



Tapestry Segmentation Area Profile

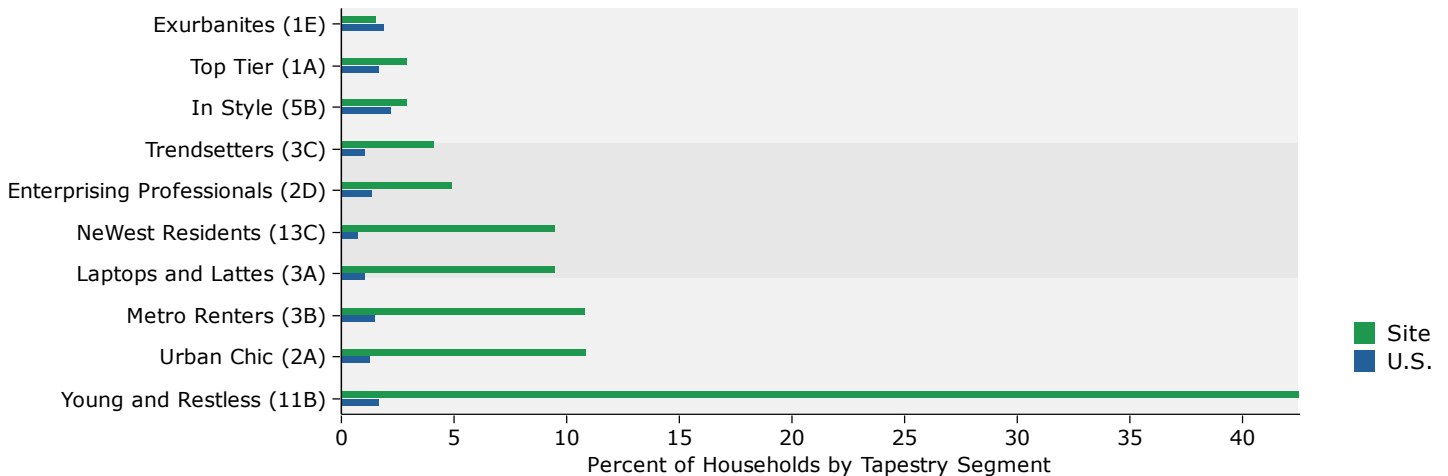
5901 Westheimer Rd, Houston, Texas, 77057 2
 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2016 Households | | 2016 U.S. Households | | Index |
|-----------------|---------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Young and Restless (11B) | 42.6% | 42.6% | 1.7% | 1.7% | 2483 |
| 2 | Urban Chic (2A) | 10.9% | 53.5% | 1.3% | 3.0% | 828 |
| 3 | Metro Renters (3B) | 10.8% | 64.3% | 1.5% | 4.5% | 719 |
| 4 | Laptops and Lattes (3A) | 9.5% | 73.8% | 1.1% | 5.6% | 907 |
| 5 | NeWest Residents (13C) | 9.5% | 83.3% | 0.8% | 6.4% | 1,226 |
| Subtotal | | 83.3% | | 6.4% | | |
| 6 | Enterprising Professionals (2D) | 5.0% | 88.3% | 1.4% | 7.8% | 356 |
| 7 | Trendsetters (3C) | 4.2% | 92.5% | 1.1% | 8.9% | 388 |
| 8 | In Style (5B) | 2.9% | 95.4% | 2.3% | 11.2% | 131 |
| 9 | Top Tier (1A) | 2.9% | 98.3% | 1.7% | 12.9% | 171 |
| 10 | Exurbanites (1E) | 1.6% | 99.9% | 1.9% | 14.8% | 82 |
| Subtotal | | 16.6% | | 8.4% | | |
| Total | | 100.0% | | 14.7% | | 678 |

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

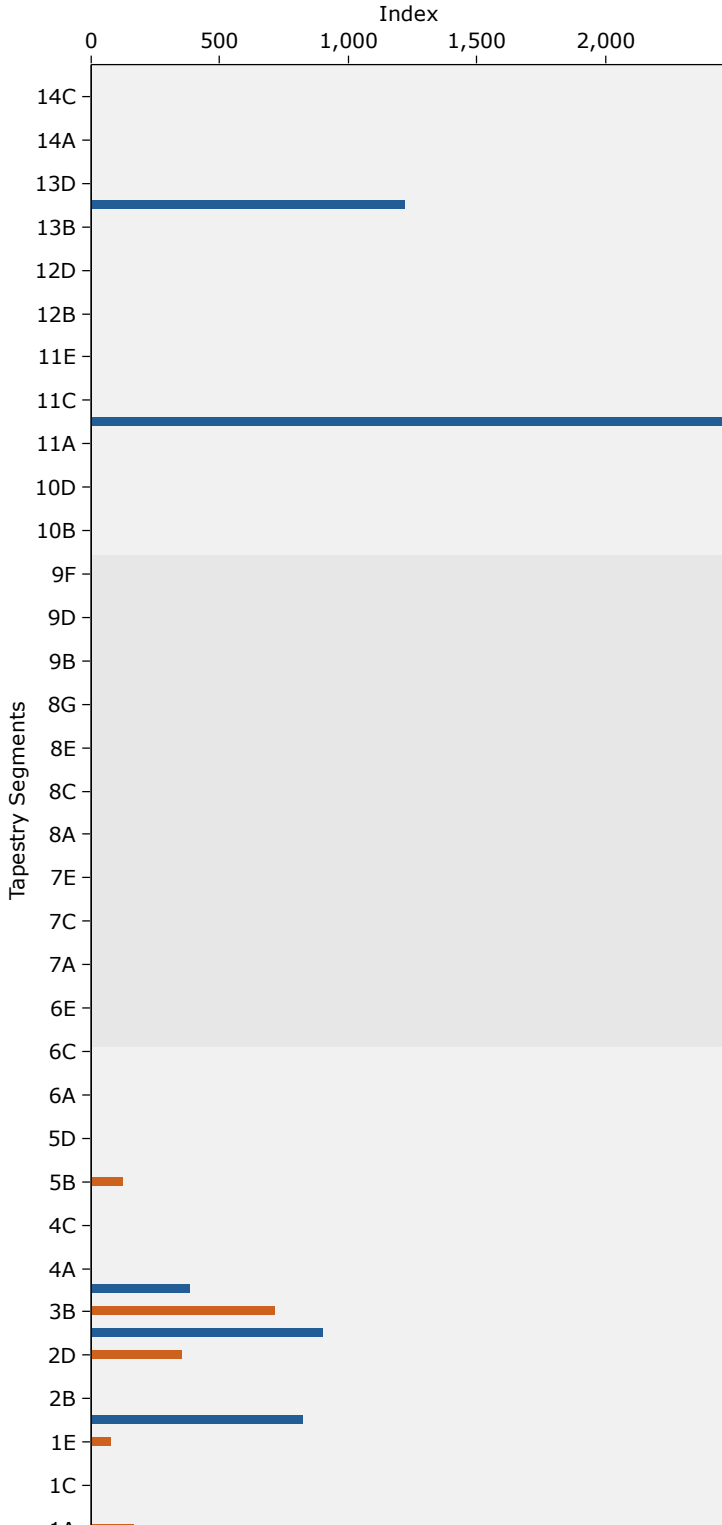


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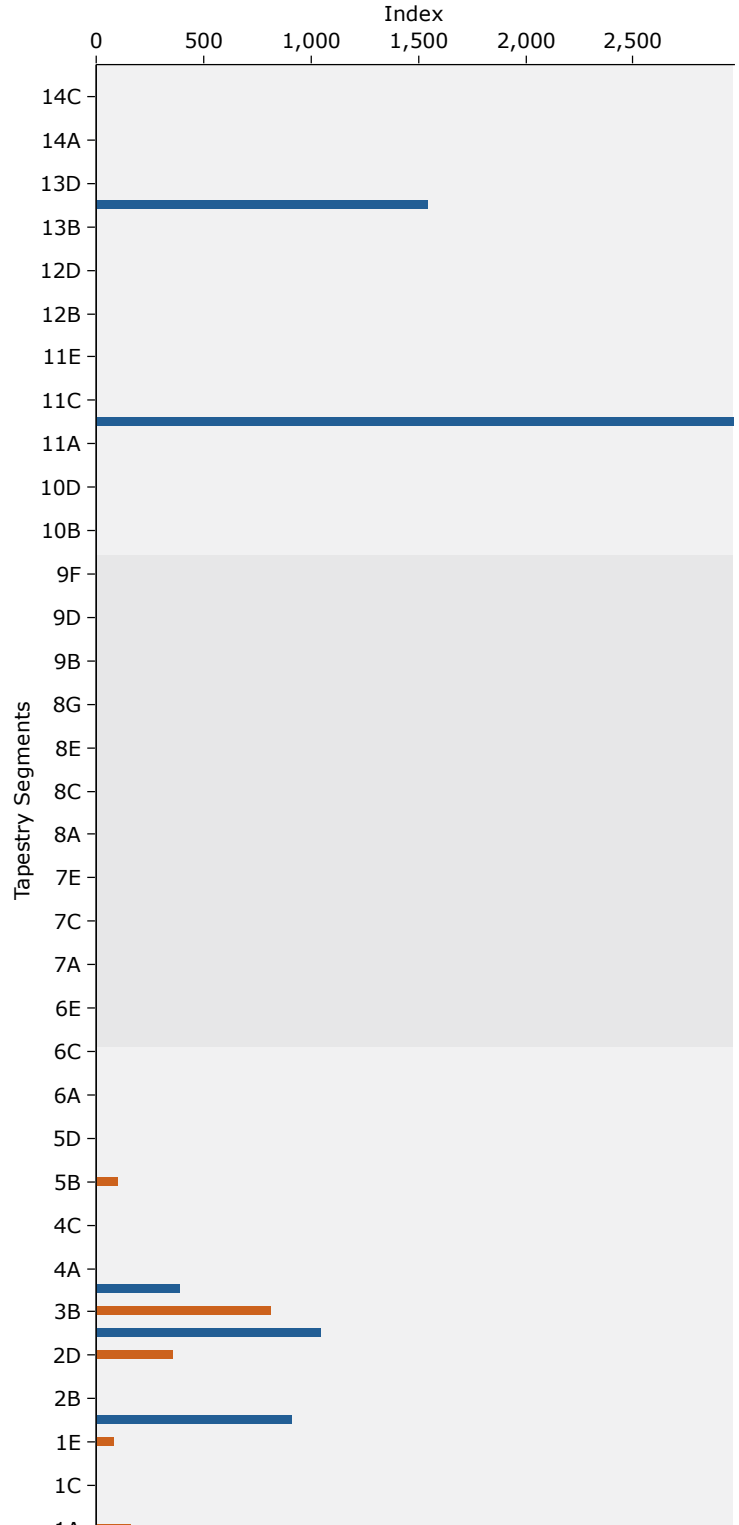
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2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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 Ring: 1 mile radius

