

RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Missouri City, Texas
Radius
3rd Quarter 2025**

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Demographics

Missouri City, Texas

Radius

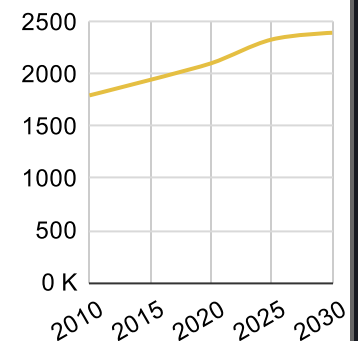
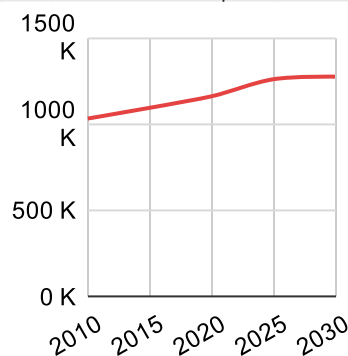
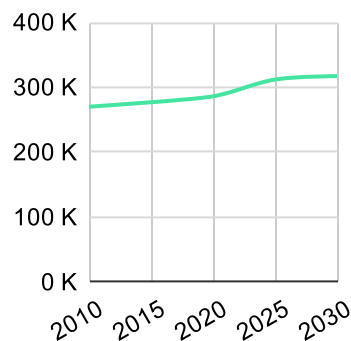
5 mi radius

10 mi radius

15 mi radius

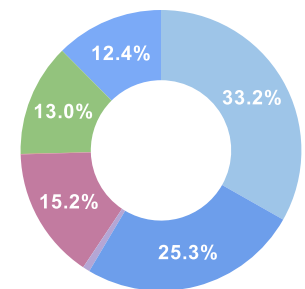
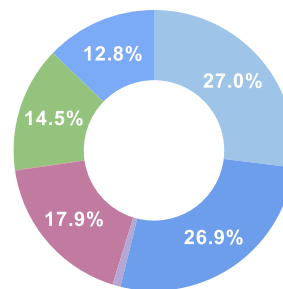
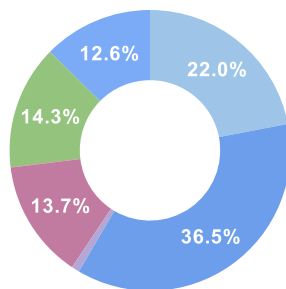
Population

Estimated Population (2025)	312,024	1,258,251	2,332,597
Projected Population (2030)	317,290	1,273,293	2,397,557
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)	5,266 0.3%	15,042 0.2%	64,960 0.6%
Historical Annual Growth (2020-2025)	25,871 1.7%	98,456 1.6%	228,750 2.0%
Historical Annual Growth (2010-2020)	15,853 0.6%	128,256 1.2%	307,359 1.7%
Estimated Population Density (2025)	3,974 psm	4,007 psm	3,300 psm
Trade Area Size	78.5 sq mi	314.0 sq mi	706.8 sq mi



Race and Ethnicity (2025)

Not Hispanic or Latino Population	209,104	67.0%	833,015	66.2%	1,586,974	68.0%
White	50,154	24.0%	257,148	30.9%	613,436	38.7%
Black or African American	111,457	53.3%	330,149	39.6%	577,067	36.4%
American Indian or Alaska Native	341	0.2%	1,227	0.1%	2,313	0.1%
Asian	42,211	20.2%	223,366	26.8%	350,769	22.1%
Hawaiian or Pacific Islander	73	-	297	-	577	-
Other Race	619	0.3%	2,735	0.3%	6,272	0.4%
Two or More Races	4,249	2.0%	18,093	2.2%	36,539	2.3%
Hispanic or Latino Population	102,920	33.0%	425,236	33.8%	745,623	32.0%
White	18,425	17.9%	81,967	19.3%	161,059	21.6%
Black or African American	2,350	2.3%	8,192	1.9%	13,744	1.8%
American Indian or Alaska Native	2,510	2.4%	10,380	2.4%	16,742	2.2%
Asian	462	0.4%	2,183	0.5%	3,619	0.5%
Hispanic Hawaiian or Pacific Islander	69	-	324	-	585	-
Other Race	43,953	42.7%	179,171	42.1%	296,353	39.7%
Two or More Races	35,150	34.2%	143,019	33.6%	253,521	34.0%



White

Black or African American

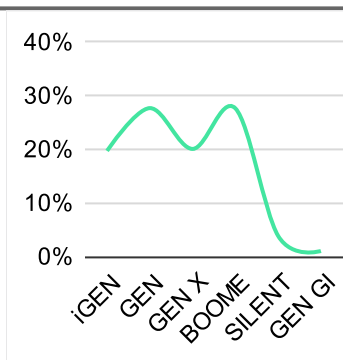
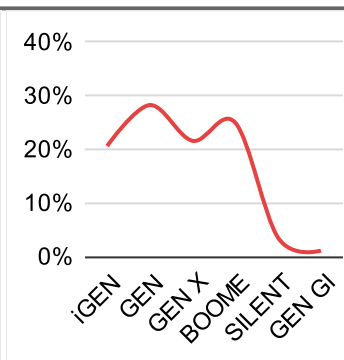
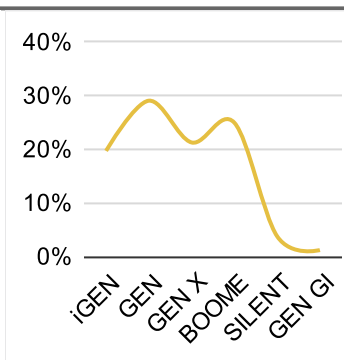
American Indian or Alaskan Native

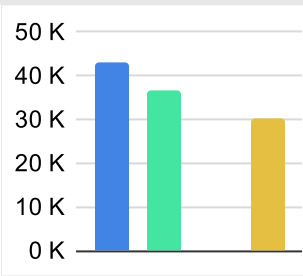
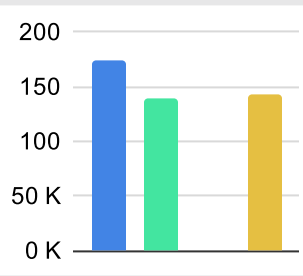
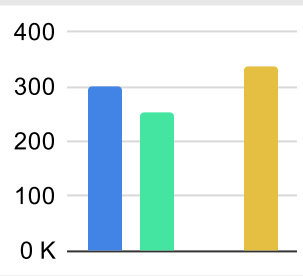
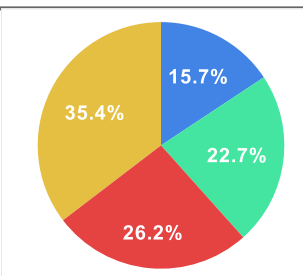
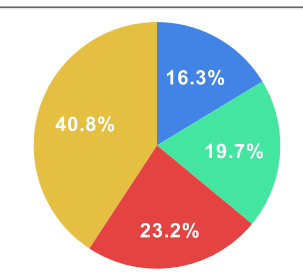
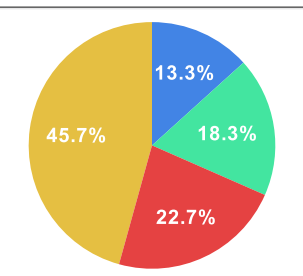
Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Missouri City, Texas		5 mi radius		10 mi radius		15 mi radius	
Radius							
Age Distribution (2025)							
Age Under 5 Years		18,496	5.9%	80,776	6.4%	149,483	6.4%
Age 5 to 9 Years		20,730	6.6%	89,050	7.1%	155,809	6.7%
Age 10 to 14 Years		22,261	7.1%	89,506	7.1%	154,331	6.6%
Age 15 to 19 Years		22,895	7.3%	86,408	6.9%	153,151	6.6%
Age 20 to 24 Years		21,421	6.9%	83,757	6.7%	157,809	6.8%
Age 25 to 29 Years		20,794	6.7%	89,861	7.1%	177,981	7.6%
Age 30 to 34 Years		21,278	6.8%	95,493	7.6%	189,151	8.1%
Age 35 to 39 Years		21,156	6.8%	94,266	7.5%	178,328	7.6%
Age 40 to 44 Years		21,595	6.9%	93,367	7.4%	168,844	7.2%
Age 45 to 49 Years		19,887	6.4%	83,922	6.7%	149,195	6.4%
Age 50 to 54 Years		19,913	6.4%	80,413	6.4%	144,747	6.2%
Age 55 to 59 Years		18,483	5.9%	68,921	5.5%	126,943	5.4%
Age 60 to 64 Years		18,196	5.8%	64,333	5.1%	121,072	5.2%
Age 65 to 69 Years		16,925	5.4%	56,983	4.5%	107,143	4.6%
Age 70 to 74 Years		12,723	4.1%	43,247	3.4%	82,184	3.5%
Age 75 to 79 Years		7,840	2.5%	28,065	2.2%	55,810	2.4%
Age 80 to 84 Years		4,179	1.3%	15,885	1.3%	32,282	1.4%
Age 85 Years or Over		3,253	1.0%	13,996	1.1%	28,336	1.2%
Median Age		36.6		35.7		35.8	
Generation (2025)							
iGeneration (Age Under 15 Years)		61,486	19.7%	259,332	20.6%	459,622	19.7%
Generation 9/11 Millennials (Age 15 to 34 Years)		86,388	27.7%	355,518	28.3%	678,092	29.1%
Gen Xers (Age 35 to 49 Years)		62,638	20.1%	271,556	21.6%	496,367	21.3%
Baby Boomers (Age 50 to 74 Years)		86,240	27.6%	313,898	24.9%	582,089	25.0%
Silent Generation (Age 75 to 84 Years)		12,018	3.9%	43,950	3.5%	88,091	3.8%
G.I. Generation (Age 85 Years or Over)		3,253	1.0%	13,996	1.1%	28,336	1.2%
							

Missouri City, Texas		5 mi radius		10 mi radius		15 mi radius	
Radius							
Household Type (2025)							
Total Households		109,762		456,437		888,668	
Family Households		79,674	72.6%	312,382	68.4%	551,770	62.1%
Family Households with Children		43,130	54.1%	173,325	55.5%	299,768	54.3%
Family Households No Children		36,544	45.9%	139,057	44.5%	252,002	45.7%
Non-Family Households		30,088	27.4%	144,055	31.6%	336,898	37.9%
Non-Family Households with Children		41	0.1%	168	0.1%	309	-
Non-Family Households No Children		30,047	99.9%	143,887	99.9%	336,588	99.9%
<div><div>Family Households w/ Children</div><div>Family Households No Children</div><div>Non-Family Households w/ Children</div><div>Non-Family Households No Children</div></div>							
Education Attainment (2025)							
Elementary or Some High School		32,354	15.7%	135,387	16.3%	207,695	13.3%
High School Graduate		46,809	22.7%	162,904	19.7%	285,652	18.3%
Some College or Associate Degree		54,081	26.2%	192,654	23.2%	354,958	22.7%
Bachelor or Graduate Degree		72,977	35.4%	337,809	40.8%	713,711	45.7%
<div><div>Elementary or Some High School</div><div>High School Graduate</div><div>Some College or Associate Degree</div><div>Bachelor or Graduate Degree</div></div>							
Household Income (2025)							
Estimated Average Household Income		\$103,458		\$116,229		\$131,354	
Estimated Median Household Income		\$82,867		\$90,762		\$97,104	
HH Income Under \$10,000		5,116	4.7%	23,406	5.1%	49,679	5.6%
HH Income \$10,000 to \$34,999		18,130	16.5%	79,695	17.5%	134,326	15.1%
HH Income \$35,000 to \$49,999		12,001	10.9%	51,633	11.3%	87,155	9.8%
HH Income \$50,000 to \$74,999		20,173	18.4%	79,513	17.4%	145,897	16.4%
HH Income \$75,000 to \$99,999		14,377	13.1%	52,961	11.6%	104,497	11.8%
HH Income \$100,000 to \$149,999		19,081	17.4%	70,663	15.5%	144,379	16.2%
HH Income \$150,000 or More		20,885	19.0%	98,567	21.6%	222,735	25.1%

