3.25 M / \$1.32 M	59	\$13.74 M / \$7.15 M	48	\$27.53 M / \$8.74 M	68
Nursery, Garden Stores	\$21.55 M / \$13.84 M	36	\$90.96 M / \$38.76 M	57	\$182.28 M / \$85.08 M	53
<b>Food, Beverage Stores</b>	\$459.22 M / \$455.86 M	1	\$1.94 B / \$1.79 B	8	\$3.95 B / \$3.54 B	10
Grocery Stores	\$352.61 M / \$318.74 M	10	\$1.48 B / \$1.32 B	11	\$2.99 B / \$2.62 B	12
Convenience Stores	\$30.65 M / \$30.67 M	0	\$127.44 M / \$128.52 M	-1	\$259.8 M / \$219.55 M	15
Meat Markets	\$2.14 M / \$892.68 K	58	\$9.14 M / \$5.7 M	38	\$18.59 M / \$10.37 M	44
Fish, Seafood Markets	\$741.27 K / \$334.17 K	55	\$3.17 M / \$1.65 M	48	\$6.46 M / \$11.25 M	-43
Fruit, Vegetable Markets	\$1.4 M / \$296.78 K	79	\$5.97 M / \$1.58 M	73	\$12.14 M / \$10.67 M	12
Other Specialty Food Markets	\$2.87 M / \$2.9 M	-1	\$12.21 M / \$18.37 M	-34	\$24.93 M / \$34.04 M	-27
Liquor Stores	\$68.81 M / \$102.02 M	-33	\$300.93 M / \$312.78 M	-4	\$632.93 M / \$633.78 M	0

Missouri City, Texas		5 mi radius		10 mi radius		15 mi radius	
Radius	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index	
<b>Health, Personal Care Stores</b>	\$277.07 M / \$388.81 M	-29	\$1.08 B / \$1.74 B	-38	\$2.15 B / \$2.97 B	-28	
Pharmacy, Drug Stores	\$244.29 M / \$341.64 M	-28	\$955.8 M / \$1.54 B	-38	\$1.9 B / \$2.62 B	-27	
Cosmetics, Beauty Stores	\$14 M / \$21.58 M	-35	\$53.95 M / \$73.03 M	-26	\$107.03 M / \$132.49 M	-19	
Optical Goods Stores	\$3.81 M / \$2.74 M	28	\$12.83 M / \$15.04 M	-15	\$24.66 M / \$29.69 M	-17	
Other Health, Personal Care Stores	\$14.97 M / \$22.84 M	-34	\$57.88 M / \$114.64 M	-50	\$114.8 M / \$187.99 M	-39	
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$356.28 M / \$383.35 M	-7	\$1.49 B / \$1.58 B	-5	\$3 B / \$3.12 B	-4	
Sporting Goods Stores	\$141.35 M / \$146.2 M	-3	\$595.93 M / \$688.82 M	-13	\$1.19 B / \$1.58 B	-24	
Hobby, Toy, Game Stores	\$98.03 M / \$156.35 M	-37	\$407.65 M / \$476.03 M	-14	\$804.28 M / \$781.18 M	3	
Sewing, Needlecraft Stores	\$66.25 M / \$13.74 M	79	\$274.61 M / \$176.41 M	36	\$554.81 M / \$356.79 M	36	
Musical Instrument Stores	\$25.85 M / \$35.52 M	-27	\$113.67 M / \$133.4 M	-15	\$244.18 M / \$227.54 M	7	
Book Stores	\$24.81 M / \$31.54 M	-21	\$101.03 M / \$101.7 M	-1	\$203.14 M / \$176 M	13	
<b>General Merchandise Stores</b>	\$1.12 B / \$1.11 B	1	\$4.66 B / \$3.89 B	17	\$9.35 B / \$7.83 B	16	
Department Stores	\$397.36 M / \$345.96 M	13	\$1.66 B / \$2.11 B	-21	\$3.34 B / \$3.16 B	5	
Warehouse Superstores	\$615.49 M / \$607.82 M	1	\$2.55 B / \$1.13 B	56	\$5.09 B / \$3.59 B	29	
Other General Merchandise Stores	\$109.72 M / \$158.49 M	-31	\$456.84 M / \$659.41 M	-31	\$914.65 M / \$1.07 B	-15	
<b>Miscellaneous Store Retailers</b>	\$139.76 M / \$120.32 M	14	\$575.84 M / \$586.31 M	-2	\$1.15 B / \$1.13 B	1	
Florists	\$3.5 M / \$1.71 M	51	\$14.76 M / \$9.71 M	34	\$29.94 M / \$19.38 M	35	
Office, Stationary Stores	\$13.41 M / \$25.34 M	-47	\$54.57 M / \$77.52 M	-30	\$106.63 M / \$169.03 M	-37	
Gift, Souvenir Stores	\$29.02 M / \$16.01 M	45	\$121.03 M / \$86.33 M	29	\$245.05 M / \$153.06 M	38	
Used Merchandise Stores	\$9.4 M / \$4.24 M	55	\$38.36 M / \$18.68 M	51	\$75.58 M / \$54.8 M	27	
Pet, Pet Supply Stores	\$27.32 M / \$15.09 M	45	\$113.51 M / \$71.04 M	37	\$218.98 M / \$131.92 M	40	
Art Dealers	\$3.68 M / \$790.85 K	79	\$14.83 M / \$11.9 M	20	\$28.83 M / \$36.93 M	-22	
Mobile Home Dealers	\$3.06 M / \$981.3 K	68	\$12.93 M / \$2.64 M	80	\$25.59 M / \$5 M	80	
Other Miscellaneous Retail Stores	\$50.37 M / \$56.16 M	-10	\$205.85 M / \$308.48 M	-33	\$415.62 M / \$560.28 M	-26	
<b>Non-Store Retailers</b>	\$663.47 M / \$455.76 M	31	\$2.74 B / \$1.95 B	29	\$5.52 B / \$3.61 B	35	
Mail Order, Catalog Stores	\$621.18 M / \$417.54 M	33	\$2.57 B / \$1.71 B	34	\$5.16 B / \$3.18 B	38	
Vending Machines	\$2.99 M / \$5.57 M	-46	\$12.82 M / \$17.15 M	-25	\$26.28 M / \$27.96 M	-6	
Fuel Dealers	\$3.54 M / \$1.65 M	53	\$14.9 M / \$11.13 M	25	\$30.32 M / \$34.66 M	-13	
Other Direct Selling Establishments	\$35.76 M / \$31.01 M	13	\$149.13 M / \$219.25 M	-32	\$302.03 M / \$368.57 M	-18	

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$606.62 M / \$617.4 M	-2	\$2.63 B / \$3.26 B	-19	\$5.51 B / \$6.89 B	-20
Hotels, Other Travel Accommodations	\$38.8 M / \$13.54 M	65	\$168.52 M / \$121.94 M	28	\$353.81 M / \$366.22 M	-3
RV Parks	\$371.63 K / \$7.84 K	98	\$1.58 M / \$369.8 K	77	\$3.22 M / \$1.02 M	68
Rooming, Boarding Houses	\$217.38 K / \$4.79 K	98	\$940.62 K / \$759.27 K	19	\$1.96 M / \$3.06 M	-36
Full Service Restaurants	\$354.48 M / \$269.16 M	24	\$1.54 B / \$1.82 B	-15	\$3.22 B / \$3.97 B	-19
Limited Service Restaurants	\$164.63 M / \$239.34 M	-31	\$714.91 M / \$927.08 M	-23	\$1.5 B / \$1.76 B	-15
Special Food Services, Catering	\$48.11 M / \$101.76 M	-53	\$208.5 M / \$353.18 M	-41	\$434.98 M / \$690.95 M	-37
Drinking Places	\$33.48 M / \$27.08 M	19	\$146.84 M / \$180.35 M	-19	\$313.24 M / \$408.03 M	-23
<b>Gasoline Stations</b>	\$221.43 M / \$327.21 M	-32	\$910.99 M / \$1.18 B	-23	\$1.85 B / \$2.58 B	-29
<b>Motor Vehicle, Parts Dealers</b>	\$487.19 M / \$688.42 M	-29	\$2.02 B / \$2.1 B	-4	\$4 B / \$3.9 B	3
New Car Dealers	\$269.77 M / \$497.87 M	-46	\$1.11 B / \$1.18 B	-6	\$2.17 B / \$2.28 B	-5
Used Car Dealers	\$25.02 M / \$44.46 M	-44	\$102.43 M / \$274.6 M	-63	\$199.61 M / \$434.66 M	-54
Recreational Vehicle Dealers	\$54.94 M / \$6.17 M	89	\$231.88 M / \$68.27 M	71	\$462.77 M / \$185.03 M	60
Motorcycle, Boat Dealers	\$71.39 M / \$68.67 M	4	\$300.37 M / \$319.26 M	-6	\$598.32 M / \$559.42 M	7
Auto Parts, Accessories	\$42.32 M / \$46.53 M	-9	\$180.52 M / \$167.61 M	7	\$368.77 M / \$282 M	24
Tire Dealers	\$23.75 M / \$24.72 M	-4	\$101.62 M / \$89.77 M	12	\$208.39 M / \$166.4 M	20
2025 Population	305,510		1.24 M		2.32 M	
2030 Population	306,418		1.24 M		2.38 M	
% Population Change 2025-2030	0.3%		0.3%		2.4%	
2025 Adult Population Age 18+	232,363		936,413		1.78 M	
2025 Population Male	146,534		607,361		1.15 M	
2025 Population Female	158,977		633,284		1.17 M	
2025 Households	107,246		449,069		883,588	
2025 Median Household Income	83,706		91,619		98,126	
2025 Average Household Income	103,807		116,846		132,149	