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| Tapestry LifeMode Groups | 2016 Households | | | 2016 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 17,105 | 100.0% | | 27,837 | 100.0% | |
| 1. Affluent Estates | 777 | 4.5% | 46 | 1,307 | 4.7% | 45 |
| Top Tier (1A) | 503 | 2.9% | 171 | 833 | 3.0% | 165 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 274 | 1.6% | 82 | 474 | 1.7% | 87 |
| 2. Upscale Avenues | 2,718 | 15.9% | 279 | 4,503 | 16.2% | 273 |
| Urban Chic (2A) | 1,869 | 10.9% | 828 | 3,186 | 11.4% | 919 |
| Pleasantville (2B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 849 | 5.0% | 356 | 1,317 | 4.7% | 364 |
| 3. Uptown Individuals | 4,197 | 24.5% | 670 | 6,280 | 22.6% | 749 |
| Laptops and Lattes (3A) | 1,632 | 9.5% | 907 | 2,529 | 9.1% | 1,051 |
| Metro Renters (3B) | 1,855 | 10.8% | 719 | 2,694 | 9.7% | 814 |
| Trendsetters (3C) | 710 | 4.2% | 388 | 1,057 | 3.8% | 396 |
| 4. Family Landscapes | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. GenXurban | 504 | 2.9% | 25 | 635 | 2.3% | 21 |
| Comfortable Empty Nesters (5A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| In Style (5B) | 504 | 2.9% | 131 | 635 | 2.3% | 108 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Ethnic Enclaves | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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| Tapestry LifeMode Groups | 2016 Households | | | 2016 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 17,105 | 100.0% | | 27,837 | 100.0% | |