Missouri City, Texas									
Radius		5 mi radius		10 mi radius		15 mi radius			
Population									
Estimated Population (2025)		312,024		1.26 M		2.33 M			
Projected Population (2030)		317,290		1.27 M		2.4 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)		5,266	0.3%	15,042	0.2%	64,960	0.6%		
Historical Annual Growth (2020-2025)		25,871	-	98,456	1.7%	228,750	2.2%		
Historical Annual Growth (2010-2020)		15,853	0.6%	128,256	1.2%	307,359	1.7%		
Estimated Population Density (2025)		3,974	psm	4,007	psm	3,300	psm		
Trade Area Size		78.5	sq mi	314.0	sq mi	706.8	sq mi		
Households									
Estimated Households (2025)		109,762		456,437		888,668			
Projected Households (2030)		114,185		470,235		933,168			
Census Households (2020)		99,783		421,422		802,662			
Census Households (2010)		91,450		366,750		669,704			
Projected Annual Growth (2025-2030)		4,423	0.8%	13,798	0.6%	44,500	1.0%		
Historical Annual Change (2010-2025)		18,312	1.3%	89,687	1.6%	218,964	2.2%		
Average Household Income									
Estimated Average Household Income (2025)		\$103,458		\$116,229		\$131,354			
Projected Average Household Income (2030)		\$102,344		\$115,111		\$129,307			
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)		-\$1,114	-0.2%	-\$1,118	-0.2%	-\$2,047	-0.3%		
Historical Annual Change (2000-2025)		\$42,907	2.8%	\$55,905	3.7%	\$65,006	3.9%		
Median Household Income									
Estimated Median Household Income (2025)		\$82,867		\$90,762		\$97,104			
Projected Median Household Income (2030)		\$82,284		\$90,481		\$96,071			
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)		-\$582	-0.1%	-\$281	-	-\$1,034	-0.2%		
Historical Annual Change (2000-2025)		\$30,824	2.4%	\$41,188	3.3%	\$45,094	3.5%		
Per Capita Income									
Estimated Per Capita Income (2025)		\$36,425		\$42,204		\$50,139			
Projected Per Capita Income (2030)		\$36,862		\$42,552		\$50,422			
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)		\$437	0.2%	\$348	0.2%	\$283	0.1%		
Historical Annual Change (2000-2025)		\$16,157	3.2%	\$20,146	3.7%	\$25,192	4.0%		
Estimated Average Household Net Worth (2025)		\$957,664		\$970,631		\$1.1 M			

Missouri City, Texas							
Radius	5 mi radius			10 mi radius		15 mi radius	
Race and Ethnicity							
Total Population (2025)	312,024			1.26 M		2.33 M	
White (2025)	68,579	22.0%		339,115	27.0%	774,494	33.2%
Black or African American (2025)	113,808	36.5%		338,340	26.9%	590,812	25.3%
American Indian or Alaska Native (2025)	2,852	0.9%		11,607	0.9%	19,055	0.8%
Asian (2025)	42,673	13.7%		225,549	17.9%	354,388	15.2%
Hawaiian or Pacific Islander (2025)	142	-		621	-	1,162	-
Other Race (2025)	44,572	14.3%		181,906	14.5%	302,625	13.0%
Two or More Races (2025)	39,399	12.6%		161,112	12.8%	290,060	12.4%
Population < 18 (2025)	75,719	24.3%		313,157	24.9%	552,723	23.7%
White Not Hispanic	8,460	11.2%		49,041	15.7%	107,605	19.5%
Black or African American	27,324	36.1%		84,664	27.0%	147,179	26.6%
Asian	8,267	10.9%		49,150	15.7%	73,947	13.4%
Other Race Not Hispanic	2,097	2.8%		9,160	2.9%	17,600	3.2%
Hispanic	29,570	39.1%		121,142	38.7%	206,391	37.3%
Not Hispanic or Latino Population (2025)	209,104	67.0%		833,015	66.2%	1.59 M	68.0%
Not Hispanic White	50,154	24.0%		257,148	30.9%	613,436	38.7%
Not Hispanic Black or African American	111,457	53.3%		330,149	39.6%	577,067	36.4%
Not Hispanic American Indian or Alaska Native	341	0.2%		1,227	0.1%	2,313	0.1%
Not Hispanic Asian	42,211	20.2%		223,366	26.8%	350,769	22.1%
Not Hispanic Hawaiian or Pacific Islander	73	-		297	-	577	-
Not Hispanic Other Race	619	0.3%		2,735	0.3%	6,272	0.4%
Not Hispanic Two or More Races	4,249	2.0%		18,093	2.2%	36,539	2.3%
Hispanic or Latino Population (2025)	102,920	33.0%		425,236	33.8%	745,623	32.0%
Hispanic White	18,425	17.9%		81,967	19.3%	161,059	21.6%
Hispanic Black or African American	2,350	2.3%		8,192	1.9%	13,744	1.8%
Hispanic American Indian or Alaska Native	2,510	2.4%		10,380	2.4%	16,742	2.2%
Hispanic Asian	462	0.4%		2,183	0.5%	3,619	0.5%
Hispanic Hawaiian or Pacific Islander	69	-		324	-	585	-
Hispanic Other Race	43,953	42.7%		179,171	42.1%	296,353	39.7%
Hispanic Two or More Races	35,150	34.2%		143,019	33.6%	253,521	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)	212,845	67.1%		838,968	65.9%	1.6 M	66.8%
Hispanic or Latino Population (2030)	104,445	32.9%		434,324	34.1%	796,067	33.2%
Projected Annual Growth (2025-2030)	1,525	0.3%		9,089	0.4%	50,445	1.4%
Historical Annual Growth (2010-2020)	11,728	1.4%		53,052	1.5%	111,273	2.0%

Missouri City, Texas							
Radius	5 mi radius		10 mi radius		15 mi radius		
Total Age Distribution (2025)							
Total Population	312,024		1.26 M		2.33 M		
Age Under 5 Years	18,496	5.9%	80,776	6.4%	149,483	6.4%	
Age 5 to 9 Years	20,730	6.6%	89,050	7.1%	155,809	6.7%	
Age 10 to 14 Years	22,261	7.1%	89,506	7.1%	154,331	6.6%	
Age 15 to 19 Years	22,895	7.3%	86,408	6.9%	153,151	6.6%	
Age 20 to 24 Years	21,421	6.9%	83,757	6.7%	157,809	6.8%	
Age 25 to 29 Years	20,794	6.7%	89,861	7.1%	177,981	7.6%	
Age 30 to 34 Years	21,278	6.8%	95,493	7.6%	189,151	8.1%	
Age 35 to 39 Years	21,156	6.8%	94,266	7.5%	178,328	7.6%	
Age 40 to 44 Years	21,595	6.9%	93,367	7.4%	168,844	7.2%	
Age 45 to 49 Years	19,887	6.4%	83,922	6.7%	149,195	6.4%	
Age 50 to 54 Years	19,913	6.4%	80,413	6.4%	144,747	6.2%	
Age 55 to 59 Years	18,483	5.9%	68,921	5.5%	126,943	5.4%	
Age 60 to 64 Years	18,196	5.8%	64,333	5.1%	121,072	5.2%	
Age 65 to 69 Years	16,925	5.4%	56,983	4.5%	107,143	4.6%	
Age 70 to 74 Years	12,723	4.1%	43,247	3.4%	82,184	3.5%	
Age 75 to 79 Years	7,840	2.5%	28,065	2.2%	55,810	2.4%	
Age 80 to 84 Years	4,179	1.3%	15,885	1.3%	32,282	1.4%	
Age 85 Years or Over	3,253	1.0%	13,996	1.1%	28,336	1.2%	
Median Age	36.6		35.7		35.8		
Age 19 Years or Less	84,381	27.0%	345,740	27.5%	612,773	26.3%	
Age 20 to 64 Years	182,724	58.6%	754,334	60.0%	1.41 M	60.6%	
Age 65 Years or Over	44,920	14.4%	158,177	12.6%	305,754	13.1%	
Female Age Distribution (2025)							
Female Population	162,355	52.0%	642,108	51.0%	1.17 M	50.3%	
Age Under 5 Years	9,135	5.6%	39,883	6.2%	73,495	6.3%	
Age 5 to 9 Years	10,204	6.3%	43,766	6.8%	76,846	6.5%	
Age 10 to 14 Years	10,956	6.7%	43,820	6.8%	75,745	6.5%	
Age 15 to 19 Years	11,315	7.0%	42,141	6.6%	72,277	6.2%	
Age 20 to 24 Years	10,781	6.6%	42,091	6.6%	75,272	6.4%	
Age 25 to 29 Years	10,586	6.5%	45,978	7.2%	90,582	7.7%	
Age 30 to 34 Years	10,996	6.8%	49,042	7.6%	95,917	8.2%	
Age 35 to 39 Years	11,001	6.8%	48,150	7.5%	89,279	7.6%	
Age 40 to 44 Years	11,221	6.9%	47,802	7.4%	84,664	7.2%	
Age 45 to 49 Years	10,576	6.5%	43,172	6.7%	75,620	6.4%	
Age 50 to 54 Years	10,527	6.5%	41,160	6.4%	73,258	6.2%	
Age 55 to 59 Years	9,910	6.1%	35,593	5.5%	64,615	5.5%	
Age 60 to 64 Years	9,932	6.1%	34,055	5.3%	62,761	5.3%	
Age 65 to 69 Years	9,374	5.8%	30,324	4.7%	56,300	4.8%	
Age 70 to 74 Years	7,174	4.4%	23,816	3.7%	44,477	3.8%	
Age 75 to 79 Years	4,383	2.7%	15,104	2.4%	29,900	2.5%	
Age 80 to 84 Years	2,366	1.5%	8,605	1.3%	17,693	1.5%	
Age 85 Years or Over	1,918	1.2%	7,606	1.2%	15,568	1.3%	
Female Median Age	38.0		36.4		36.6		
Age 19 Years or Less	41,611	25.6%	169,610	26.4%	298,362	25.4%	
Age 20 to 64 Years	95,530	58.8%	387,043	60.3%	711,967	60.6%	
Age 65 Years or Over	25,214	15.5%	85,455	13.3%	163,936	14.0%	