# **Retail Potential**

# Retail Potential Profile



<b>Missouri City, Texas</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
2025 Population		305,510	1.24 M	2.32 M
2030 Population		306,418	1.24 M	2.38 M
% Population Change 2020-2025		6.8%	7.0%	10.4%
2025 Adult Population Age 18+		\$232,363	\$936,413	1.78 M
2025 Population Male		\$146,534	\$607,361	1.15 M
2025 Population Female		\$158,977	\$633,284	1.17 M
2025 Households		\$107,246	\$449,069	\$883,588
2025 Median Household Income		\$83,706	\$91,619	\$98,126
2025 Average Household Income		\$103,807	\$116,846	\$132,149
<b>Clothing, Clothing Accessories Stores</b>		\$353.14 M	\$1.49 B	\$2.99 B
Men's Clothing Stores		\$14.73 M	\$61.55 M	\$120.03 M
Women's Clothing Stores		\$29.98 M	\$127.03 M	\$256.84 M
Children's, Infants' Clothing Stores		\$28.84 M	\$124.45 M	\$256.83 M
Family Clothing Stores		\$174.68 M	\$736.28 M	\$1.49 B
Clothing Accessory Stores		\$8.15 M	\$34.18 M	\$67.83 M
Other Apparel Stores		\$10.66 M	\$45.38 M	\$91.43 M
Shoe Stores		\$70.03 M	\$291.49 M	\$581.94 M
Jewelry Stores		\$14.28 M	\$58.78 M	\$117.93 M
Luggage Stores		\$1.79 M	\$7.32 M	\$14.3 M
<b>Furniture, Home Furnishings Stores</b>		\$315.36 M	\$1.32 B	\$2.64 B
Furniture Stores		\$146.8 M	\$611.43 M	\$1.19 B
Floor Covering Stores		\$20.8 M	\$87.14 M	\$171.19 M
Other Home Furnishing Stores		\$147.75 M	\$621.43 M	\$1.27 B
<b>Electronics, Appliance Stores</b>		\$291.02 M	\$1.2 B	\$2.42 B
<b>Gasoline Stations</b>		\$221.43 M	\$910.99 M	\$1.85 B
<b>Building Material, Garden Equipment, Supplies Dealers</b>		\$303.78 M	\$1.29 B	\$2.59 B
Home Centers		\$170 M	\$717.93 M	\$1.44 B
Paint, Wallpaper Stores		\$35.9 M	\$154.76 M	\$318.64 M
Hardware Stores		\$18.78 M	\$79.35 M	\$160.1 M
Other Building Materials Stores		\$54.31 M	\$229.25 M	\$454.68 M
Outdoor Power Equipment Stores		\$3.25 M	\$13.74 M	\$27.53 M
Nursery, Garden Stores		\$21.55 M	\$90.96 M	\$182.28 M
<b>Food, Beverage Stores</b>		\$459.22 M	\$1.94 B	\$3.95 B
Grocery Stores		\$352.61 M	\$1.48 B	\$2.99 B
Convenience Stores		\$30.65 M	\$127.44 M	\$259.8 M
Meat Markets		\$2.14 M	\$9.14 M	\$18.59 M
Fish, Seafood Markets		\$741.27 K	\$3.17 M	\$6.46 M
Fruit, Vegetable Markets		\$1.4 M	\$5.97 M	\$12.14 M
Other Specialty Food Markets		\$2.87 M	\$12.21 M	\$24.93 M
Liquor Stores		\$68.81 M	\$300.93 M	\$632.93 M

# Retail Potential Profile



<b>Missouri City, Texas</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
<b>Health, Personal Care Stores</b>		\$277.07 M	\$1.08 B	\$2.15 B
Pharmacy, Drug Stores		\$244.29 M	\$955.8 M	\$1.9 B
Cosmetics, Beauty Stores		\$14 M	\$53.95 M	\$107.03 M
Optical Goods Stores		\$3.81 M	\$12.83 M	\$24.66 M
Other Health, Personal Care Stores		\$14.97 M	\$57.88 M	\$114.8 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>		\$356.28 M	\$1.49 B	\$3 B
Sporting Goods Stores		\$141.35 M	\$595.93 M	\$1.19 B
Hobby, Toy, Game Stores		\$98.03 M	\$407.65 M	\$804.28 M
Sewing, Needlecraft Stores		\$66.25 M	\$274.61 M	\$554.81 M
Musical Instrument Stores		\$25.85 M	\$113.67 M	\$244.18 M
Book Stores		\$24.81 M	\$101.03 M	\$203.14 M
<b>General Merchandise Stores</b>		\$1.12 B	\$4.66 B	\$9.35 B
Department Stores		\$397.36 M	\$1.66 B	\$3.34 B
Warehouse Superstores		\$615.49 M	\$2.55 B	\$5.09 B
Other General Merchandise Stores		\$109.72 M	\$456.84 M	\$914.65 M
<b>Miscellaneous Store Retailers</b>		\$139.76 M	\$575.84 M	\$1.15 B
Florists		\$3.5 M	\$14.76 M	\$29.94 M
Office, Stationary Stores		\$13.41 M	\$54.57 M	\$106.63 M
Gift, Souvenir Stores		\$29.02 M	\$121.03 M	\$245.05 M
Used Merchandise Stores		\$9.4 M	\$38.36 M	\$75.58 M
Pet, Pet Supply Stores		\$27.32 M	\$113.51 M	\$218.98 M
Art Dealers		\$3.68 M	\$14.83 M	\$28.83 M
Mobile Home Dealers		\$3.06 M	\$12.93 M	\$25.59 M
Other Miscellaneous Retail Stores		\$50.37 M	\$205.85 M	\$415.62 M
<b>Non-Store Retailers</b>		\$663.47 M	\$2.74 B	\$5.52 B
Mail Order, Catalog Stores		\$621.18 M	\$2.57 B	\$5.16 B
Vending Machines		\$2.99 M	\$12.82 M	\$26.28 M
Fuel Dealers		\$3.54 M	\$14.9 M	\$30.32 M
Other Direct Selling Establishments		\$35.76 M	\$149.13 M	\$302.03 M
<b>Accommodation, Food Services</b>		\$640.1 M	\$2.78 B	\$5.83 B
Hotels, Other Travel Accommodations		\$38.8 M	\$168.52 M	\$353.81 M
RV Parks		\$371.63 K	\$1.58 M	\$3.22 M
Rooming, Boarding Houses		\$217.38 K	\$940.62 K	\$1.96 M
Full Service Restaurants		\$354.48 M	\$1.54 B	\$3.22 B
Limited Service Restaurants		\$164.63 M	\$714.91 M	\$1.5 B
Special Food Services, Catering		\$48.11 M	\$208.5 M	\$434.98 M
Drinking Places		\$33.48 M	\$146.84 M	\$313.24 M
<b>Motor Vehicle, Parts Dealers</b>		\$487.19 M	\$2.02 B	\$4 B
New Car Dealers		\$269.77 M	\$1.11 B	\$2.17 B
Used Car Dealers		\$25.02 M	\$102.43 M	\$199.61 M
Recreational Vehicle Dealers		\$54.94 M	\$231.88 M	\$462.77 M
Motorcycle, Boat Dealers		\$71.39 M	\$300.37 M	\$598.32 M
Auto Parts, Accessories		\$42.32 M	\$180.52 M	\$368.77 M
Tire Dealers		\$23.75 M	\$101.62 M	\$208.39 M