| 8. Middle Ground | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals (8C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 9. Senior Styles | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 10. Rustic Outposts | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 7,279 | 42.6% | 681 | 11,393 | 40.9% | 745 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 7,279 | 42.6% | 2,483 | 11,393 | 40.9% | 2,974 |
| Metro Fusion (11C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 1,630 | 9.5% | 242 | 3,719 | 13.4% | 299 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 1,630 | 9.5% | 1,226 | 3,719 | 13.4% | 1,551 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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| Tapestry Urbanization Groups | 2016 Households | | | 2016 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 17,105 | 100.0% | | 27,837 | 100.0% | |
| 1. Principal Urban Center | 5,827 | 34.1% | 483 | 9,999 | 35.9% | 542 |
| Laptops and Lattes (3A) | 1,632 | 9.5% | 907 | 2,529 | 9.1% | 1,051 |
| Metro Renters (3B) | 1,855 | 10.8% | 719 | 2,694 | 9.7% | 814 |
| Trendsetters (3C) | 710 | 4.2% | 388 | 1,057 | 3.8% | 396 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 1,630 | 9.5% | 1,226 | 3,719 | 13.4% | 1,551 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Urban Periphery | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals (8C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Fusion (11C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 7,783 | 45.5% | 247 | 12,028 | 43.2% | 255 |
| In Style (5B) | 504 | 2.9% | 131 | 635 | 2.3% | 108 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 7,279 | 42.6% | 2,483 | 11,393 | 40.9% | 2,974 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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|---------------------------------|-----------------|--------------|-----------|-----------------------|--------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 17,105 | 100.0% | | 27,837 | 100.0% | |
| 4. Suburban Periphery | 3,495 | 20.4% | 64 | 5,810 | 20.9% | 65 |
| Top Tier (1A) | 503 | 2.9% | 171 | 833 | 3.0% | 165 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 274 | 1.6% | 82 | 474 | 1.7% | 87 |
| Urban Chic (2A) | 1,869 | 10.9% | 828 | 3,186 | 11.4% | 919 |
| Pleasantville (2B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 849 | 5.0% | 356 | 1,317 | 4.7% | 364 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Rural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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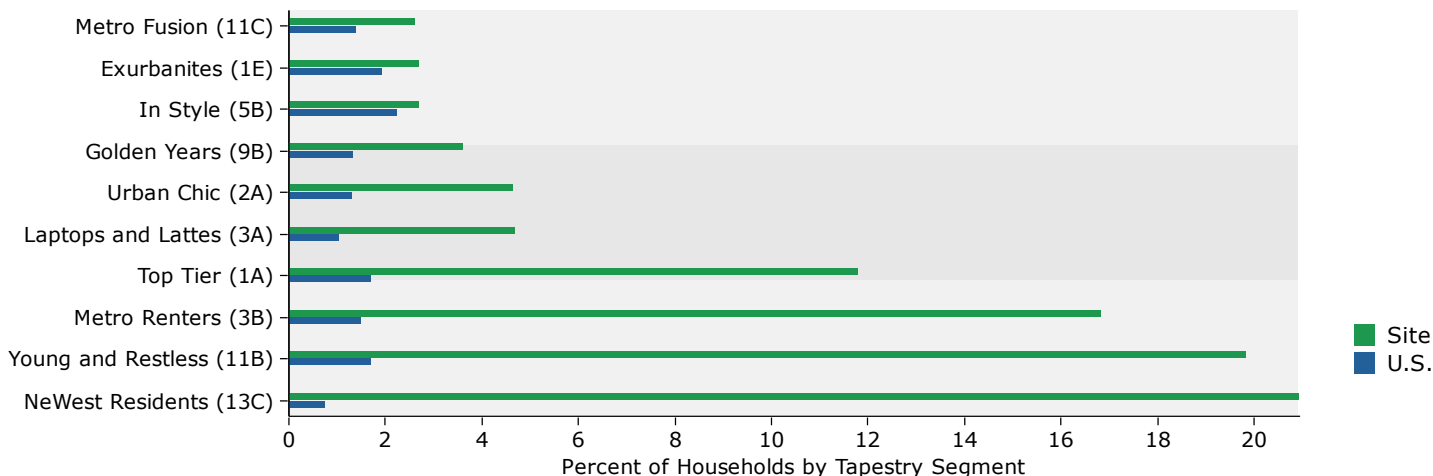
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|-----------------|---------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | NeWest Residents (13C) | 21.0% | 21.0% | 0.8% | 0.8% | 2696 |