Missouri City, Texas							
Radius	5 mi radius			10 mi radius		15 mi radius	
Male Age Distribution (2025)							
Male Population	149,669	48.0%	616,143	49.0%	1.16 M	49.7%	
Age Under 5 Years	9,361	6.3%	40,893	6.6%	75,988	6.6%	
Age 5 to 9 Years	10,525	7.0%	45,284	7.3%	78,963	6.8%	
Age 10 to 14 Years	11,305	7.6%	45,686	7.4%	78,585	6.8%	
Age 15 to 19 Years	11,580	7.7%	44,267	7.2%	80,874	7.0%	
Age 20 to 24 Years	10,640	7.1%	41,665	6.8%	82,537	7.1%	
Age 25 to 29 Years	10,208	6.8%	43,883	7.1%	87,399	7.5%	
Age 30 to 34 Years	10,282	6.9%	46,451	7.5%	93,233	8.0%	
Age 35 to 39 Years	10,156	6.8%	46,116	7.5%	89,050	7.7%	
Age 40 to 44 Years	10,375	6.9%	45,566	7.4%	84,180	7.3%	
Age 45 to 49 Years	9,311	6.2%	40,751	6.6%	73,575	6.4%	
Age 50 to 54 Years	9,386	6.3%	39,252	6.4%	71,489	6.2%	
Age 55 to 59 Years	8,573	5.7%	33,328	5.4%	62,328	5.4%	
Age 60 to 64 Years	8,263	5.5%	30,278	4.9%	58,312	5.0%	
Age 65 to 69 Years	7,551	5.0%	26,659	4.3%	50,843	4.4%	
Age 70 to 74 Years	5,549	3.7%	19,432	3.2%	37,707	3.3%	
Age 75 to 79 Years	3,457	2.3%	12,961	2.1%	25,910	2.2%	
Age 80 to 84 Years	1,813	1.2%	7,279	1.2%	14,589	1.3%	
Age 85 Years or Over	1,335	0.9%	6,390	1.0%	12,769	1.1%	
Male Median Age	35.1		34.8		35.1		
Age 19 Years or Less	42,770	28.6%	176,130	28.6%	314,411	27.1%	
Age 20 to 64 Years	87,193	58.3%	367,291	59.6%	702,103	60.6%	
Age 65 Years or Over	19,705	13.2%	72,722	11.8%	141,817	12.2%	
Males per 100 Females (2025)							
Overall Comparison	92		96		99		
Age Under 5 Years	102	50.6%	103	50.6%	103	50.8%	
Age 5 to 9 Years	103	50.8%	103	50.9%	103	50.7%	
Age 10 to 14 Years	103	50.8%	104	51.0%	104	50.9%	
Age 15 to 19 Years	102	50.6%	105	51.2%	112	52.8%	
Age 20 to 24 Years	99	49.7%	99	49.7%	110	52.3%	
Age 25 to 29 Years	96	49.1%	95	48.8%	96	49.1%	
Age 30 to 34 Years	94	48.3%	95	48.6%	97	49.3%	
Age 35 to 39 Years	92	48.0%	96	48.9%	100	49.9%	
Age 40 to 44 Years	92	48.0%	95	48.8%	99	49.9%	
Age 45 to 49 Years	88	46.8%	94	48.6%	97	49.3%	
Age 50 to 54 Years	89	47.1%	95	48.8%	98	49.4%	
Age 55 to 59 Years	87	46.4%	94	48.4%	96	49.1%	
Age 60 to 64 Years	83	45.4%	89	47.1%	93	48.2%	
Age 65 to 69 Years	81	44.6%	88	46.8%	90	47.5%	
Age 70 to 74 Years	77	43.6%	82	44.9%	85	45.9%	
Age 75 to 79 Years	79	44.1%	86	46.2%	87	46.4%	
Age 80 to 84 Years	77	43.4%	85	45.8%	82	45.2%	
Age 85 Years or Over	70	41.0%	84	45.7%	82	45.1%	
Age 19 Years or Less	103	50.7%	104	50.9%	105	51.3%	
Age 20 to 39 Years	95	48.8%	96	49.0%	100	50.1%	
Age 40 to 64 Years	88	46.8%	94	48.4%	97	49.2%	
Age 65 Years or Over	78	43.9%	85	46.0%	87	46.4%	

Missouri City, Texas							
Radius	5 mi radius		10 mi radius		15 mi radius		
Household Type (2025)							
Total Households	109,762		456,437		888,668		
Households with Children	43,170	39.3%	173,493	38.0%	300,078	33.8%	
Average Household Size	2.8		2.7		2.6		
Household Density per Square Mile	1,398		1,453		1,257		
Population Family	271,679	87.1%	1.06 M	84.2%	1.84 M	79.1%	
Population Non-Family	39,505	12.7%	193,662	15.4%	454,652	19.5%	
Population Group Quarters	840	0.3%	5,293	0.4%	33,970	1.5%	
Family Households	79,674	72.6%	312,382	68.4%	551,770	62.1%	
Married Couple Households	50,681	63.6%	208,022	66.6%	376,409	68.2%	
Other Family Households with Children	28,993	36.4%	104,360	33.4%	175,361	31.8%	
Family Households with Children	43,130	54.1%	173,325	55.5%	299,768	54.3%	
Married Couple with Children	27,114	62.9%	114,016	65.8%	199,643	66.6%	
Other Family Households with Children	16,016	37.1%	59,309	34.2%	100,125	33.4%	
Family Households No Children	36,544	45.9%	139,057	44.5%	252,002	45.7%	
Married Couple No Children	23,567	64.5%	94,007	67.6%	176,765	70.1%	
Other Family Households No Children	12,976	35.5%	45,051	32.4%	75,237	29.9%	
Non-Family Households	30,088	27.4%	144,055	31.6%	336,898	37.9%	
Non-Family Households with Children	41	0.1%	168	0.1%	309	-	
Non-Family Households No Children	30,047	99.9%	143,887	99.9%	336,588	99.9%	
Average Family Household Size	3.4		3.4		3.3		
Average Family Income	\$115,634		\$136,084		\$154,184		
Median Family Income	\$94,733		\$108,040		\$116,776		
Average Non-Family Household Size	1.3		1.3		1.3		
Marital Status (2025)							
Population Age 15 Years or Over	250,538		998,918		1.87 M		
Never Married	90,965	36.3%	371,340	37.2%	699,446	37.3%	
Currently Married	107,968	43.1%	437,599	43.8%	824,074	44.0%	
Previously Married	51,606	20.6%	189,980	19.0%	349,455	18.7%	
Separated	14,010	27.1%	62,616	33.0%	108,064	30.9%	
Widowed	12,098	23.4%	40,228	21.2%	74,509	21.3%	
Divorced	25,498	49.4%	87,136	45.9%	166,881	47.8%	
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	206,222		828,754		1.56 M		
Elementary (Grade Level 0 to 8)	18,632	9.0%	87,560	10.6%	127,277	8.1%	
Some High School (Grade Level 9 to 11)	13,722	6.7%	47,827	5.8%	80,418	5.1%	
High School Graduate	46,809	22.7%	162,904	19.7%	285,652	18.3%	
Some College	38,611	18.7%	132,212	16.0%	245,764	15.7%	
Associate Degree Only	15,471	7.5%	60,442	7.3%	109,194	7.0%	
Bachelor Degree Only	44,200	21.4%	190,658	23.0%	398,226	25.5%	
Graduate Degree	28,777	14.0%	147,151	17.8%	315,485	20.2%	
Any College (Some College or Higher)	127,059	61.6%	530,463	64.0%	1.07 M	68.4%	
College Degree + (Bachelor Degree or Higher)	72,977	35.4%	337,809	40.8%	713,711	45.7%	

Missouri City, Texas										
Radius		5 mi radius		10 mi radius		15 mi radius				
Housing										
Total Housing Units (2025)		118,556		497,168		973,046				
Total Housing Units (2020)		108,050		460,032		881,374				
Historical Annual Growth (2020-2025)		10,506		-	37,136		-	91,672		-
Housing Units Occupied (2025)		109,762		92.6%	456,437		91.8%	888,668		91.3%
Housing Units Owner-Occupied		64,184		58.5%	225,433		49.4%	443,473		49.9%
Housing Units Renter-Occupied		45,578		41.5%	231,004		50.6%	445,195		50.1%
Housing Units Vacant (2025)		8,794		7.4%	40,731		8.2%	84,378		8.7%
Household Size (2025)										
Total Households		109,762		456,437		888,668				
1 Person Households		25,063		22.8%	115,879		25.4%	267,426		30.1%
2 Person Households		31,297		28.5%	126,671		27.8%	245,934		27.7%
3 Person Households		19,453		17.7%	78,944		17.3%	141,681		15.9%
4 Person Households		17,122		15.6%	70,890		15.5%	124,319		14.0%
5 Person Households		9,591		8.7%	37,272		8.2%	64,159		7.2%
6 Person Households		4,382		4.0%	16,540		3.6%	27,980		3.1%
7 or More Person Households		2,854		2.6%	10,241		2.2%	17,168		1.9%
Household Income Distribution (2025)										
HH Income \$200,000 or More		10,903		9.9%	62,690		13.7%	145,358		16.4%
HH Income \$150,000 to \$199,999		9,982		9.1%	35,877		7.9%	77,377		8.7%
HH Income \$125,000 to \$149,999		8,567		7.8%	32,156		7.0%	66,032		7.4%
HH Income \$100,000 to \$124,999		10,514		9.6%	38,508		8.4%	78,347		8.8%
HH Income \$75,000 to \$99,999		14,377		13.1%	52,961		11.6%	104,497		11.8%
HH Income \$50,000 to \$74,999		20,173		18.4%	79,513		17.4%	145,897		16.4%
HH Income \$35,000 to \$49,999		12,001		10.9%	51,633		11.3%	87,155		9.8%
HH Income \$25,000 to \$34,999		7,850		7.2%	35,719		7.8%	58,064		6.5%
HH Income \$15,000 to \$24,999		6,817		6.2%	29,418		6.4%	49,147		5.5%
HH Income \$10,000 to \$14,999		3,462		3.2%	14,558		3.2%	27,115		3.1%
HH Income Under \$10,000		5,116		4.7%	23,406		5.1%	49,679		5.6%
Household Vehicles (2025)										
Households 0 Vehicles Available		7,110		6.5%	40,999		9.0%	72,309		8.1%
Households 1 Vehicle Available		36,369		33.1%	169,558		37.1%	343,582		38.7%
Households 2 Vehicles Available		42,129		38.4%	161,892		35.5%	322,147		36.3%
Households 3 or More Vehicles Available		24,153		22.0%	83,987		18.4%	150,630		17.0%
Total Vehicles Available		202,363		778,711		1.5 M				
Average Vehicles per Household		1.8		1.7		1.7				
Owner-Occupied Household Vehicles		137,886		68.1%	482,368		61.9%	927,519		61.9%
Average Vehicles per Owner-Occupied Household		2.1		2.1		2.1				
Renter-Occupied Household Vehicles		64,477		31.9%	296,343		38.1%	571,017		38.1%
Average Vehicles per Renter-Occupied Household		1.4		1.3		1.3				
Travel Time (2025)										
Worker Base Age 16 years or Over		164,963		672,308		1.26 M				
Travel to Work in 14 Minutes or Less		20,934		12.7%	85,158		12.7%	183,723		14.6%
Travel to Work in 15 to 29 Minutes		51,298		31.1%	210,573		31.3%	388,931		30.8%
Travel to Work in 30 to 59 Minutes		60,233		36.5%	241,875		36.0%	413,387		32.8%
Travel to Work in 60 Minutes or More		12,465		7.6%	52,024		7.7%	91,401		7.2%
Work at Home		20,032		12.1%	82,679		12.3%	183,643		14.6%
Average Minutes Travel to Work		28.2		27.9		26.8				