# **Income Summary**

# Income Summary Report



Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>						
Estimated Population (2025)	305,510		1,240,644		2,322,061	
Projected Population (2030)	306,418		1,243,870		2,377,637	
Census Population (2020)	286,153		1,159,795		2,103,846	
Census Population (2010)	270,300		1,031,538		1,796,488	
<i>Projected Annual Growth (2025 to 2030)</i>	908	-	3,225	-	55,576	0.5%
<i>Historical Annual Growth (2020 to 2025)</i>	19,357	1.3%	80,850	1.3%	218,215	1.9%
<i>Historical Annual Growth (2010 to 2020)</i>	15,853	0.6%	128,256	1.2%	307,359	1.7%
<b>Households</b>						
Estimated Households (2025)	107,246		449,069		883,588	
Projected Households (2030)	110,264		459,309		926,545	
Census Households (2020)	99,783		421,422		802,662	
Census Households (2010)	91,450		366,750		669,704	
<i>Projected Annual Growth (2025 to 2030)</i>	3,018	0.6%	10,240	0.5%	42,957	1.0%
<i>Historical Annual Growth (2020 to 2025)</i>	7,463	1.5%	27,647	1.3%	80,926	2.0%
<i>Historical Annual Growth (2010 to 2020)</i>	8,333	0.9%	54,673	1.5%	132,959	2.0%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$103,807		\$116,846		\$132,149	
Projected Average Household Income (2030)	\$103,622		\$116,949		\$131,701	
Census Average Household Income (2020)	\$70,080		\$74,707		\$83,160	
Census Average Household Income (2010)	\$60,551		\$60,325		\$66,348	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$185	-	\$103	-	-\$448	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$33,727	3.2%	\$42,139	3.8%	\$48,989	3.9%
<i>Historical Annual Growth (2010 to 2020)</i>	\$9,530	1.6%	\$14,382	2.4%	\$16,812	2.5%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$83,706		\$91,619		\$98,126	
Projected Median Household Income (2030)	\$82,780		\$91,480		\$97,514	
Census Median Household Income (2020)	\$60,550		\$60,547		\$63,965	
Census Median Household Income (2010)	\$52,042		\$49,574		\$52,010	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$925	-0.2%	-\$140	-	-\$612	-0.1%
<i>Historical Annual Growth (2020 to 2025)</i>	\$23,155	2.5%	\$31,072	3.4%	\$34,160	3.6%
<i>Historical Annual Growth (2010 to 2020)</i>	\$8,508	1.6%	\$10,973	2.2%	\$11,955	2.3%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$36,472		\$42,336		\$50,382	
Projected Per Capita Income (2030)	\$37,320		\$43,226		\$51,418	
Census Per Capita Income (2020)	\$23,714		\$26,561		\$31,001	
Census Per Capita Income (2010)	\$20,267		\$22,058		\$24,946	
<i>Projected Annual Growth (2025 to 2030)</i>	\$848	0.5%	\$890	0.4%	\$1,035	0.4%
<i>Historical Annual Growth (2020 to 2025)</i>	\$12,758	3.6%	\$15,775	4.0%	\$19,381	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,446	1.7%	\$4,504	2.0%	\$6,055	2.4%
<b>Other Income</b>						
Estimated Families (2025)	77,485		306,557		546,585	
Estimated Average Family Income (2025)	\$116,103		\$136,811		\$155,308	
Estimated Median Family Income (2025)	\$95,047		\$108,586		\$117,540	
Estimated Average Household Net Worth (2025)	\$951,161		\$975,051		\$1,101,500	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population	305,510		1,240,644		2,322,061	
Estimated Households	107,246		449,069		883,588	
<b>Household Expenditure</b>	<b>\$11.08 B</b>		<b>\$47.57 B</b>		<b>\$97.52 B</b>	
Per Household ~ Per Capita	\$103,308	\$36,265	\$105,927	\$38,342	\$110,363	\$41,995
Non-Retail Expenditures	\$5.45 B	49.2%	\$24.07 B	50.6%	\$50.1 B	51.4%
Per Household ~ Per Capita	\$50,809	\$17,836	\$53,592	\$19,398	\$56,701	\$21,576
Retail Expenditures	\$5.63 B	50.8%	\$23.5 B	49.4%	\$47.42 B	48.6%
Per Household ~ Per Capita	\$52,500	\$18,429	\$52,336	\$18,944	\$53,662	\$20,420
Alcoholic Beverages	\$68.47 M	0.6%	\$294.49 M	0.6%	\$604.47 M	0.6%
Per Household ~ Per Capita	\$638	\$224	\$656	\$237	\$684	\$260
Apparel	\$209.75 M	1.9%	\$897.07 M	1.9%	\$1.82 B	1.9%
Per Household ~ Per Capita	\$1,956	\$687	\$1,998	\$723	\$2,061	\$784
Contributions	\$346.26 M	3.1%	\$1.51 B	3.2%	\$3.17 B	3.2%
Per Household ~ Per Capita	\$3,229	\$1,133	\$3,360	\$1,216	\$3,586	\$1,364
Education	\$249.82 M	2.3%	\$1.08 B	2.3%	\$2.25 B	2.3%
Per Household ~ Per Capita	\$2,329	\$818	\$2,411	\$873	\$2,550	\$970
Entertainment	\$650.6 M	5.9%	\$2.78 B	5.8%	\$5.64 B	5.8%
Per Household ~ Per Capita	\$6,066	\$2,130	\$6,189	\$2,240	\$6,378	\$2,427
Food Away From Home	\$496.87 M	4.5%	\$2.13 B	4.5%	\$4.33 B	4.4%
Per Household ~ Per Capita	\$4,633	\$1,626	\$4,738	\$1,715	\$4,904	\$1,866
Grocery	\$788.99 M	7.1%	\$3.29 B	6.9%	\$6.37 B	6.5%
Per Household ~ Per Capita	\$7,357	\$2,583	\$7,323	\$2,651	\$7,204	\$2,741
Health Care	\$708.17 M	6.4%	\$2.89 B	6.1%	\$5.66 B	5.8%
Per Household ~ Per Capita	\$6,603	\$2,318	\$6,428	\$2,327	\$6,409	\$2,439
Household Furnishings and Equipment	\$298.83 M	2.7%	\$1.28 B	2.7%	\$2.62 B	2.7%
Per Household ~ Per Capita	\$2,786	\$978	\$2,855	\$1,033	\$2,967	\$1,129
Household Operations	\$214.14 M	1.9%	\$915.26 M	1.9%	\$1.85 B	1.9%
Per Household ~ Per Capita	\$1,997	\$701	\$2,038	\$738	\$2,090	\$795
Miscellaneous Expenses	\$192.18 M	1.7%	\$821.99 M	1.7%	\$1.68 B	1.7%
Per Household ~ Per Capita	\$1,792	\$629	\$1,830	\$663	\$1,900	\$723
Personal Care	\$152.64 M	1.4%	\$640.26 M	1.3%	\$1.25 B	1.3%
Per Household ~ Per Capita	\$1,423	\$500	\$1,426	\$516	\$1,420	\$540
Shelter	\$1.88 B	16.9%	\$8.16 B	17.2%	\$16.36 B	16.8%
Per Household ~ Per Capita	\$17,498	\$6,143	\$18,167	\$6,576	\$18,519	\$7,047
Tax and Retirement	\$2.46 B	22.2%	\$11.18 B	23.5%	\$24.46 B	25.1%
Per Household ~ Per Capita	\$22,930	\$8,049	\$24,900	\$9,013	\$27,679	\$10,533
Tobacco and Related	\$65.43 M	0.6%	\$263.61 M	0.6%	\$476.53 M	0.5%
Per Household ~ Per Capita	\$610	\$214	\$587	\$212	\$539	\$205
Transportation	\$1.74 B	15.7%	\$7.09 B	14.9%	\$14.44 B	14.8%
Per Household ~ Per Capita	\$16,185	\$5,682	\$15,783	\$5,713	\$16,342	\$6,218
Utilities	\$565.75 M	5.1%	\$2.35 B	4.9%	\$4.53 B	4.6%
Per Household ~ Per Capita	\$5,275	\$1,852	\$5,239	\$1,896	\$5,130	\$1,952