| 2 | Young and Restless (11B) | 19.8% | 40.8% | 1.7% | 2.5% | 1,158 |
| 3 | Metro Renters (3B) | 16.8% | 57.6% | 1.5% | 4.0% | 1,117 |
| 4 | Top Tier (1A) | 11.8% | 69.4% | 1.7% | 5.7% | 688 |
| 5 | Laptops and Lattes (3A) | 4.7% | 74.1% | 1.1% | 6.8% | 447 |
| Subtotal | | 74.1% | | 6.8% | | |
| 6 | Urban Chic (2A) | 4.7% | 78.8% | 1.3% | 8.1% | 355 |
| 7 | Golden Years (9B) | 3.6% | 82.4% | 1.3% | 9.4% | 271 |
| 8 | In Style (5B) | 2.7% | 85.1% | 2.3% | 11.7% | 120 |
| 9 | Exurbanites (1E) | 2.7% | 87.8% | 1.9% | 13.6% | 139 |
| 10 | Metro Fusion (11C) | 2.6% | 90.4% | 1.4% | 15.0% | 186 |
| Subtotal | | 16.3% | | 8.2% | | |
| 11 | Enterprising Professionals (2D) | 1.9% | 92.3% | 1.4% | 16.4% | 139 |
| 12 | Urban Villages (7B) | 1.6% | 93.9% | 1.1% | 17.5% | 151 |
| 13 | Emerald City (8B) | 1.3% | 95.2% | 1.4% | 18.9% | 93 |
| 14 | International Marketplace (13A) | 1.2% | 96.4% | 1.2% | 20.1% | 101 |
| 15 | Retirement Communities (9E) | 1.2% | 97.6% | 1.2% | 21.3% | 97 |
| Subtotal | | 7.2% | | 6.3% | | |
| 16 | Trendsetters (3C) | 1.1% | 98.7% | 1.1% | 22.4% | 105 |
| 17 | Barrios Urbanos (7D) | 0.8% | 99.5% | 1.0% | 23.4% | 80 |
| 18 | Parks and Rec (5C) | 0.3% | 99.8% | 2.0% | 25.4% | 13 |
| 19 | Silver & Gold (9A) | 0.0% | 99.8% | 0.8% | 26.2% | 0 |
| Subtotal | | 2.2% | | 4.9% | | |
| Total | | 100.0% | | 26.2% | | 381 |