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	164,963		672,308		1.26 M	
Drive to Work Alone	120,930	73.3%	479,902	71.4%	877,821	69.6%
Drive to Work in Carpool	16,916	10.3%	74,532	11.1%	135,710	10.8%
Travel to Work by Public Transportation	2,609	1.6%	14,065	2.1%	24,533	1.9%
Drive to Work on Motorcycle	95	-	302	-	707	-
Bicycle to Work	216	0.1%	1,112	0.2%	2,122	0.2%
Walk to Work	1,232	0.7%	6,568	1.0%	14,921	1.2%
Other Means	2,933	1.8%	13,147	2.0%	21,628	1.7%
Work at Home	20,032	12.1%	82,679	12.3%	183,643	14.6%
Daytime Demographics (2025)						
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	20.1	to 1	17.4	to 1	15.4	to 1
Adj. Daytime Demographics Age 16 Years or Over	182,849		839,443		1.88 M	
Labor Force						
Labor Population Age 16 Years or Over (2025)	245,842		980,939		1.84 M	
Labor Force Total Males (2025)	116,153	47.2%	475,108	48.4%	909,008	49.4%
Male Civilian Employed	82,792	71.3%	353,371	74.4%	664,222	73.1%
Male Civilian Unemployed	4,782	4.1%	16,283	3.4%	30,755	3.4%
Males in Armed Forces	119	0.1%	725	0.2%	1,752	0.2%
Males Not in Labor Force	28,460	24.5%	104,729	22.0%	212,279	23.4%
Labor Force Total Females (2025)	129,689	52.8%	505,831	51.6%	932,936	50.6%
Female Civilian Employed	82,178	63.4%	318,947	63.1%	596,896	64.0%
Female Civilian Unemployed	3,675	2.8%	15,229	3.0%	26,996	2.9%
Females in Armed Forces	-	-	1,004	0.2%	1,151	0.1%
Females Not in Labor Force	43,835	33.8%	170,651	33.7%	307,893	33.0%
Unemployment Rate	8,457	3.4%	31,512	3.2%	57,752	3.1%
Occupation (2025)						
Occupation Population Age 16 Years or Over	164,963		672,308		1.26 M	
Occupation Total Males	82,785	50.2%	353,361	52.6%	664,188	52.7%
Occupation Total Females	82,178	49.8%	318,947	47.4%	596,896	47.3%
Management, Business, Financial Operations	25,984	15.8%	110,883	16.5%	247,042	19.6%
Professional, Related	39,069	23.7%	175,230	26.1%	357,730	28.4%
Service	29,665	18.0%	122,606	18.2%	197,804	15.7%
Sales, Office	31,120	18.9%	121,232	18.0%	225,630	17.9%
Farming, Fishing, Forestry	213	0.1%	1,169	0.2%	2,018	0.2%
Construction, Extraction, Maintenance	15,861	9.6%	62,700	9.3%	99,183	7.9%
Production, Transport, Material Moving	23,050	14.0%	78,488	11.7%	131,678	10.4%
White Collar Workers	96,174	58.3%	407,345	60.6%	830,402	65.8%
Blue Collar Workers	68,789	41.7%	264,963	39.4%	430,682	34.2%

Missouri City, Texas							
Radius	5 mi radius		10 mi radius		15 mi radius		
Units In Structure (2025)							
Total Units	109,762		456,437		888,668		
1 Detached Unit	73,820	67.3%	248,431	54.4%	466,303	52.5%	
1 Attached Unit	3,599	3.3%	17,482	3.8%	43,225	4.9%	
2 Units	974	0.9%	6,643	1.5%	13,731	1.5%	
3 to 4 Units	3,049	2.8%	16,073	3.5%	30,789	3.5%	
5 to 9 Units	4,276	3.9%	24,403	5.3%	44,787	5.0%	
10 to 19 Units	6,579	6.0%	40,837	8.9%	72,536	8.2%	
20 to 49 Units	3,619	3.3%	24,089	5.3%	45,029	5.1%	
50 or More Units	12,455	11.3%	71,385	15.6%	157,897	17.8%	
Mobile Home or Trailer	1,355	1.2%	6,937	1.5%	13,923	1.6%	
Other Structure	35	-	157	-	448	-	
Homes Built By Year (2025)							
Homes Built 2020 or later	5,383	4.5%	18,389	3.7%	43,426	4.5%	
Homes Built 2010 to 2019	14,029	11.8%	69,762	14.0%	173,910	17.9%	
Homes Built 2000 to 2009	18,925	16.0%	88,217	17.7%	167,051	17.2%	
Homes Built 1990 to 1999	12,862	10.8%	55,508	11.2%	99,612	10.2%	
Homes Built 1980 to 1989	20,330	17.1%	72,310	14.5%	117,022	12.0%	
Homes Built 1970 to 1979	25,392	21.4%	84,839	17.1%	133,768	13.7%	
Homes Built 1960 to 1969	7,773	6.6%	38,523	7.7%	72,300	7.4%	
Homes Built 1950 to 1959	3,588	3.0%	20,080	4.0%	47,926	4.9%	
Homes Built 1940 to 1949	668	0.6%	3,842	0.8%	14,100	1.4%	
Homes Built Before 1939	814	0.7%	4,966	1.0%	19,552	2.0%	
Median Age of Homes	35.0	yrs	34.5	yrs	33.9	yrs	
Home Values (2025)							
Owner Specified Housing Units	64,184		225,433		443,473		
Home Values \$1,000,000 or More	1,047	1.6%	10,532	4.7%	27,866	6.3%	
Home Values \$750,000 to \$999,999	1,699	2.6%	10,511	4.7%	22,933	5.2%	
Home Values \$500,000 to \$749,999	6,283	9.8%	29,657	13.2%	59,841	13.5%	
Home Values \$400,000 to \$499,999	7,229	11.3%	28,894	12.8%	58,632	13.2%	
Home Values \$300,000 to \$399,999	15,395	24.0%	48,013	21.3%	95,848	21.6%	
Home Values \$250,000 to \$299,999	9,374	14.6%	27,789	12.3%	52,667	11.9%	
Home Values \$200,000 to \$249,999	9,637	15.0%	27,218	12.1%	49,135	11.1%	
Home Values \$175,000 to \$199,999	3,091	4.8%	9,106	4.0%	15,441	3.5%	
Home Values \$150,000 to \$174,999	3,354	5.2%	9,884	4.4%	16,526	3.7%	
Home Values \$125,000 to \$149,999	1,411	2.2%	4,548	2.0%	7,490	1.7%	
Home Values \$100,000 to \$124,999	1,779	2.8%	5,737	2.5%	10,307	2.3%	
Home Values \$90,000 to \$99,999	283	0.4%	1,052	0.5%	2,055	0.5%	
Home Values \$80,000 to \$89,999	407	0.6%	1,803	0.8%	3,659	0.8%	
Home Values \$70,000 to \$79,999	331	0.5%	804	0.4%	1,780	0.4%	
Home Values \$60,000 to \$69,999	275	0.4%	729	0.3%	1,558	0.4%	
Home Values \$50,000 to \$59,999	224	0.3%	1,028	0.5%	1,990	0.4%	
Home Values \$35,000 to \$49,999	342	0.5%	1,229	0.5%	2,400	0.5%	
Home Values \$25,000 to \$34,999	428	0.7%	1,618	0.7%	3,392	0.8%	
Home Values \$10,000 to \$24,999	742	1.2%	2,722	1.2%	4,847	1.1%	
Home Values Under \$10,000	853	1.3%	2,557	1.1%	5,108	1.2%	
Owner-Occupied Median Home Value	\$300,521		\$365,941		\$396,916		
Renter-Occupied Median Rent	\$1,327		\$1,265		\$1,323		

Missouri City, Texas							
Radius		5 mi radius		10 mi radius		15 mi radius	
Total Annual Consumer Expenditure (2025)							
Total Household Expenditure		\$11.34 B		\$48.22 B		\$97.73 B	
Total Non-Retail Expenditure		\$5.58 B		\$24.37 B		\$50.16 B	
Total Retail Expenditure		\$5.76 B		\$23.85 B		\$47.58 B	
Alcoholic Beverages		\$70.04 M		\$298.48 M		\$605.69 M	
Apparel		\$214.54 M		\$909.53 M		\$1.83 B	
Contributions		\$354.34 M		\$1.53 B		\$3.17 B	
Education		\$255.61 M		\$1.1 B		\$2.26 B	
Entertainment		\$665.35 M		\$2.82 B		\$5.65 B	
Food Away From Home		\$508.2 M		\$2.16 B		\$4.34 B	
Grocery		\$806.3 M		\$3.34 B		\$6.4 B	
Health Care		\$723.64 M		\$2.93 B		\$5.69 B	
Household Furnishings and Equipment		\$305.66 M		\$1.3 B		\$2.63 B	
Household Operations		\$219.04 M		\$928.2 M		\$1.85 B	
Miscellaneous Expenses		\$196.52 M		\$833.2 M		\$1.68 B	
Personal Care		\$156.02 M		\$649.79 M		\$1.26 B	
Shelter		\$1.92 B		\$8.26 B		\$16.4 B	
Tax and Retirement		\$2.52 B		\$11.31 B		\$24.44 B	
Tobacco and Related		\$66.83 M		\$268.36 M		\$481 M	
Transportation		\$1.78 B		\$7.2 B		\$14.49 B	
Utilities		\$578.13 M		\$2.39 B		\$4.56 B	
Monthly Household Consumer Expenditure (2025)							
Total Household Expenditure		\$8,606		\$8,804		\$9,165	
Total Non-Retail Expenditure		\$4,233	49.2%	\$4,450	50.5%	\$4,703	51.3%
Total Retail Expenditures		\$4,373	50.8%	\$4,355	49.5%	\$4,462	48.7%
Alcoholic Beverages		\$53	0.6%	\$54	0.6%	\$57	0.6%
Apparel		\$163	1.9%	\$166	1.9%	\$171	1.9%
Contributions		\$269	3.1%	\$279	3.2%	\$297	3.2%
Education		\$194	2.3%	\$200	2.3%	\$212	2.3%
Entertainment		\$505	5.9%	\$514	5.8%	\$530	5.8%
Food Away From Home		\$386	4.5%	\$394	4.5%	\$407	4.4%
Grocery		\$612	7.1%	\$610	6.9%	\$600	6.5%
Health Care		\$549	6.4%	\$535	6.1%	\$534	5.8%
Household Furnishings and Equipment		\$232	2.7%	\$237	2.7%	\$246	2.7%
Household Operations		\$166	1.9%	\$169	1.9%	\$174	1.9%
Miscellaneous Expenses		\$149	1.7%	\$152	1.7%	\$158	1.7%
Personal Care		\$118	1.4%	\$119	1.3%	\$118	1.3%
Shelter		\$1,455	16.9%	\$1,508	17.1%	\$1,538	16.8%
Tax and Retirement		\$1,914	22.2%	\$2,066	23.5%	\$2,291	23.5%
Tobacco and Related		\$51	0.6%	\$49	0.6%	\$45	0.5%
Transportation		\$1,350	15.7%	\$1,315	14.9%	\$1,359	14.8%
Utilities		\$439	5.1%	\$436	5.0%	\$427	4.7%