# Consumer Expenditure Trend



Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population / Households (2025)</b>						
Estimated Population	305,510		1,240,644		2,322,061	
Estimated Households	107,246		449,069		883,588	
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$11.08 B		\$47.57 B		\$97.52 B	
Total Non-Retail Expenditure	\$5.45 B		\$24.07 B		\$50.1 B	
Total Retail Expenditure	\$5.63 B		\$23.5 B		\$47.42 B	
Alcoholic Beverages	\$68.47 M		\$294.49 M		\$604.47 M	
Apparel	\$209.75 M		\$897.07 M		\$1.82 B	
Contributions	\$346.26 M		\$1.51 B		\$3.17 B	
Education	\$249.82 M		\$1.08 B		\$2.25 B	
Entertainment	\$650.6 M		\$2.78 B		\$5.64 B	
Food Away From Home	\$496.87 M		\$2.13 B		\$4.33 B	
Grocery	\$788.99 M		\$3.29 B		\$6.37 B	
Health Care	\$708.17 M		\$2.89 B		\$5.66 B	
Household Furnishings and Equipment	\$298.83 M		\$1.28 B		\$2.62 B	
Household Operations	\$214.14 M		\$915.26 M		\$1.85 B	
Miscellaneous Expenses	\$192.18 M		\$821.99 M		\$1.68 B	
Personal Care	\$152.64 M		\$640.26 M		\$1.25 B	
Shelter	\$1.88 B		\$8.16 B		\$16.36 B	
Tax and Retirement	\$2.46 B		\$11.18 B		\$24.46 B	
Tobacco and Related	\$65.43 M		\$263.61 M		\$476.53 M	
Transportation	\$1.74 B		\$7.09 B		\$14.44 B	
Utilities	\$565.75 M		\$2.35 B		\$4.53 B	
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$8,609		\$8,827		\$9,197	
Total Non-Retail Expenditure	\$4,234	49.2%	\$4,466	50.6%	\$4,725	51.4%
Total Retail Expenditure	\$4,375	50.8%	\$4,361	49.4%	\$4,472	48.6%
Alcoholic Beverages	\$53	0.6%	\$55	0.6%	\$57	0.6%
Apparel	\$163	1.9%	\$166	1.9%	\$172	1.9%
Contributions	\$269	3.1%	\$280	3.2%	\$299	3.2%
Education	\$194	2.3%	\$201	2.3%	\$212	2.3%
Entertainment	\$506	5.9%	\$516	5.8%	\$532	5.8%
Food Away From Home	\$386	4.5%	\$395	4.5%	\$409	4.4%
Grocery	\$613	7.1%	\$610	6.9%	\$600	6.5%
Health Care	\$550	6.4%	\$536	6.1%	\$534	5.8%
Household Furnishings and Equipment	\$232	2.7%	\$238	2.7%	\$247	2.7%
Household Operations	\$166	1.9%	\$170	1.9%	\$174	1.9%
Miscellaneous Expenses	\$149	1.7%	\$153	1.7%	\$158	1.7%
Personal Care	\$119	1.4%	\$119	1.3%	\$118	1.3%
Shelter	\$1,458	16.9%	\$1,514	17.2%	\$1,543	16.8%
Tax and Retirement	\$1,911	22.2%	\$2,075	23.5%	\$2,307	25.1%
Tobacco and Related	\$51	0.6%	\$49	0.6%	\$45	0.5%
Transportation	\$1,349	15.7%	\$1,315	14.9%	\$1,362	14.8%
Utilities	\$440	5.1%	\$437	4.9%	\$428	4.6%

# Consumer Expenditure Trend



<b>Missouri City, Texas</b>			
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Population / Households (2030)</b>			
Projected Population	306,418	1,243,870	2,377,637
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$10.51 B	\$42.76 B	\$92.22 B
Total Non-Retail Expenditure	\$5.16 B	\$21.61 B	\$47.33 B
Total Retail Expenditure	\$5.35 B	\$21.15 B	\$44.88 B
Alcoholic Beverages	\$64.91 M	\$264.74 M	\$571.54 M
Apparel	\$198.08 M	\$800.56 M	\$1.71 B
Contributions	\$330.89 M	\$1.38 B	\$3.02 B
Education	\$237.95 M	\$982.38 M	\$2.14 B
Entertainment	\$613.95 M	\$2.48 B	\$5.3 B
Food Away From Home	\$469.73 M	\$1.9 B	\$4.08 B
Grocery	\$733.6 M	\$2.84 B	\$5.87 B
Health Care	\$671.61 M	\$2.57 B	\$5.34 B
Household Furnishings and Equipment	\$282.89 M	\$1.15 B	\$2.47 B
Household Operations	\$201.65 M	\$812.95 M	\$1.73 B
Miscellaneous Expenses	\$181.86 M	\$736.15 M	\$1.58 B
Personal Care	\$142.47 M	\$558.06 M	\$1.16 B
Shelter	\$1.75 B	\$7.07 B	\$15.11 B
Tax and Retirement	\$2.38 B	\$10.48 B	\$23.69 B
Tobacco and Related	\$59.46 M	\$216.3 M	\$422.91 M
Transportation	\$1.67 B	\$6.5 B	\$13.83 B
Utilities	\$525.28 M	\$2.03 B	\$4.17 B
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-569.94 M	\$-4.81 B	\$-5.3 B
Total Non-Retail Expenditure	\$-285.34 M	\$-2.46 B	\$-2.77 B
Total Retail Expenditure	\$-284.6 M	\$-2.35 B	\$-2.53 B
Alcoholic Beverages	\$-3.56 M	\$-29.75 M	\$-32.93 M
Apparel	\$-11.67 M	\$-96.51 M	\$-107.1 M
Contributions	\$-15.36 M	\$-131.38 M	\$-144.42 M
Education	\$-11.87 M	\$-100.43 M	\$-110.73 M
Entertainment	\$-36.65 M	\$-302.2 M	\$-335.59 M
Food Away From Home	\$-27.14 M	\$-225.04 M	\$-249.57 M
Grocery	\$-55.39 M	\$-445.42 M	\$-498.41 M
Health Care	\$-36.56 M	\$-320.17 M	\$-323.4 M
Household Furnishings and Equipment	\$-15.94 M	\$-132.66 M	\$-146.98 M
Household Operations	\$-12.49 M	\$-102.31 M	\$-113.85 M
Miscellaneous Expenses	\$-10.32 M	\$-85.84 M	\$-95.07 M
Personal Care	\$-10.17 M	\$-82.2 M	\$-91.82 M
Shelter	\$-128.5 M	\$-1.09 B	\$-1.25 B
Tax and Retirement	\$-81.71 M	\$-705.69 M	\$-770.6 M
Tobacco and Related	\$-5.97 M	\$-47.31 M	\$-53.62 M
Transportation	\$-66.15 M	\$-588 M	\$-614.15 M
Utilities	\$-40.47 M	\$-324.8 M	\$-363.67 M

# **Crime Risk**

Missouri City, Texas			
Radius	5 mi radius	10 mi radius	15 mi radius
<b>Demographics</b>			
Population	305,510	1,240,644	2,322,061
Census Population	286,153	1,159,795	2,103,846
Households	107,246	449,069	883,588
Average Household Income	\$103,807	\$116,846	\$132,149
Median Household Income	\$83,706	\$91,619	\$98,126
Per Capita Income	\$36,472	\$42,336	\$50,382
<b>Total Crime</b>			
Crime Index	136	154	179
Crime Level	Above Average	High Risk	High Risk
<b>Personal Crime</b>			
Crime Index	176	176	201
Crime Level	High Risk	High Risk	Very High
<b>Murder</b>			
Crime Index	177	151	179
Crime Level	High Risk	High Risk	High Risk
<b>Rape</b>			
Crime Index	129	122	117
Crime Level	Above Average	Above Average	Average
<b>Robbery</b>			
Crime Index	206	220	292
Crime Level	Very High	Very High	Very High
<b>Assault</b>			
Crime Index	174	173	189
Crime Level	High Risk	High Risk	Very High
<b>Property Crime</b>			
Crime Index	128	150	175
Crime Level	Above Average	High Risk	High Risk
<b>Burglary</b>			
Crime Index	155	163	173
Crime Level	High Risk	High Risk	High Risk
<b>Larceny</b>			
Crime Index	119	145	173
Crime Level	Average	Above Average	High Risk
<b>Motor Vehicle Theft</b>			
Crime Index	147	167	184
Crime Level	Above Average	High Risk	Very High