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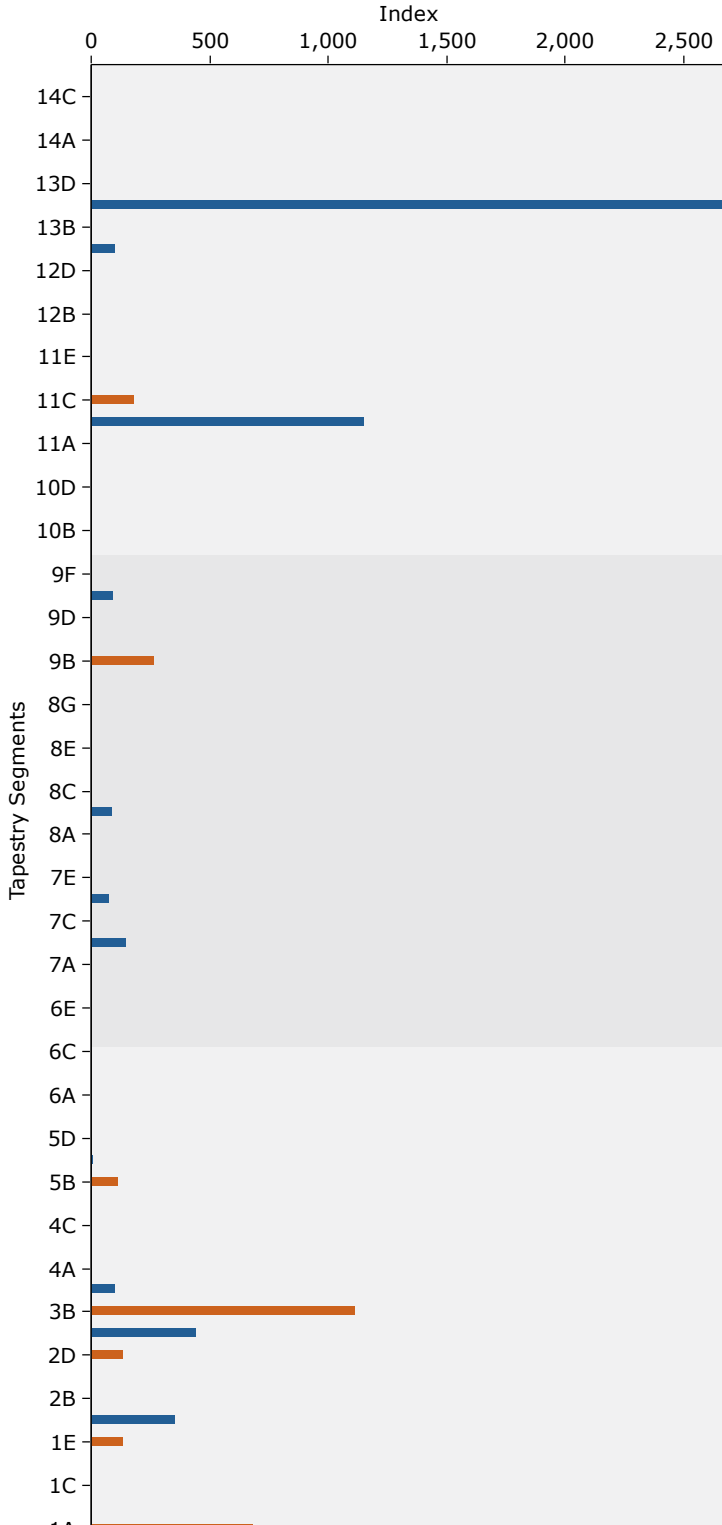


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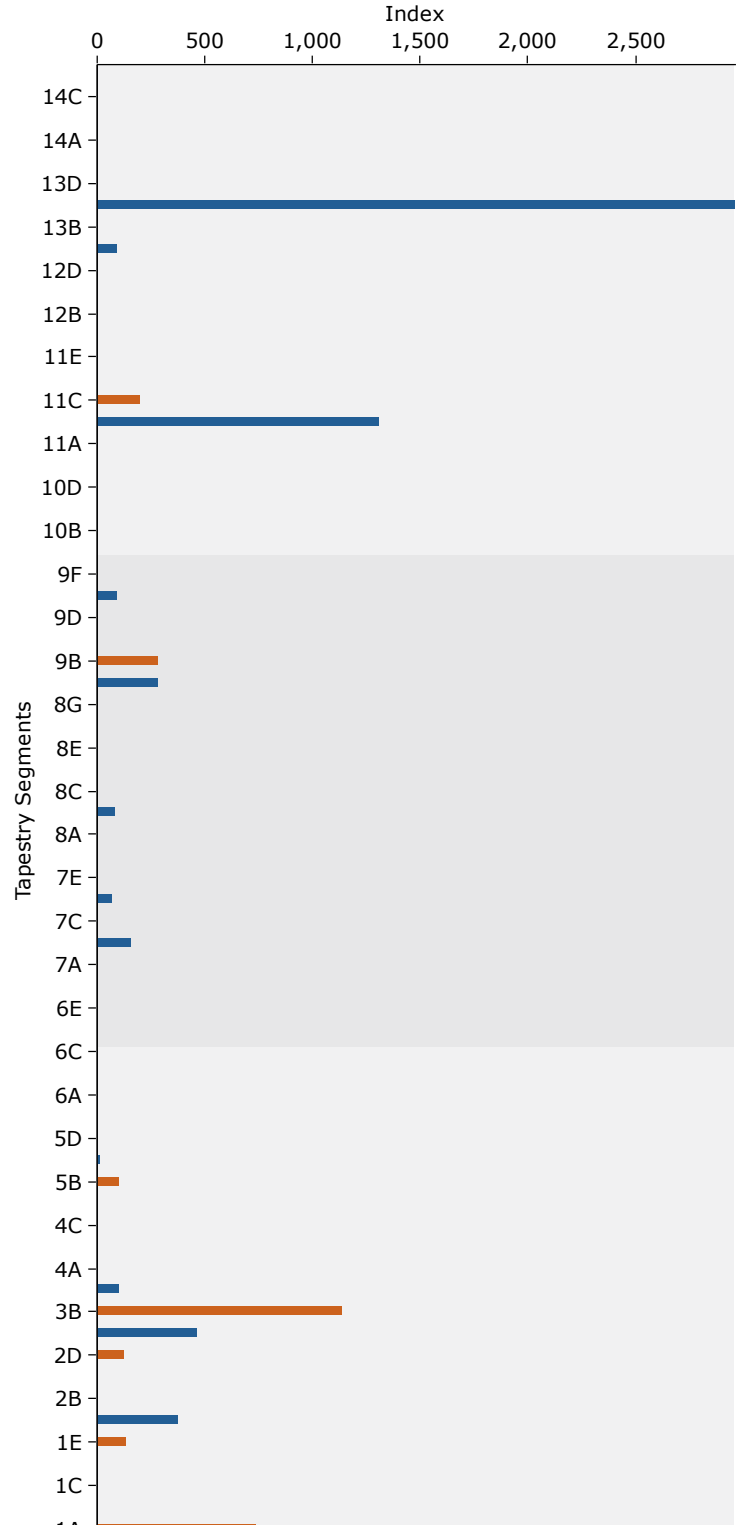
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 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

| Tapestry LifeMode Groups | 2016 Households | | | 2016 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 93,377 | 100.0% | | 165,018 | 100.0% | |
| 1. Affluent Estates | 13,537 | 14.5% | 147 | 26,549 | 16.1% | 155 |
| Top Tier (1A) | 11,018 | 11.8% | 688 | 22,147 | 13.4% | 742 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 2,519 | 2.7% | 139 | 4,402 | 2.7% | 137 |
| 2. Upscale Avenues | 6,178 | 6.6% | 116 | 10,620 | 6.4% | 109 |
| Urban Chic (2A) | 4,371 | 4.7% | 355 | 7,847 | 4.8% | 382 |
| Pleasantville (2B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 1,807 | 1.9% | 139 | 2,773 | 1.7% | 129 |
| 3. Uptown Individuals | 21,176 | 22.7% | 619 | 30,829 | 18.7% | 620 |
| Laptops and Lattes (3A) | 4,394 | 4.7% | 447 | 6,733 | 4.1% | 472 |
| Metro Renters (3B) | 15,733 | 16.8% | 1,117 | 22,434 | 13.6% | 1,143 |
| Trendsetters (3C) | 1,049 | 1.1% | 105 | 1,662 | 1.0% | 105 |
| 4. Family Landscapes | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. GenXurban | 2,764 | 3.0% | 26 | 4,200 | 2.5% | 23 |
| Comfortable Empty Nesters (5A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| In Style (5B) | 2,523 | 2.7% | 120 | 3,645 | 2.2% | 105 |