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

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$361.01 M / \$496.27 M	-27	\$1.51 B / \$2.5 B	-40	\$3 B / \$4.6 B	-35
Men's Clothing Stores	\$15.06 M / \$22.71 M	-34	\$62.48 M / \$104.96 M	-40	\$120.59 M / \$180.24 M	-33
Women's Clothing Stores	\$30.66 M / \$38.95 M	-21	\$128.83 M / \$233.51 M	-45	\$257.59 M / \$472.97 M	-46
Children's, Infants' Clothing Stores	\$29.5 M / \$30.39 M	-3	\$126.12 M / \$175.28 M	-28	\$257.29 M / \$324.31 M	-21
Family Clothing Stores	\$178.56 M / \$307.13 M	-42	\$746.52 M / \$1.37 B	-46	\$1.49 B / \$2.44 B	-39
Clothing Accessory Stores	\$8.33 M / \$20.56 M	-59	\$34.69 M / \$99.08 M	-65	\$68.09 M / \$189.74 M	-64
Other Apparel Stores	\$10.9 M / \$11.81 M	-8	\$46.02 M / \$46.94 M	-2	\$91.7 M / \$92.57 M	-1
Shoe Stores	\$71.58 M / \$40.97 M	43	\$295.78 M / \$306.49 M	-3	\$584.26 M / \$596.01 M	-2
Jewelry Stores	\$14.6 M / \$23.74 M	-39	\$59.65 M / \$146.46 M	-59	\$118.42 M / \$270.23 M	-56
Luggage Stores	\$1.83 M / \$-2	100	\$7.44 M / \$10.27 M	-28	\$14.38 M / \$28.61 M	-50
Furniture, Home Furnishings Stores	\$322.2 M / \$580.11 M	-44	\$1.34 B / \$2.05 B	-35	\$2.64 B / \$4.84 B	-45
Furniture Stores	\$150.01 M / \$189.81 M	-21	\$620.61 M / \$722.18 M	-14	\$1.2 B / \$1.62 B	-26
Floor Covering Stores	\$21.26 M / \$37.59 M	-43	\$88.43 M / \$88.81 M	0	\$171.93 M / \$174.18 M	-1
Other Home Furnishing Stores	\$150.93 M / \$352.71 M	-57	\$629.4 M / \$1.24 B	-49	\$1.28 B / \$3.05 B	-58
Electronics, Appliance Stores	\$297.96 M / \$227.22 M	24	\$1.22 B / \$1.61 B	-24	\$2.43 B / \$3.04 B	-20
Building Material, Garden Equipment, Supplies Dealers	\$310.56 M / \$191.24 M	38	\$1.3 B / \$832.64 M	36	\$2.59 B / \$1.92 B	26
Home Centers	\$173.77 M / \$100.47 M	42	\$728.03 M / \$535.06 M	27	\$1.45 B / \$1.17 B	19
Paint, Wallpaper Stores	\$36.72 M / \$24.7 M	33	\$156.87 M / \$95.04 M	39	\$319.27 M / \$237.36 M	26
Hardware Stores	\$19.2 M / \$13.37 M	30	\$80.46 M / \$32.66 M	59	\$160.56 M / \$70.81 M	56
Other Building Materials Stores	\$55.52 M / \$37.64 M	32	\$232.57 M / \$124.23 M	47	\$456.38 M / \$344.08 M	25
Outdoor Power Equipment Stores	\$3.32 M / \$1.32 M	60	\$13.94 M / \$7.11 M	49	\$27.63 M / \$8.69 M	69
Nursery, Garden Stores	\$22.02 M / \$13.76 M	38	\$92.25 M / \$38.54 M	58	\$182.87 M / \$84.59 M	54
Food, Beverage Stores	\$470.05 M / \$452.92 M	4	\$1.96 B / \$1.78 B	10	\$3.96 B / \$3.52 B	11
Grocery Stores	\$360.86 M / \$316.86 M	12	\$1.5 B / \$1.31 B	12	\$3 B / \$2.6 B	13
Convenience Stores	\$31.39 M / \$30.5 M	3	\$129.39 M / \$127.79 M	1	\$260.66 M / \$218.31 M	16
Meat Markets	\$2.19 M / \$886.87 K	60	\$9.27 M / \$5.67 M	39	\$18.63 M / \$10.3 M	45
Fish, Seafood Markets	\$758.29 K / \$331.89 K	56	\$3.22 M / \$1.64 M	49	\$6.48 M / \$11.17 M	-42
Fruit, Vegetable Markets	\$1.43 M / \$294.68 K	79	\$6.05 M / \$1.57 M	74	\$12.17 M / \$10.6 M	13
Other Specialty Food Markets	\$2.93 M / \$2.88 M	2	\$12.37 M / \$18.24 M	-32	\$24.98 M / \$33.8 M	-26
Liquor Stores	\$70.48 M / \$101.16 M	-30	\$304.9 M / \$310.14 M	-2	\$633.61 M / \$628.43 M	1

Retail Gap Report



Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$284.57 M / \$387.53 M	-27	\$1.1 B / \$1.73 B	-36	\$2.17 B / \$2.96 B	-27
Pharmacy, Drug Stores	\$250.89 M / \$340.49 M	-26	\$974.42 M / \$1.53 B	-36	\$1.92 B / \$2.62 B	-27
Cosmetics, Beauty Stores	\$14.39 M / \$21.52 M	-33	\$55.06 M / \$72.81 M	-24	\$107.84 M / \$132.1 M	-18
Optical Goods Stores	\$3.91 M / \$2.75 M	30	\$13.18 M / \$15.08 M	-13	\$25.03 M / \$29.77 M	-16
Other Health, Personal Care Stores	\$15.38 M / \$22.77 M	-32	\$59.06 M / \$114.3 M	-48	\$115.65 M / \$187.43 M	-38
Sporting Goods, Hobby, Book, Music Stores	\$364.24 M / \$381.23 M	-4	\$1.51 B / \$1.57 B	-3	\$3.01 B / \$3.1 B	-3
Sporting Goods Stores	\$144.48 M / \$145.4 M	-1	\$604.47 M / \$685.07 M	-12	\$1.19 B / \$1.57 B	-24
Hobby, Toy, Game Stores	\$100.16 M / \$155.58 M	-36	\$413.59 M / \$473.69 M	-13	\$807.53 M / \$777.34 M	4
Sewing, Needlecraft Stores	\$67.73 M / \$13.66 M	80	\$278.63 M / \$175.39 M	37	\$556.95 M / \$354.72 M	36
Musical Instrument Stores	\$26.47 M / \$35.18 M	-25	\$115.1 M / \$132.13 M	-13	\$244.22 M / \$225.38 M	8
Book Stores	\$25.4 M / \$31.4 M	-19	\$102.66 M / \$101.24 M	1	\$204 M / \$175.22 M	14
General Merchandise Stores	\$1.15 B / \$1.11 B	4	\$4.73 B / \$3.87 B	18	\$9.38 B / \$7.78 B	17
Department Stores	\$406.37 M / \$343.97 M	15	\$1.68 B / \$2.09 B	-20	\$3.35 B / \$3.14 B	6
Warehouse Superstores	\$629.74 M / \$604.77 M	4	\$2.59 B / \$1.12 B	57	\$5.11 B / \$3.58 B	30
Other General Merchandise Stores	\$112.16 M / \$157.61 M	-29	\$463.46 M / \$655.73 M	-29	\$917.79 M / \$1.07 B	-14
Miscellaneous Store Retailers	\$142.94 M / \$119.79 M	16	\$584.63 M / \$583.61 M	0	\$1.15 B / \$1.13 B	2
Florists	\$3.58 M / \$1.7 M	52	\$14.96 M / \$9.65 M	36	\$30.02 M / \$19.25 M	36
Office, Stationary Stores	\$13.71 M / \$25.26 M	-46	\$55.45 M / \$77.28 M	-28	\$107.22 M / \$168.49 M	-36
Gift, Souvenir Stores	\$29.66 M / \$15.91 M	46	\$122.73 M / \$85.8 M	30	\$245.73 M / \$152.11 M	38
Used Merchandise Stores	\$9.61 M / \$4.22 M	56	\$38.95 M / \$18.61 M	52	\$75.97 M / \$54.6 M	28
Pet, Pet Supply Stores	\$27.92 M / \$15.04 M	46	\$115.26 M / \$70.8 M	39	\$220.14 M / \$131.47 M	40
Art Dealers	\$3.76 M / \$788.84 K	79	\$15.07 M / \$11.87 M	21	\$29 M / \$36.84 M	-21
Mobile Home Dealers	\$3.13 M / \$976.33 K	69	\$13.12 M / \$2.62 M	80	\$25.69 M / \$4.97 M	81
Other Miscellaneous Retail Stores	\$51.57 M / \$55.88 M	-8	\$209.1 M / \$306.98 M	-32	\$417.25 M / \$557.56 M	-25
Non-Store Retailers	\$678.98 M / \$453.29 M	33	\$2.79 B / \$1.94 B	30	\$5.54 B / \$3.59 B	35
Mail Order, Catalog Stores	\$635.73 M / \$415.31 M	35	\$2.61 B / \$1.7 B	35	\$5.18 B / \$3.16 B	39
Vending Machines	\$3.06 M / \$5.53 M	-45	\$13 M / \$17.03 M	-24	\$26.33 M / \$27.76 M	-5
Fuel Dealers	\$3.62 M / \$1.64 M	55	\$15.1 M / \$11.06 M	27	\$30.4 M / \$34.44 M	-12
Other Direct Selling Establishments	\$36.57 M / \$30.81 M	16	\$151.27 M / \$217.88 M	-31	\$302.92 M / \$366.27 M	-17

Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$620.67 M / \$611.17 M	2	\$2.67 B / \$3.23 B	-17	\$5.52 B / \$6.83 B	-19
Hotels, Other Travel Accommodations	\$39.7 M / \$13.42 M	66	\$170.7 M / \$120.91 M	29	\$354.15 M / \$363.13 M	-2
RV Parks	\$380.08 K / \$7.8 K	98	\$1.6 M / \$367.82 K	77	\$3.22 M / \$1.01 M	69
Rooming, Boarding Houses	\$222.46 K / \$4.76 K	98	\$952.93 K / \$753.78 K	21	\$1.96 M / \$3.04 M	-35
Full Service Restaurants	\$362.69 M / \$266.91 M	26	\$1.56 B / \$1.8 B	-14	\$3.23 B / \$3.94 B	-18
Limited Service Restaurants	\$168.44 M / \$237.34 M	-29	\$724.15 M / \$919.32 M	-21	\$1.5 B / \$1.75 B	-14
Special Food Services, Catering	\$49.22 M / \$100.93 M	-51	\$211.22 M / \$350.3 M	-40	\$435.51 M / \$685.3 M	-36
Drinking Places	\$34.27 M / \$26.83 M	22	\$148.66 M / \$178.66 M	-17	\$313.28 M / \$404.19 M	-22
Gasoline Stations	\$226.85 M / \$325.57 M	-30	\$925.44 M / \$1.18 B	-21	\$1.85 B / \$2.57 B	-28
Motor Vehicle, Parts Dealers	\$497.94 M / \$685.63 M	-27	\$2.05 B / \$2.09 B	-2	\$4.02 B / \$3.89 B	3
New Car Dealers	\$275.66 M / \$496.08 M	-44	\$1.12 B / \$1.18 B	-4	\$2.18 B / \$2.27 B	-4
Used Car Dealers	\$25.57 M / \$44.31 M	-42	\$104.04 M / \$273.67 M	-62	\$200.72 M / \$433.18 M	-54
Recreational Vehicle Dealers	\$56.15 M / \$6.14 M	89	\$235.2 M / \$67.9 M	71	\$464.38 M / \$184.03 M	60
Motorcycle, Boat Dealers	\$72.97 M / \$68.31 M	6	\$304.71 M / \$317.6 M	-4	\$600.53 M / \$556.51 M	7
Auto Parts, Accessories	\$43.29 M / \$46.23 M	-6	\$183.06 M / \$166.52 M	9	\$369.77 M / \$280.17 M	24
Tire Dealers	\$24.3 M / \$24.55 M	-1	\$103.05 M / \$89.17 M	13	\$208.91 M / \$165.29 M	21
2025 Population	312,024		1.26 M		2.33 M	
2030 Population	317,290		1.27 M		2.4 M	
% Population Change 2025-2030	1.7%		1.2%		2.8%	
2025 Adult Population Age 18+	236,305		945,091		1.78 M	
2025 Population Male	149,669		616,143		1.16 M	
2025 Population Female	162,355		642,108		1.17 M	
2025 Households	109,762		456,437		888,668	
2025 Median Household Income	82,867		90,762		97,104	
2025 Average Household Income	103,458		116,229		131,354	