\* Crime Index: 100 = National Average Adjusted for Population

# Void Analysis

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts Tires</b>			
AAMCO	2 / 1	5,000	
Advance Auto Parts	16 / 1	9,400	
AutoZone	42 / 3	6,600	
Caliber Collision	10 / 1	15,100	
Crash Champions	8 / 1	11,700	
Discount Tire	19 / 2	7,900	
Express Oil Change	3 / 1	4,200	
Firestone	16 / 1	9,000	
Gerber Collision & Glass	3 / 0	10,500	
Goodyear	1 / 0	7,900	
Grease Monkey	1 / 0	2,600	
Jiffy Lube	15 / 1	2,500	
Joe Hudson's Collision Center	1 / 0	15,000	
Meineke	3 / 0	3,400	
Midas	7 / 0	4,800	
NAPA	3 / 0	6,200	
NTB	9 / 1	11,100	
O'Reilly	42 / 2	8,500	
Pep Boys	4 / 0	17,500	
Precision Tune Auto Care	1 / 0	3,800	
Quick Lane	5 / 0	7,400	
Take 5 Oil Change	22 / 2	2,100	
Valvoline Instant Oil Change	9 / 0	3,400	
<b>Banks</b>			
Bank of America	41 / 2	5,000	
BOKF	7 / 0	4,900	
Capital One	7 / 0	5,100	
Chase Bank	57 / 2	3,500	
Comerica Bank	16 / 0	4,700	
Commerce Bank	1 / 0	5,000	
East West Bank	6 / 0	5,500	
Fifth Third Bank	1 / 0	2,400	
First Community Bank	14 / 1	4,400	
First Horizon Bank	3 / 0	5,700	
First-Citizens Bank & Trust Company	2 / 0	6,500	
Frost Bank	24 / 1	6,500	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
International Bank of Commerce	8 / 0	5,100	
PNC Bank	25 / 1	3,800	
Prosperity Bank	21 / 0	7,800	
Regions Bank	14 / 2	5,100	
Simmons First National Bank	2 / 0	5,700	
Southstate Bank	7 / 0	5,000	
Truist Bank	9 / 0	4,900	
Trustmark National Bank	5 / 0	5,100	
U.S. Bank	1 / 0	4,700	
Wells Fargo	53 / 4	3,500	
Whitney Bank	2 / 0	4,400	
Woodforest National Bank	16 / 2	3,500	
<b>Banks Minor</b>			
Bank	144 / 3		
<b>Book Stores</b>			
Barnes & Noble	4 / 0	15,400	
Half Price Books	3 / 0	9,200	
<b>Car Washes</b>			
Mister Car Wash	18 / 1	6,700	
Quick Quack Car Wash	8 / 1	4,500	
WhiteWater Express Car Wash	3 / 0	5,100	
<b>Clothing Apparel</b>			
Abercrombie & Fitch	1 / 0	7,800	
Aerie	2 / 0	3,900	
Aeropostale	4 / 0	3,700	
alo	2 / 0		
American Eagle Outfitters	3 / 0	6,100	
Ann Taylor	2 / 0	4,300	
Ann Taylor Loft	4 / 0	6,200	
Anthropologie	2 / 0	10,000	
Aritzia	1 / 0		
Athleta	4 / 0	4,800	
Banana Republic	4 / 0	7,500	
Brooks Brothers	1 / 0	6,300	
Buckle	4 / 0	5,100	
Burberry	1 / 0		
Carter's	6 / 0	5,200	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Cato	6 / 1	5,000	
Cavender's	2 / 0		
Charlotte Russe	1 / 0	6,500	
Chico's	8 / 0	3,700	
Citi Trends	6 / 1	14,600	
Coach	3 / 0	4,900	
Cotton On	3 / 0	5,000	
dd's DISCOUNTS	6 / 0	24,300	
Evereve	2 / 0		
Express	4 / 0	7,900	
Fossil	3 / 0	2,700	
Francesca's	8 / 0	1,900	
Free People	2 / 0	2,000	
Gap	3 / 0	10,100	
Gucci	2 / 0		
H And M	2 / 0	16,200	
Hollister Co.	4 / 0	6,600	
Hot Topic	4 / 0	1,700	
J. Crew	1 / 0	6,300	
J. Jill	3 / 0	4,500	
J.McLaughlin	3 / 0		
Jos. A. Bank	4 / 0	4,700	
K&G Superstore	1 / 0	21,400	
Kate Spade	1 / 0	4,200	
Lane Bryant	3 / 0	6,000	
Lilly Pulitzer	1 / 0		
Louis Vuitton	3 / 0	4,400	
Lululemon	6 / 0	3,400	
Madewell	3 / 0		
Marine Layer	1 / 0		
maurices	1 / 0	6,000	
Melrose	3 / 0	13,700	
Men's Wearhouse	4 / 0	6,100	
Michael Kors	3 / 0	3,600	
Nordstrom Rack	3 / 0	35,900	
Old Navy	10 / 0	18,000	
PacSun	3 / 0	4,100	

<b>Missouri City, Texas</b>		<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Radius</b>		<b>Locations</b>	<b>Footage</b>	
Rainbow		6 / 0	9,100	
Ralph Lauren		2 / 0		
Reformation		2 / 0		
Saks OFF 5TH		1 / 0	28,300	
SOMA		3 / 0	2,900	
Talbots		4 / 0	4,600	
The Children's Place		5 / 0	4,700	
Tilly's		2 / 0	7,900	
Torrid		3 / 0	3,000	
Tory Burch		1 / 0	3,100	
Urban Outfitters		2 / 0	9,500	
Victoria's Secret		5 / 0	6,000	
Vineyard Vines		1 / 0		
Vuori		1 / 0		
White House   Black Market		5 / 0	1,800	
ZARA		2 / 0	27,500	
<b>Computers Electronic</b>				
Apple Store		4 / 0	8,400	
Best Buy		7 / 1	35,600	
Techy Company		4 / 0		
<b>Convenience Stores</b>				
7-Eleven		18 / 3	3,200	
76		7 / 0	2,300	
Buc-ee's		3 / 0	3,000	
Chevron		106 / 4	1,700	
Circle K		36 / 2	3,200	
Citgo		16 / 0	2,300	
Conoco		2 / 0	2,500	
Exxon		85 / 3	2,600	
Marathon		1 / 0	2,500	
Mobil		25 / 1	2,400	
Murphy USA		13 / 2	2,100	
Phillips 66		12 / 0	2,500	
QuikTrip		1 / 0	4,800	
Shell		172 / 8	1,800	
Stripes Convenience		11 / 3	4,700	
Sunoco		19 / 4	4,700	

Missouri City, Texas		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
TA		1 / 0	18,900	
Texaco		23 / 0	3,200	
Valero		93 / 4	3,200	
<b>Craft Fabric Stores</b>				
Hobby Lobby		7 / 1	68,500	
Michaels		9 / 0	23,600	
<b>Dealerships</b>				
Audi		3 / 0		
BMW		3 / 0		
Cadillac		3 / 0		
Chevrolet		7 / 0		
Chrysler		6 / 0		
Dodge		6 / 0		
FIAT		1 / 0		
Ford		6 / 0		
GMC		1 / 0		
Honda		4 / 0		
Hyundai		2 / 0		
Jeep		6 / 0		
Kia		1 / 0		
Lexus		2 / 0		
Lincoln		2 / 0		
Mazda		2 / 0		
Mercedes-Benz		4 / 0		
Nissan		3 / 0		
RAM		6 / 0		
Subaru		1 / 0		
Toyota		5 / 0		
Volkswagen		2 / 0		
<b>Dental</b>				
Affordable Dentures		2 / 0	4,100	
Aspen Dental		4 / 0	3,500	
PDS Health		10 / 1	3,200	
Smile Brands Group		10 / 1	3,500	
<b>Department Stores</b>				
Bealls		2 / 0	22,600	
Dillard's		5 / 0	92,400	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
JCPenney	5 / 0	75,000	
Macy's	4 / 0	83,400	
Neiman Marcus	1 / 0	48,700	
Nordstrom	1 / 0	64,000	
Saks Fifth Avenue	1 / 0	41,000	
<b>Discount Department Stores</b>			
Burlington Coat Factory	11 / 1	70,500	
David's Bridal	2 / 0	10,000	
Kohl's	5 / 1	84,200	
Marshalls	11 / 0	28,500	
Ross	19 / 2	28,300	
Target	14 / 1	113,100	
TJ Maxx	7 / 0	33,400	
Walmart	1 / 0	122,800	
Walmart Supercenter	15 / 2	189,700	
<b>Dollar Stores</b>			
Daiso	2 / 0	40,000	
Dollar General	26 / 3	9,600	
Dollar Tree	37 / 3	11,800	
Family Dollar	42 / 3	9,400	
Family Dollar   Dollar Tree	2 / 0	12,100	
Five Below	15 / 2	10,000	
Miniso	1 / 0		
<b>Drug Stores</b>			
CVS	77 / 4	13,400	
GNC	17 / 2	1,700	
Vitamin Shoppe	6 / 0	3,600	
Walgreens	72 / 4	14,800	
<b>Education</b>			
College	18 / 0		
Cosmetology and Barber	7 / 0		
Day Care	690 / 32		
High School	66 / 3		
High School (Private)	18 / 1		
Junior College	7 / 0		
PK - 8	403 / 12		
PK - 8 (Private)	121 / 5		

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Trade Schools	12 / 0		
<b>Entertainment</b>			
AMC	4 / 0	39,300	
AMF	1 / 0	34,100	
Bowlero	1 / 0	41,100	
Chuck E. Cheese's	4 / 0	12,400	
Cinemark	5 / 1	61,900	
Dave and Buster's	1 / 0	45,000	
Edwards	2 / 0	76,200	
Main Event Entertainment	1 / 0	50,600	
Theatres	7 / 1		
Topgolf	1 / 0	65,000	
<b>EV Charging Stations</b>			
Blink Charging	70 / 0		
ChargePoint	87 / 2		
Electrify America	3 / 0		
EVgo	6 / 0		
Independent	36 / 2		
Shell Recharge	2 / 0		
Tesla	21 / 0		
<b>Eyewear</b>			
America's Best	12 / 1	4,000	
LensCrafters	7 / 0	4,600	
MyEyeDr.	10 / 1	2,800	
Pearle Vision	6 / 0	2,000	
Visionworks	10 / 1	3,800	
Warby Parker	4 / 0	2,400	
<b>Fitness</b>			
24 Hour Fitness	5 / 0	30,300	
9Round	2 / 0	2,800	
Anytime Fitness	5 / 0	5,100	
Club Pilates	10 / 1	1,500	
Crunch	2 / 0	22,400	
CycleBar	3 / 0	2,300	
EOS Fitness	8 / 1	25,700	
Equinox Fitness	1 / 0	20,200	
F45 Training	12 / 1	2,000	

# Void Analysis



Missouri City, Texas		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
	Hotworx	11 / 1	2,000	
	LA Fitness	10 / 2	39,700	
	Lifetime Fitness	7 / 1	70,600	
	Orangetheory Fitness	13 / 0	3,700	
	Planet Fitness	12 / 1	24,600	
	Powerhouse Gym	1 / 1	13,500	
	Pure Barre	4 / 0	1,700	
	Retro Fitness	2 / 0	15,700	
	Snap Fitness	2 / 1	4,900	
	solidcore	4 / 0		
	SweatHouz	2 / 0		
	UFC Gym	1 / 0	29,000	
	YMCA	7 / 1	41,600	
<b>Furniture Household</b>				
	Aaron's	3 / 0	9,000	
	Ashley Furniture	2 / 0	42,700	
	At Home	3 / 0	121,000	
	Bassett	2 / 0	17,300	
	Cort	3 / 0	42,300	
	Crate and Barrel	1 / 0	19,000	
	Ethan Allen	2 / 0	17,700	
	HomeGoods	8 / 0	30,400	
	IKEA	1 / 0	221,000	
	Kirkland's	2 / 0	8,900	
	La-Z-Boy	2 / 0	19,700	
	Pottery Barn	3 / 0	13,000	
	Relax The Back	2 / 0	3,100	
	Rent A Center	6 / 0	5,700	
	Restoration Hardware	3 / 0	16,700	
	Rooms To Go	3 / 0	40,100	
	Sur La Table	2 / 0	6,100	
	The Container Store	1 / 0	22,900	
	West Elm	2 / 0	13,300	
	Williams-Sonoma	2 / 0	6,600	
	World Market	2 / 0	19,100	
<b>Grocery Stores</b>				
	99 Ranch Market	3 / 0		

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
ALDI	11 / 1	16,600	
Central Market	1 / 0	58,900	
Fiesta	12 / 1	51,400	
H Mart	2 / 0	37,600	
H-E-B	19 / 2	73,500	
Kroger	26 / 2	58,600	
La Michoacana Meat Market	24 / 0	11,800	
Neighborhood Market	5 / 0	55,400	
Randalls	10 / 0	55,500	
Sprouts	2 / 0	29,800	
Trader Joe's	4 / 0	15,700	
Whole Foods	7 / 0	38,700	
<b>Health Beauty</b>			
Amazing Lash Studio	6 / 0	1,400	
Bath & Body Works	14 / 1	3,800	
Benefit Cosmetics	11 / 1		
Blo Blow Dry Bar	4 / 0	900	
bluemercury	3 / 0	3,000	
Claire's	11 / 1	1,300	
Cost Cutters	11 / 1	1,700	
Great Clips	17 / 2	1,900	
Kiehl's	1 / 0		
L'Occitane en Provence	2 / 0		
LaserAway	2 / 0	1,800	
Lush	4 / 0		
M-A-C	3 / 0	2,600	
Sally Beauty Supply	11 / 1	2,300	
Sephora	11 / 1	5,700	
Sola Salons	5 / 0		
Sport Clips	19 / 1	1,400	
Supercuts	17 / 0	1,800	
ULTA	11 / 1	11,300	
<b>Health Care</b>			
Addiction Medicine	1 / 0		
Advanced Heart Failure And Transplant Cardiology	10 / 0		
Allergy and Immunology	33 / 0		
Anesthesiology	99 / 0		

# Void Analysis



Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Anesthesiology Assistant	14 / 0		
Audiologist	30 / 0		
Cardiac Electrophysiology	35 / 1		
Cardiac Surgery	19 / 0		
Cardiovascular Disease	108 / 1		
Certified Nurse Midwife	3 / 0		
Certified Registered Nurse Anesthetist	83 / 0		
Chiropractic	68 / 2		
Clinical Nurse Specialist	8 / 0		
Clinical Psychologist	91 / 2		
Clinical Social Worker	72 / 4		
Colorectal Surgery	36 / 1		
Critical Care	42 / 1		
Dermatology	71 / 1		
Diagnostic Radiology	181 / 6		
Dialysis Centers	86 / 7		
Emergency Medicine	46 / 3		
Endocrinology	62 / 1		
Family Practice	272 / 13		
Gastroenterology	76 / 1		
General Practice	28 / 0		
General Surgery	89 / 1		
Geriatric Medicine	24 / 1		
Geriatric Psychiatry	6 / 0		
Gynecological Oncology	25 / 0		
Hand Surgery	23 / 0		
Hematology	21 / 0		
Hematology and Oncology	46 / 0		
Hematopoietic Cell Transplantation	5 / 0		
Hospice and Palliative Care	23 / 0		
Hospitalist	51 / 0		
Infectious Disease	51 / 0		
Internal Medicine	284 / 6		
Interventional Cardiology	37 / 1		
Interventional Pain Management	16 / 0		
Interventional Radiology	35 / 0		
Maxillofacial Surgery	6 / 0		