Retail Potential

Retail Potential Profile



Missouri City, Texas				
Radius	5 mi radius	10 mi radius	15 mi radius	
2025 Population	312,024	1.26 M	2.33 M	
2030 Population	317,290	1.27 M	2.4 M	
% Population Change 2020-2025	9.0%	8.5%	10.9%	
2025 Adult Population Age 18+	\$236,305	\$945,091	1.78 M	
2025 Population Male	\$149,669	\$616,143	1.16 M	
2025 Population Female	\$162,355	\$642,108	1.17 M	
2025 Households	\$109,762	\$456,437	\$888,668	
2025 Median Household Income	\$82,867	\$90,762	\$97,104	
2025 Average Household Income	\$103,458	\$116,229	\$131,354	
Clothing, Clothing Accessories Stores	\$361.01 M	\$1.51 B	\$3 B	
Men's Clothing Stores	\$15.06 M	\$62.48 M	\$120.59 M	
Women's Clothing Stores	\$30.66 M	\$128.83 M	\$257.59 M	
Children's, Infants' Clothing Stores	\$29.5 M	\$126.12 M	\$257.29 M	
Family Clothing Stores	\$178.56 M	\$746.52 M	\$1.49 B	
Clothing Accessory Stores	\$8.33 M	\$34.69 M	\$68.09 M	
Other Apparel Stores	\$10.9 M	\$46.02 M	\$91.7 M	
Shoe Stores	\$71.58 M	\$295.78 M	\$584.26 M	
Jewelry Stores	\$14.6 M	\$59.65 M	\$118.42 M	
Luggage Stores	\$1.83 M	\$7.44 M	\$14.38 M	
Furniture, Home Furnishings Stores	\$322.2 M	\$1.34 B	\$2.64 B	
Furniture Stores	\$150.01 M	\$620.61 M	\$1.2 B	
Floor Covering Stores	\$21.26 M	\$88.43 M	\$171.93 M	
Other Home Furnishing Stores	\$150.93 M	\$629.4 M	\$1.28 B	
Electronics, Appliance Stores	\$297.96 M	\$1.22 B	\$2.43 B	
Gasoline Stations	\$226.85 M	\$925.44 M	\$1.85 B	
Building Material, Garden Equipment, Supplies Dealers	\$310.56 M	\$1.3 B	\$2.59 B	
Home Centers	\$173.77 M	\$728.03 M	\$1.45 B	
Paint, Wallpaper Stores	\$36.72 M	\$156.87 M	\$319.27 M	
Hardware Stores	\$19.2 M	\$80.46 M	\$160.56 M	
Other Building Materials Stores	\$55.52 M	\$232.57 M	\$456.38 M	
Outdoor Power Equipment Stores	\$3.32 M	\$13.94 M	\$27.63 M	
Nursery, Garden Stores	\$22.02 M	\$92.25 M	\$182.87 M	
Food, Beverage Stores	\$470.05 M	\$1.96 B	\$3.96 B	
Grocery Stores	\$360.86 M	\$1.5 B	\$3 B	
Convenience Stores	\$31.39 M	\$129.39 M	\$260.66 M	
Meat Markets	\$2.19 M	\$9.27 M	\$18.63 M	
Fish, Seafood Markets	\$758.29 K	\$3.22 M	\$6.48 M	
Fruit, Vegetable Markets	\$1.43 M	\$6.05 M	\$12.17 M	
Other Specialty Food Markets	\$2.93 M	\$12.37 M	\$24.98 M	
Liquor Stores	\$70.48 M	\$304.9 M	\$633.61 M	

Retail Potential Profile



Missouri City, Texas				
Radius	5 mi radius	10 mi radius	15 mi radius	
Health, Personal Care Stores	\$284.57 M	\$1.1 B	\$2.17 B	
Pharmacy, Drug Stores	\$250.89 M	\$974.42 M	\$1.92 B	
Cosmetics, Beauty Stores	\$14.39 M	\$55.06 M	\$107.84 M	
Optical Goods Stores	\$3.91 M	\$13.18 M	\$25.03 M	
Other Health, Personal Care Stores	\$15.38 M	\$59.06 M	\$115.65 M	
Sporting Goods, Hobby, Book, Music Stores	\$364.24 M	\$1.51 B	\$3.01 B	
Sporting Goods Stores	\$144.48 M	\$604.47 M	\$1.19 B	
Hobby, Toy, Game Stores	\$100.16 M	\$413.59 M	\$807.53 M	
Sewing, Needlecraft Stores	\$67.73 M	\$278.63 M	\$556.95 M	
Musical Instrument Stores	\$26.47 M	\$115.1 M	\$244.22 M	
Book Stores	\$25.4 M	\$102.66 M	\$204 M	
General Merchandise Stores	\$1.15 B	\$4.73 B	\$9.38 B	
Department Stores	\$406.37 M	\$1.68 B	\$3.35 B	
Warehouse Superstores	\$629.74 M	\$2.59 B	\$5.11 B	
Other General Merchandise Stores	\$112.16 M	\$463.46 M	\$917.79 M	
Miscellaneous Store Retailers	\$142.94 M	\$584.63 M	\$1.15 B	
Florists	\$3.58 M	\$14.96 M	\$30.02 M	
Office, Stationary Stores	\$13.71 M	\$55.45 M	\$107.22 M	
Gift, Souvenir Stores	\$29.66 M	\$122.73 M	\$245.73 M	
Used Merchandise Stores	\$9.61 M	\$38.95 M	\$75.97 M	
Pet, Pet Supply Stores	\$27.92 M	\$115.26 M	\$220.14 M	
Art Dealers	\$3.76 M	\$15.07 M	\$29 M	
Mobile Home Dealers	\$3.13 M	\$13.12 M	\$25.69 M	
Other Miscellaneous Retail Stores	\$51.57 M	\$209.1 M	\$417.25 M	
Non-Store Retailers	\$678.98 M	\$2.79 B	\$5.54 B	
Mail Order, Catalog Stores	\$635.73 M	\$2.61 B	\$5.18 B	
Vending Machines	\$3.06 M	\$13 M	\$26.33 M	
Fuel Dealers	\$3.62 M	\$15.1 M	\$30.4 M	
Other Direct Selling Establishments	\$36.57 M	\$151.27 M	\$302.92 M	
Accommodation, Food Services	\$654.94 M	\$2.82 B	\$5.83 B	
Hotels, Other Travel Accommodations	\$39.7 M	\$170.7 M	\$354.15 M	
RV Parks	\$380.08 K	\$1.6 M	\$3.22 M	
Rooming, Boarding Houses	\$222.46 K	\$952.93 K	\$1.96 M	
Full Service Restaurants	\$362.69 M	\$1.56 B	\$3.23 B	
Limited Service Restaurants	\$168.44 M	\$724.15 M	\$1.5 B	
Special Food Services, Catering	\$49.22 M	\$211.22 M	\$435.51 M	
Drinking Places	\$34.27 M	\$148.66 M	\$313.28 M	
Motor Vehicle, Parts Dealers	\$497.94 M	\$2.05 B	\$4.02 B	
New Car Dealers	\$275.66 M	\$1.12 B	\$2.18 B	
Used Car Dealers	\$25.57 M	\$104.04 M	\$200.72 M	
Recreational Vehicle Dealers	\$56.15 M	\$235.2 M	\$464.38 M	
Motorcycle, Boat Dealers	\$72.97 M	\$304.71 M	\$600.53 M	
Auto Parts, Accessories	\$43.29 M	\$183.06 M	\$369.77 M	
Tire Dealers	\$24.3 M	\$103.05 M	\$208.91 M	

Income Summary

Income Summary Report



Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2025)	312,024		1,258,251		2,332,597	
Projected Population (2030)	317,290		1,273,293		2,397,557	
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 to 2030)	5,266	0.3%	15,042	0.2%	64,960	0.6%
Historical Annual Growth (2020 to 2025)	25,871	1.7%	98,456	1.6%	228,750	2.0%
Historical Annual Growth (2010 to 2020)	15,853	0.6%	128,256	1.2%	307,359	1.7%
Households						
Estimated Households (2025)	109,762		456,437		888,668	
Projected Households (2030)	114,185		470,235		933,168	
Census Households (2020)	99,783		421,422		802,662	
Census Households (2010)	91,450		366,750		669,704	
Projected Annual Growth (2025 to 2030)	4,423	0.8%	13,798	0.6%	44,500	1.0%
Historical Annual Growth (2020 to 2025)	9,979	2.0%	35,015	1.7%	86,006	2.1%
Historical Annual Growth (2010 to 2020)	8,333	0.9%	54,673	1.5%	132,959	2.0%
Average Household Income						
Estimated Average Household Income (2025)	\$103,458		\$116,229		\$131,354	
Projected Average Household Income (2030)	\$102,344		\$115,111		\$129,307	
Census Average Household Income (2020)	\$70,080		\$74,707		\$83,160	
Census Average Household Income (2010)	\$60,551		\$60,325		\$66,348	
Projected Annual Growth (2025 to 2030)	-\$1,114	-0.2%	-\$1,118	-0.2%	-\$2,047	-0.3%
Historical Annual Growth (2020 to 2025)	\$33,378	3.2%	\$41,523	3.7%	\$48,194	3.9%
Historical Annual Growth (2010 to 2020)	\$9,530	1.6%	\$14,382	2.4%	\$16,812	2.5%
Median Household Income						
Estimated Median Household Income (2025)	\$82,867		\$90,762		\$97,104	
Projected Median Household Income (2030)	\$82,284		\$90,481		\$96,071	
Census Median Household Income (2020)	\$60,550		\$60,547		\$63,965	
Census Median Household Income (2010)	\$52,042		\$49,574		\$52,010	
Projected Annual Growth (2025 to 2030)	-\$582	-0.1%	-\$281	-	-\$1,034	-0.2%
Historical Annual Growth (2020 to 2025)	\$22,316	2.5%	\$30,215	3.3%	\$33,139	3.5%
Historical Annual Growth (2010 to 2020)	\$8,508	1.6%	\$10,973	2.2%	\$11,955	2.3%
Per Capita Income						
Estimated Per Capita Income (2025)	\$36,425		\$42,204		\$50,139	
Projected Per Capita Income (2030)	\$36,862		\$42,552		\$50,422	
Census Per Capita Income (2020)	\$23,714		\$26,561		\$31,001	
Census Per Capita Income (2010)	\$20,267		\$22,058		\$24,946	
Projected Annual Growth (2025 to 2030)	\$437	0.2%	\$348	0.2%	\$283	0.1%
Historical Annual Growth (2020 to 2025)	\$12,711	3.6%	\$15,642	3.9%	\$19,137	4.1%
Historical Annual Growth (2010 to 2020)	\$3,446	1.7%	\$4,504	2.0%	\$6,055	2.4%
Other Income						
Estimated Families (2025)	79,674		312,382		551,770	
Estimated Average Family Income (2025)	\$115,634		\$136,084		\$154,184	
Estimated Median Family Income (2025)	\$94,733		\$108,040		\$116,776	
Estimated Average Household Net Worth (2025)	\$957,664		\$970,631		\$1,099,772	