# Void Analysis



Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Medical Genetics And Genomics	4 / 0		
Medical Oncology	39 / 1		
Nephrology	70 / 1		
Neurology	90 / 0		
Neuropsychiatry	1 / 0		
Neurosurgery	43 / 0		
Nuclear Medicine	20 / 0		
Nurse Practitioner	309 / 15		
Obstetrics and Gynecology	94 / 2		
Occupational Therapy	22 / 1		
Ophthalmology	92 / 0		
Optometry	160 / 9		
Oral Surgery	9 / 0		
Orthopedic Surgery	95 / 1		
Osteopathic Manipulative Medicine	1 / 0		
Otolaryngology	61 / 0		
Pain Management	43 / 0		
Pathology	33 / 0		
Pediatric Medicine	29 / 2		
Physical Medicine and Rehabilitation	69 / 1		
Physical Therapy	82 / 2		
Physician Assistant	152 / 3		
Plastic and Reconstructive Surgery	59 / 0		
Podiatry	91 / 4		
Preventative Medicine	2 / 0		
Psychiatry	108 / 3		
Pulmonary Disease	61 / 0		
Radiation Oncology	38 / 0		
Registered Dietitian or Nutrition Professional	9 / 0		
Rheumatology	44 / 1		
Sleep Laboratory and Medicine	3 / 0		
Speech Language Pathologist	20 / 1		
Sports Medicine	22 / 0		
Surgical Oncology	16 / 0		
Thoracic Surgery	35 / 0		
Urgent Care	22 / 0		
Urology	53 / 0		

# Void Analysis



Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Vascular Surgery	35 / 0		
<b>Home Improvement</b>			
ABC Supply Co. Inc.	3 / 0	40,000	
Ace Hardware	5 / 1	16,200	
Builders FirstSource	2 / 0	43,200	
Do It Best	5 / 0	16,200	
Floor & Decor	5 / 0	77,000	
Harbor Freight Tools	4 / 0	17,100	
Home Depot	14 / 1	120,600	
Lowe's	5 / 1	141,200	
Northern Tool	1 / 0	23,800	
Sherwin-Williams	29 / 1	7,300	
Tractor Supply Company	1 / 0	26,300	
True Value	1 / 0	12,800	
<b>Hotels</b>			
AC Hotel	1 / 0	19,000	
Aloft	2 / 0	14,400	
Americas Best Value Inn	3 / 0	15,000	
Autograph Collection	2 / 0	25,200	
Baymont Inn & Suites	1 / 0	21,100	
Best Western Hotels	4 / 0	20,400	
Best Western Plus	4 / 0	19,200	
Cambria	1 / 0	20,400	
Candlewood Suites	3 / 0	13,900	
Comfort	3 / 0	14,500	
Comfort Suites	5 / 0	14,700	
Courtyard	11 / 0	20,700	
Crowne Plaza	4 / 0	41,000	
Days Inn & Suites	2 / 0	17,600	
DoubleTree	4 / 0	42,500	
Drury Hotels	1 / 0	20,600	
Econo Lodge	1 / 0	17,400	
Embassy Suites	3 / 0	38,800	
Extended Stay America	10 / 0	18,000	
Fairfield Inn and Suites	4 / 1	18,200	
Four Points	1 / 0	30,600	
Four Seasons Hotels	1 / 0	65,900	

# Void Analysis



Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Hampton Inn	10 / 1	18,300	
Hilton	9 / 0	25,600	
Hilton Garden	5 / 0	23,700	
Holiday Inn	5 / 0	27,600	
Holiday Inn Express	12 / 1	16,400	
Home2	7 / 0	15,900	
Homewood	6 / 0	25,800	
Howard Johnson	1 / 0	24,600	
Hyatt	1 / 0	24,700	
Hyatt House	3 / 0	24,600	
Hyatt Place	4 / 0	17,800	
Hyatt Regency	3 / 0	68,900	
IHG	2 / 0	21,300	
InTown Suites	3 / 0	19,600	
La Quinta Inn & Suites	6 / 0	24,600	
MainStay Suites	1 / 0	17,700	
Marriott	12 / 0	24,300	
Motel 6	4 / 0	24,300	
Omni Hotels	1 / 0	66,400	
Quality	2 / 0	15,700	
Red Roof Inn	4 / 0	28,900	
Residence Inn	6 / 0	26,600	
Rodeway	1 / 0	11,400	
Sheraton	1 / 0	46,600	
Sleep	3 / 0	13,100	
Sonesta Hotels	8 / 0		
Springhill Suites	7 / 0	17,000	
Staybridge Suites	4 / 0	29,900	
Super 8	1 / 0	12,300	
Towneplace Suites	3 / 0	15,700	
Westin	5 / 0	61,000	
Wingate	1 / 0	16,200	
Woodspring Suites	2 / 0	12,100	
Wyndham	2 / 0	26,500	
<b>Jewelry</b>			
gorjana	3 / 0		
Helzberg Diamonds	2 / 0		

# Void Analysis



Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
James Avery	9 / 1		
Jared	3 / 0		
Kay Jewelers	6 / 0		
Kendra Scott	6 / 0		
Pandora	7 / 0		
Rowan	2 / 0		
Tiffany & Co.	1 / 0		
Zales	4 / 0		
<b>Massage</b>			
Elements Massage	4 / 1	1,600	
European Wax Center	13 / 1	1,400	
Hand and Stone	8 / 1	2,800	
Massage Envy	9 / 0	3,000	
Waxing The City	4 / 0	1,800	
<b>Mattress</b>			
Mattress Firm	23 / 2	7,000	
Sleep Number	4 / 0	2,900	
<b>Office Supply</b>			
Office Depot	14 / 1	25,100	
Office Max	1 / 0	22,900	
Staples	1 / 0	22,400	
<b>Pet Stores</b>			
Hollywood Feed	1 / 0		
Pet Supplies Plus	6 / 1	10,300	
Petco	11 / 1	15,900	
Petland	1 / 0	5,800	
PetsMart	11 / 1	22,100	
<b>Restaurants Bakery Bagels</b>			
Auntie Anne's	7 / 0		
Corner Bakery	3 / 0	4,200	
Crumbl Cookies	9 / 0	1,500	
Einstein Bros	5 / 0	2,200	
Nothing Bundt Cakes	9 / 0	2,000	
Panera Bread	6 / 0	5,100	
Wetzel's Pretzels	2 / 0		
<b>Restaurants Casual</b>			
Another Broken Egg	2 / 0	4,000	

# Void Analysis



Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Applebee's	2 / 0	5,400	
Bar Louie	1 / 0	7,700	
BENIHANA	5 / 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	8 / 1	6,600	
California Pizza Kitchen	1 / 0	6,100	
Capital Grille	2 / 0	9,300	
Carrabba's	2 / 0	6,800	
Cava	9 / 1	2,600	
Cheddar's	2 / 0	8,600	
Chili's	10 / 1	5,800	
Chuy's	3 / 0	8,800	
Cracker Barrel	2 / 0	9,900	
Denny's	12 / 1	5,800	
Dickey's	2 / 0	3,200	
First Watch	10 / 1	4,200	
Five Guys	7 / 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	2 / 0	11,700	
Hooters	3 / 0	6,800	
IHOP	13 / 1	4,800	
Kura Revolving Sushi Bar	3 / 0		
Lazy Dog Bar & Restaurant	2 / 0	7,500	
Longhorn Steakhouse	3 / 0	5,900	
Luby's	4 / 0	11,100	
Maggiano's	2 / 0	13,300	
Maple Street	1 / 0	2,800	
McCormick & Schmick's	3 / 0	7,700	
Mendocino Farms	5 / 0		
Morton's	2 / 0	7,900	
Olive Garden	10 / 1	8,700	
Outback Steakhouse	3 / 0	6,800	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
P.F. Chang's	3 / 0	7,600	
Pappa's BBQ	4 / 0	7,800	
Pappadeaux	6 / 0	13,700	
Pappasitos	9 / 0	11,200	
Pei Wei	4 / 1	3,700	
Red Lobster	1 / 0	8,400	
Red Robin	2 / 0	5,300	
Ruth's Chris	1 / 0	9,300	
Saltgrass	7 / 0	7,500	
Seasons 52	1 / 0	10,100	
Shake Shack	6 / 0	3,700	
Smashburger	6 / 0	2,400	
Snooze Eatery	5 / 0	4,000	
Sweetgreen	5 / 0	1,300	
Texas De Brazil	1 / 0	9,100	
Texas Roadhouse	3 / 0	7,400	
The Cheesecake Factory	3 / 0	11,400	
The Melting Pot	1 / 0	4,300	
Torchy's Tacos	11 / 1	3,700	
Twin Peaks	2 / 0	7,000	
Waffle House	6 / 0	2,000	
Yard House	1 / 0	8,400	
<b>Restaurants Coffee Donuts</b>			
Black Rock Coffee Bar	5 / 1	1,600	
Dunkin' Donuts	11 / 1	2,300	
Dutch Bros Coffee	8 / 2	1,200	
HTeaO	1 / 0		
Krispy Kreme	1 / 0	3,600	
Scooter's Coffee	1 / 0	700	
Shipley Do-Nuts	55 / 3	2,100	
Starbucks	139 / 7	1,800	
The Human Bean	1 / 1	500	
Tim Hortons	2 / 0	2,800	
<b>Restaurants Fast Food Major</b>			
Arby's	3 / 0	3,300	
Burger King	50 / 3	4,000	
Chick-fil-A	41 / 3	4,300	

# Void Analysis



Missouri City, Texas		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
	Dairy Queen	15 / 2	1,700	
	Jack in the Box	49 / 2	2,900	
	KFC	18 / 1	3,100	
	McDonald's	72 / 3	4,600	
	Sonic	30 / 2	2,800	
	Taco Bell	41 / 2	2,500	
	Wendy's	32 / 2	3,300	
<b>Restaurants Fast Food Minor</b>				
	Bojangles'	1 / 0	3,900	
	Boston Market	1 / 0	3,200	
	Chicken Salad Chick	3 / 1	3,100	
	Chipotle	34 / 2	2,500	
	Church's Chicken	14 / 1	1,700	
	Dave's Hot Chicken	4 / 1		
	El Pollo Loco	2 / 0	3,100	
	Freddy's	2 / 0	3,600	
	Freebirds	5 / 0	2,300	
	Golden Chick	5 / 0	4,500	
	In-N-Out	1 / 0	4,100	
	Krispy Krunchy Chicken	14 / 0		
	Panda Express	18 / 1	2,500	
	Popeyes	40 / 2	2,700	
	Portillo's	2 / 0	8,000	
	Raising Cane's	14 / 1	3,000	
	Slim Chickens	4 / 0	3,600	
	Taco Cabana	13 / 1	3,500	
	Teriyaki Madness	1 / 0	1,600	
	Whataburger	38 / 2	3,000	
	Wienerschnitzel	1 / 0	1,900	
	Wingstop	37 / 2	2,000	
	Zaxby's	1 / 0	3,600	
<b>Restaurants Ice Cream Smoothie</b>				
	Baskin-Robbins	18 / 1	2,200	
	Ben & Jerry's	1 / 0	1,000	
	Cold Stone Creamery	2 / 0	1,600	
	Jamba Juice	5 / 1	1,600	
	Jeremiah's Italian Ice	2 / 0	1,000	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Marble Slab Creamery	20 / 2	1,500	
Menchie's	4 / 0	1,800	
Nekter Juice Bar	3 / 0		
Pressed Juicery	3 / 0	1,000	
Rita's	2 / 0	1,600	
Smoothie King	34 / 3	1,600	
TCBY	2 / 0	1,700	
Tropical Smoothie Cafe	10 / 1	1,700	
Yogurtland	3 / 0	1,600	
<b>Restaurants Pizza</b>			
Blaze Pizza	3 / 0	2,900	
CiCi's Pizza	4 / 0	5,200	
Domino's Pizza	45 / 3	2,100	
Hungry Howie's	1 / 0	1,800	
Jet's Pizza	1 / 1	1,800	
Little Caesars	23 / 1	1,800	
Marco's Pizza	16 / 1	2,000	
MOD Pizza	16 / 1	3,100	
Papa John's	21 / 2	1,500	
Pizza Hut	75 / 3	2,800	
Pizza Inn	3 / 0	3,600	
Pizza Patron	7 / 0	1,800	
Rosati's	1 / 0	2,500	
Sbarro	3 / 0	1,000	
<b>Restaurants Sandwich</b>			
Charley's Grilled Subs	11 / 1	1,900	
Cheba Hut	2 / 0	2,000	
Firehouse Subs	12 / 0	2,300	
Jason's Deli	9 / 0	5,200	
Jersey Mike's	18 / 1	14,600	
Jimmy John's	20 / 1	2,000	
Lenny's Sub Shop	1 / 0	2,200	
McAlister's Deli	5 / 1	5,000	
Potbelly Sandwich Works	7 / 0	2,500	
Quiznos	3 / 0	1,600	
Schlotzsky's Deli	11 / 0	3,300	
Subway	115 / 4	1,700	

# Void Analysis



Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Which Wich	3 / 0	1,800	
<b>Self Storage</b>			
CubeSmart	32 / 1	37,500	
Extra Space Storage	44 / 2	44,900	
iStorage	9 / 2	53,700	
PODS	1 / 0	75,500	
Public Storage	69 / 4	33,500	
StorQuest	2 / 0	33,600	
U Haul	20 / 1	45,900	
US Storage Centers	2 / 1	41,200	
<b>Shoes Footwear</b>			
Aldo Shoes	3 / 0	1,900	
Boot Barn	3 / 0	11,000	
DSW	5 / 0	20,400	
Famous Footwear	2 / 0	9,700	
FinishLine	2 / 0	5,000	
Fleet Feet	4 / 0	2,000	
Foot Locker	6 / 0	4,000	
Johnston & Murphy	2 / 0	2,400	
Nike	1 / 0	13,600	
Rack Room Shoes	4 / 0	7,000	
Shoe Carnival	1 / 0	12,600	
Shoe Palace	13 / 0	4,000	
Skechers	4 / 0	7,600	
Vans	3 / 0	2,500	
WSS	4 / 1	13,300	
Zumiez	4 / 0	2,800	
<b>Specialty</b>			
Big Frog	2 / 0	1,800	
BoxLunch	1 / 0	2,000	
Build-a-Bear	2 / 0	2,800	
Cannabis	11 / 0		
GameStop	15 / 1	1,700	
Goodwill	30 / 2	24,100	
Guitar Center	3 / 0	15,500	
Hallmark	6 / 1	5,600	
Harley Davidson	1 / 0	27,200	

# Void Analysis



Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
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	2 / 1		
The Honey Baked Ham Co	4 / 0	2,400	
The Lego Store	1 / 0	3,200	
The Salvation Army	3 / 0	17,800	
Total Wine & More	6 / 0	22,200	
UPS	38 / 3		
<b>Sporting Goods</b>			
Academy Sports	10 / 1	71,300	
Bass Pro Shops	1 / 0	110,300	
Champs Sports	5 / 0	3,500	
City G.E.A.R.	9 / 0		
Dick's	4 / 0	48,700	
Edwin Watts Golf	1 / 0	9,500	
Golf Galaxy	1 / 0	18,400	
Hibbett Sports	4 / 0	7,600	
JD Sports	4 / 0	6,200	
PGA Tour Superstore	1 / 0	45,000	
REI	1 / 0	26,500	
Sun and Ski	2 / 0	14,900	
The Good Feet Store	1 / 0	2,000	
<b>Wholesale</b>			
Costco	6 / 0	149,900	
Sam's Club	5 / 0	134,000	
<b>Wireless Stores</b>			
AT&T	43 / 2	3,500	
Boost Mobile	62 / 2	1,600	
Cricket	58 / 0	1,600	
MetroPCS	83 / 2	1,900	
T-Mobile	34 / 1	1,800	
Verizon Wireless	12 / 0	3,800	
Xfinity Mobile	11 / 0		

# Void Analysis



Missouri City, Texas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Worship			
Baptist	58 / 2		
Buddhist	15 / 0		
Christian	57 / 2		
Episcopal	24 / 0		
Hindu	5 / 0		
Judaic	19 / 1		
Lutheran	3 / 0		
Methodist	13 / 2		
Methodist Episcopal	7 / 0		
Mormon	4 / 0		
Muslim	20 / 0		
Presbyterian	14 / 0		