Consumer Expenditure Summary

Consumer Expenditure Summary



Missouri City, Texas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population	312,024		1,258,251		2,332,597	
Estimated Households	109,762		456,437		888,668	
Household Expenditure	\$11.34 B		\$48.22 B		\$97.73 B	
Per Household ~ Per Capita	\$103,275	\$36,329	\$105,653	\$38,326	\$109,979	\$41,900
Non-Retail Expenditures	\$5.58 B	49.2%	\$24.37 B	50.5%	\$50.16 B	51.3%
Per Household ~ Per Capita	\$50,793	\$17,868	\$53,398	\$19,370	\$56,440	\$21,502
Retail Expenditures	\$5.76 B	50.8%	\$23.85 B	49.5%	\$47.58 B	48.7%
Per Household ~ Per Capita	\$52,482	\$18,462	\$52,256	\$18,956	\$53,539	\$20,397
Alcoholic Beverages	\$70.04 M	0.6%	\$298.48 M	0.6%	\$605.69 M	0.6%
Per Household ~ Per Capita	\$638	\$224	\$654	\$237	\$682	\$260
Apparel	\$214.54 M	1.9%	\$909.53 M	1.9%	\$1.83 B	1.9%
Per Household ~ Per Capita	\$1,955	\$688	\$1,993	\$723	\$2,055	\$783
Contributions	\$354.34 M	3.1%	\$1.53 B	3.2%	\$3.17 B	3.2%
Per Household ~ Per Capita	\$3,228	\$1,136	\$3,348	\$1,214	\$3,568	\$1,360
Education	\$255.61 M	2.3%	\$1.1 B	2.3%	\$2.26 B	2.3%
Per Household ~ Per Capita	\$2,329	\$819	\$2,403	\$872	\$2,539	\$967
Entertainment	\$665.35 M	5.9%	\$2.82 B	5.8%	\$5.65 B	5.8%
Per Household ~ Per Capita	\$6,062	\$2,132	\$6,174	\$2,240	\$6,359	\$2,423
Food Away From Home	\$508.2 M	4.5%	\$2.16 B	4.5%	\$4.34 B	4.4%
Per Household ~ Per Capita	\$4,630	\$1,629	\$4,726	\$1,714	\$4,888	\$1,862
Grocery	\$806.3 M	7.1%	\$3.34 B	6.9%	\$6.4 B	6.5%
Per Household ~ Per Capita	\$7,346	\$2,584	\$7,315	\$2,653	\$7,199	\$2,743
Health Care	\$723.64 M	6.4%	\$2.93 B	6.1%	\$5.69 B	5.8%
Per Household ~ Per Capita	\$6,593	\$2,319	\$6,424	\$2,330	\$6,408	\$2,441
Household Furnishings and Equipment	\$305.66 M	2.7%	\$1.3 B	2.7%	\$2.63 B	2.7%
Per Household ~ Per Capita	\$2,785	\$980	\$2,847	\$1,033	\$2,956	\$1,126
Household Operations	\$219.04 M	1.9%	\$928.2 M	1.9%	\$1.85 B	1.9%
Per Household ~ Per Capita	\$1,996	\$702	\$2,034	\$738	\$2,085	\$794
Miscellaneous Expenses	\$196.52 M	1.7%	\$833.2 M	1.7%	\$1.68 B	1.7%
Per Household ~ Per Capita	\$1,790	\$630	\$1,825	\$662	\$1,893	\$721
Personal Care	\$156.02 M	1.4%	\$649.79 M	1.3%	\$1.26 B	1.3%
Per Household ~ Per Capita	\$1,421	\$500	\$1,424	\$516	\$1,418	\$540
Shelter	\$1.92 B	16.9%	\$8.26 B	17.1%	\$16.4 B	16.8%
Per Household ~ Per Capita	\$17,456	\$6,141	\$18,101	\$6,566	\$18,454	\$7,031
Tax and Retirement	\$2.52 B	22.2%	\$11.31 B	23.5%	\$24.44 B	25.0%
Per Household ~ Per Capita	\$22,968	\$8,079	\$24,789	\$8,992	\$27,498	\$10,476
Tobacco and Related	\$66.83 M	0.6%	\$268.36 M	0.6%	\$481 M	0.5%
Per Household ~ Per Capita	\$609	\$214	\$588	\$213	\$541	\$206
Transportation	\$1.78 B	15.7%	\$7.2 B	14.9%	\$14.49 B	14.8%
Per Household ~ Per Capita	\$16,202	\$5,700	\$15,776	\$5,723	\$16,309	\$6,213
Utilities	\$578.13 M	5.1%	\$2.39 B	5.0%	\$4.56 B	4.7%
Per Household ~ Per Capita	\$5,267	\$1,853	\$5,233	\$1,898	\$5,128	\$1,954

Consumer Expenditure Trend



Missouri City, Texas						
Radius		5 mi radius		10 mi radius		15 mi radius
Population / Households (2025)						
Estimated Population		312,024		1,258,251		2,332,597
Estimated Households		109,762		456,437		888,668
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure		\$11.34 B		\$48.22 B		\$97.73 B
Total Non-Retail Expenditure		\$5.58 B		\$24.37 B		\$50.16 B
Total Retail Expenditure		\$5.76 B		\$23.85 B		\$47.58 B
Alcoholic Beverages		\$70.04 M		\$298.48 M		\$605.69 M
Apparel		\$214.54 M		\$909.53 M		\$1.83 B
Contributions		\$354.34 M		\$1.53 B		\$3.17 B
Education		\$255.61 M		\$1.1 B		\$2.26 B
Entertainment		\$665.35 M		\$2.82 B		\$5.65 B
Food Away From Home		\$508.2 M		\$2.16 B		\$4.34 B
Grocery		\$806.3 M		\$3.34 B		\$6.4 B
Health Care		\$723.64 M		\$2.93 B		\$5.69 B
Household Furnishings and Equipment		\$305.66 M		\$1.3 B		\$2.63 B
Household Operations		\$219.04 M		\$928.2 M		\$1.85 B
Miscellaneous Expenses		\$196.52 M		\$833.2 M		\$1.68 B
Personal Care		\$156.02 M		\$649.79 M		\$1.26 B
Shelter		\$1.92 B		\$8.26 B		\$16.4 B
Tax and Retirement		\$2.52 B		\$11.31 B		\$24.44 B
Tobacco and Related		\$66.83 M		\$268.36 M		\$481 M
Transportation		\$1.78 B		\$7.2 B		\$14.49 B
Utilities		\$578.13 M		\$2.39 B		\$4.56 B
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure		\$8,606		\$8,804		\$9,165
Total Non-Retail Expenditure		\$4,233 49.2%		\$4,450 50.5%		\$4,703 51.3%
Total Retail Expenditure		\$4,373 50.8%		\$4,355 49.5%		\$4,462 48.7%
Alcoholic Beverages		\$53 0.6%		\$54 0.6%		\$57 0.6%
Apparel		\$163 1.9%		\$166 1.9%		\$171 1.9%
Contributions		\$269 3.1%		\$279 3.2%		\$297 3.2%
Education		\$194 2.3%		\$200 2.3%		\$212 2.3%
Entertainment		\$505 5.9%		\$514 5.8%		\$530 5.8%
Food Away From Home		\$386 4.5%		\$394 4.5%		\$407 4.4%
Grocery		\$612 7.1%		\$610 6.9%		\$600 6.5%
Health Care		\$549 6.4%		\$535 6.1%		\$534 5.8%
Household Furnishings and Equipment		\$232 2.7%		\$237 2.7%		\$246 2.7%
Household Operations		\$166 1.9%		\$169 1.9%		\$174 1.9%
Miscellaneous Expenses		\$149 1.7%		\$152 1.7%		\$158 1.7%
Personal Care		\$118 1.4%		\$119 1.3%		\$118 1.3%
Shelter		\$1,455 16.9%		\$1,508 17.1%		\$1,538 16.8%
Tax and Retirement		\$1,914 22.2%		\$2,066 23.5%		\$2,291 25.0%
Tobacco and Related		\$51 0.6%		\$49 0.6%		\$45 0.5%
Transportation		\$1,350 15.7%		\$1,315 14.9%		\$1,359 14.8%
Utilities		\$439 5.1%		\$436 5.0%		\$427 4.7%

Consumer Expenditure Trend



Missouri City, Texas				
Radius	5 mi radius	10 mi radius	15 mi radius	
Population / Households (2030)				
Projected Population	317,290	1,273,293	2,397,557	
Projected Households	-	-	-	
Total Annual Consumer Expenditure (2030)				
Total Household Expenditure	\$10.83 B	\$43.46 B	\$92.06 B	
Total Non-Retail Expenditure	\$5.31 B	\$21.91 B	\$47.13 B	
Total Retail Expenditure	\$5.52 B	\$21.55 B	\$44.93 B	
Alcoholic Beverages	\$66.87 M	\$269.03 M	\$570.36 M	
Apparel	\$204.19 M	\$814.5 M	\$1.71 B	
Contributions	\$340.42 M	\$1.4 B	\$3.01 B	
Education	\$244.94 M	\$996.74 M	\$2.13 B	
Entertainment	\$633 M	\$2.52 B	\$5.3 B	
Food Away From Home	\$484.15 M	\$1.94 B	\$4.08 B	
Grocery	\$758.31 M	\$2.91 B	\$5.9 B	
Health Care	\$694.62 M	\$2.62 B	\$5.37 B	
Household Furnishings and Equipment	\$291.51 M	\$1.17 B	\$2.47 B	
Household Operations	\$207.95 M	\$827.74 M	\$1.73 B	
Miscellaneous Expenses	\$187.45 M	\$748.56 M	\$1.58 B	
Personal Care	\$147.17 M	\$570.14 M	\$1.17 B	
Shelter	\$1.8 B	\$7.19 B	\$15.12 B	
Tax and Retirement	\$2.44 B	\$10.57 B	\$23.44 B	
Tobacco and Related	\$61.66 M	\$223.22 M	\$430.19 M	
Transportation	\$1.72 B	\$6.62 B	\$13.84 B	
Utilities	\$543.11 M	\$2.08 B	\$4.2 B	
Consumer Expenditure Growth (2025 to 2030)				
Total Household Expenditure	\$-509.12 M	\$-4.76 B	\$-5.67 B	
Total Non-Retail Expenditure	\$-264.14 M	\$-2.46 B	\$-3.03 B	
Total Retail Expenditure	\$-244.98 M	\$-2.3 B	\$-2.64 B	
Alcoholic Beverages	\$-3.17 M	\$-29.45 M	\$-35.32 M	
Apparel	\$-10.35 M	\$-95.03 M	\$-112.98 M	
Contributions	\$-13.92 M	\$-132.1 M	\$-162.23 M	
Education	\$-10.67 M	\$-100.28 M	\$-121.9 M	
Entertainment	\$-32.35 M	\$-297.04 M	\$-352.58 M	
Food Away From Home	\$-24.05 M	\$-221.79 M	\$-264.22 M	
Grocery	\$-48 M	\$-429.9 M	\$-495.36 M	
Health Care	\$-29.01 M	\$-308.88 M	\$-319.93 M	
Household Furnishings and Equipment	\$-14.15 M	\$-131.01 M	\$-156.56 M	
Household Operations	\$-11.09 M	\$-100.46 M	\$-119.09 M	
Miscellaneous Expenses	\$-9.08 M	\$-84.64 M	\$-100.81 M	
Personal Care	\$-8.85 M	\$-79.65 M	\$-92.4 M	
Shelter	\$-113.91 M	\$-1.07 B	\$-1.28 B	
Tax and Retirement	\$-82.89 M	\$-743.82 M	\$-991.9 M	
Tobacco and Related	\$-5.16 M	\$-45.14 M	\$-50.81 M	
Transportation	\$-57.44 M	\$-578.58 M	\$-655.03 M	
Utilities	\$-35.02 M	\$-313.05 M	\$-359.89 M	

Crime Risk

Missouri City, Texas				
Radius	5 mi radius	10 mi radius	15 mi radius	
Demographics				
Population	312,024	1,258,251	2,332,597	
Census Population	286,153	1,159,795	2,103,846	
Households	109,762	456,437	888,668	
Average Household Income	\$103,458	\$116,229	\$131,354	
Median Household Income	\$82,867	\$90,762	\$97,104	
Per Capita Income	\$36,425	\$42,204	\$50,139	
Total Crime				
Crime Index	137	150	172	
Crime Level	Above Average	Above Average	High Risk	
Personal Crime				
Crime Index	181	175	197	
Crime Level	Very High	High Risk	Very High	
Murder				
Crime Index	177	149	177	
Crime Level	High Risk	Above Average	High Risk	
Rape				
Crime Index	121	113	108	
Crime Level	Above Average	Average	Average	
Robbery				
Crime Index	216	219	288	
Crime Level	Very High	Very High	Very High	
Assault				
Crime Index	180	172	184	
Crime Level	High Risk	High Risk	Very High	
Property Crime				
Crime Index	129	145	167	
Crime Level	Above Average	Above Average	High Risk	
Burglary				
Crime Index	152	153	161	
Crime Level	High Risk	High Risk	High Risk	
Larceny				
Crime Index	121	139	166	
Crime Level	Above Average	Above Average	High Risk	
Motor Vehicle Theft				
Crime Index	149	164	178	
Crime Level	Above Average	High Risk	High Risk	
* Crime Index: 100 = National Average Adjusted for Population				

Void Analysis

Missouri City, Texas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Auto Parts Tires			
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	
Banks			
Bank of America	43 / 2	5,000	
BOKF	7 / 0	4,900	
Capital One	7 / 0	5,100	
Chase Bank	58 / 2	3,500	
Comerica Bank	17 / 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	15 / 1	4,400	
First Horizon Bank	3 / 0	5,700	
First-Citizens Bank & Trust Company	2 / 0	6,500	
Frost Bank	23 / 1	6,500	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Independent Bank	7 / 0	7,500	
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	
Truist Bank	9 / 0	4,900	
Trustmark National Bank	5 / 0	5,100	
Wells Fargo	53 / 4	3,500	
Whitney Bank	2 / 0	4,400	
Woodforest National Bank	16 / 2	3,500	
Banks Minor			
Bank	138 / 3		
Book Stores			
Barnes & Noble	4 / 0	15,400	
Half Price Books	3 / 0	9,200	
Car Washes			
Mister Car Wash	18 / 1	6,700	
Quick Quack Car Wash	8 / 1	4,500	
WhiteWater Express Car Wash	3 / 0	5,100	
Clothing Apparel			
Abercrombie & Fitch	1 / 0	7,800	
Aerie	2 / 0	3,900	
Aeropostale	4 / 0	3,700	
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	
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	
Cato	6 / 1	5,000	
Cavender's	2 / 0		
Charlotte Russe	1 / 0	6,500	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Chico's	8 / 0	3,700	
Citi Trends	6 / 1	14,600	
Coach	3 / 0	4,900	
Cotton On	4 / 0	5,000	
dd's DISCOUNTS	6 / 0	24,300	
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	
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	
Louis Vuitton	3 / 0	4,400	
Lululemon	6 / 0	3,400	
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	
Rainbow	6 / 0	9,100	
Rue21	3 / 0	5,600	
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	

Missouri City, Texas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Tory Burch	1 / 0	3,100	
Urban Outfitters	2 / 0	9,500	
Victoria's Secret	5 / 0	6,000	
White House Black Market	5 / 0	1,800	
ZARA	2 / 0	27,500	
Computers Electronic			
Apple Store	4 / 0	8,400	
Best Buy	7 / 1	35,600	
Techy Company	4 / 0		
Convenience Stores			
7-Eleven	24 / 2	3,200	
76	3 / 0	2,300	
Buc-ee's	3 / 0	3,000	
Chevron	106 / 4	1,700	
Circle K	40 / 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	
TA	1 / 0	18,900	
Texaco	23 / 0	3,200	
Valero	93 / 4	3,200	
Craft Fabric Stores			
Hobby Lobby	7 / 1	68,500	
Michaels	9 / 0	23,600	
Dealerships			
Audi	3 / 0		
BMW	3 / 0		
Cadillac	3 / 0		
Chevrolet	7 / 0		

Missouri City, Texas		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
Chrysler		6 / 0		
Dodge		6 / 0		
FIAT		2 / 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		
Dental				
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	
Department Stores				
Bealls		2 / 0	22,600	
Dillard's		5 / 0	92,400	
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	
Discount Department Stores				
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	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Target	14 / 1	113,100	
TJ Maxx	7 / 0	33,400	
Walmart	1 / 0	122,800	
Walmart Supercenter	15 / 2	189,700	
Dollar Stores			
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		
pOpshelf	3 / 1	11,600	
Drug Stores			
CVS	77 / 4	13,400	
GNC	19 / 2	1,700	
Vitamin Shoppe	6 / 0	3,600	
Walgreens	72 / 4	14,800	
Education			
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		
Trade Schools	12 / 0		
Entertainment			
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	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Theatres	7 / 1		
Topgolf	1 / 0	65,000	
EV Charging Stations			
Blink Charging	70 / 0		
ChargePoint	87 / 2		
Electrify America	3 / 0		
EVgo	6 / 0		
Independent	36 / 2		
Shell Recharge	2 / 0		
Tesla	21 / 0		
Eyewear			
America's Best	12 / 1	4,000	
LensCrafters	7 / 0	4,600	
MyEyeDr.	9 / 1	2,800	
Pearle Vision	6 / 0	2,000	
Visionworks	10 / 1	3,800	
Warby Parker	4 / 0	2,400	
Fitness			
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	
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	
UFC Gym	1 / 0	29,000	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
YMCA	7 / 1	41,600	
Furniture Household			
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	
Grocery Stores			
99 Ranch Market	3 / 0		
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	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Health Beauty			
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	
Sport Clips	19 / 1	1,400	
Supercuts	17 / 0	1,800	
ULTA	11 / 1	11,300	
Health Care			
Addiction Medicine	1 / 0		
Advanced Heart Failure And Transplant Cardiology	10 / 0		
Allergy and Immunology	33 / 0		
Anesthesiology	99 / 0		
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		

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
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		
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		

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
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		
Vascular Surgery	35 / 0		
Home Improvement			
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	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
True Value	1 / 0	12,800	
Hotels			
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	
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	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
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	
Jewelry			
Helzberg Diamonds	2 / 0		
James Avery	9 / 1		
Jared	3 / 0		
Kay Jewelers	6 / 0		
Kendra Scott	5 / 0		
Pandora	7 / 0		
Tiffany & Co.	1 / 0		
Zales	4 / 0		
Massage			
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	
Mattress			

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Mattress Firm	23 / 2	7,000	
Sleep Number	4 / 0	2,900	
Office Supply			
Office Depot	14 / 1	25,100	
Office Max	1 / 0	22,900	
Staples	1 / 0	22,400	
Pet Stores			
Hollywood Feed	1 / 0		
Pet Supplies Plus	7 / 1	10,300	
Petco	11 / 1	15,900	
Petland	1 / 0	5,800	
PetsMart	11 / 1	22,100	
Restaurants Bakery Bagels			
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		
Restaurants Casual			
Another Broken Egg	2 / 0	4,000	
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	7 / 0	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	12 / 1	5,800	
Chuy's	3 / 0	8,800	
Cracker Barrel	2 / 0	9,900	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Denny's	14 / 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	
Golden Corral	2 / 0	11,700	
Hooters	4 / 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	
Morton's	2 / 0	7,900	
Olive Garden	10 / 1	8,700	
Outback Steakhouse	3 / 0	6,800	
P.F. Chang's	3 / 0	7,600	
Pappa's BBQ	4 / 0	7,800	
Pappadeaux	6 / 0	13,700	
Pappasitos	6 / 0	11,200	
Pei Wei	3 / 0	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	

Missouri City, Texas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
The Melting Pot	1 / 0	4,300	
Torchy's Tacos	10 / 0	3,700	
Twin Peaks	2 / 0	7,000	
Waffle House	6 / 0	2,000	
Yard House	1 / 0	8,400	
Restaurants Coffee Donuts			
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	
Restaurants Fast Food Major			
Arby's	3 / 0	3,300	
Burger King	50 / 3	4,000	
Chick-fil-A	41 / 3	4,300	
Dairy Queen	15 / 2	1,700	
Jack in the Box	55 / 2	2,900	
KFC	18 / 1	3,100	
McDonald's	72 / 3	4,600	
Sonic	30 / 2	2,800	
Taco Bell	39 / 2	2,500	
Wendy's	32 / 2	3,300	
Restaurants Fast Food Minor			
Bojangles'	1 / 0	3,900	
Boston Market	1 / 0	3,200	
Chicken Salad Chick	3 / 1	3,100	
Chipotle	27 / 1	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	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Golden Chick	5 / 0	4,500	
In-N-Out	1 / 0	4,100	
Panda Express	18 / 1	2,500	
Popeyes	40 / 2	2,700	
Portillo's	2 / 0	8,000	
Raising Cane's	15 / 1	3,000	
Salad and Go	5 / 0	700	
Slim Chickens	4 / 0	3,600	
Taco Cabana	13 / 1	3,500	
Teriyaki Madness	1 / 0	1,600	
Whataburger	39 / 2	3,000	
Wienerschnitzel	1 / 0	1,900	
Wingstop	37 / 2	2,000	
Zaxby's	1 / 0	3,600	
Restaurants Ice Cream Smoothie			
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	
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	
Restaurants Pizza			
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	

Missouri City, Texas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
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	
Restaurants Sandwich			
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	
Which Wich	3 / 0	1,800	
Self Storage			
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	
Shoes Footwear			
Aldo Shoes	3 / 0	1,900	
Boot Barn	2 / 0	11,000	
DSW	5 / 0	20,400	
Famous Footwear	2 / 0	9,700	
Fleet Feet	4 / 0	2,000	
Foot Locker	6 / 0	4,000	

Missouri City, Texas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Johnston & Murphy	2 / 0	2,400	
Nike	1 / 0	13,600	
Rack Room Shoes	5 / 0	7,000	
Shoe Carnival	2 / 0	12,600	
Shoe Palace	13 / 0	4,000	
Shoe Show	1 / 0	4,800	
Skechers	4 / 0	7,600	
Vans	4 / 0	2,500	
WSS	3 / 0	13,300	
Zumiez	4 / 0	2,800	
Specialty			
Big Frog	2 / 0	1,800	
BoxLunch	1 / 0	2,000	
Build-a-Bear	2 / 0	2,800	
Cannabis	11 / 0		
GameStop	16 / 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	
Kilwins	1 / 0		
Learning Express	1 / 0	2,500	
ReStore	2 / 0	19,700	
See's Candies	1 / 0	4,600	
St Vincent de Paul	1 / 0	39,300	
Swig	1 / 0		
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		
Sporting Goods			
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	

Missouri City, Texas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
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	
Wholesale			
Costco	6 / 0	149,900	
Sam's Club	5 / 0	134,000	
Wireless Stores			
AT&T	44 / 2	3,500	
Boost Mobile	62 / 2	1,600	
Cricket	57 / 0	1,600	
MetroPCS	81 / 2	1,900	
T-Mobile	34 / 1	1,800	
Verizon Wireless	12 / 0	3,800	
Xfinity Mobile	10 / 0		
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		