| Parks and Rec (5C) | 241 | 0.3% | 13 | 555 | 0.3% | 17 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Ethnic Enclaves | 2,292 | 2.5% | 35 | 5,415 | 3.3% | 41 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 1,513 | 1.6% | 151 | 3,885 | 2.4% | 160 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 779 | 0.8% | 80 | 1,530 | 0.9% | 74 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

5901 Westheimer Rd, Houston, Texas, 77057 2
 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

| Tapestry LifeMode Groups | 2016 Households | | | 2016 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 93,377 | 100.0% | | 165,018 | 100.0% | |
| 8. Middle Ground | 1,232 | 1.3% | 12 | 1,777 | 1.1% | 11 |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 1,232 | 1.3% | 93 | 1,777 | 1.1% | 88 |
| Bright Young Professionals (8C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 9. Senior Styles | 4,506 | 4.8% | 83 | 7,121 | 4.3% | 86 |
| Silver & Gold (9A) | 3 | 0.0% | 0 | 6 | 0.0% | 1 |
| Golden Years (9B) | 3,398 | 3.6% | 271 | 5,557 | 3.4% | 283 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 1,105 | 1.2% | 97 | 1,558 | 0.9% | 93 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 10. Rustic Outposts | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 20,967 | 22.5% | 359 | 34,141 | 20.7% | 377 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 18,523 | 19.8% | 1,158 | 29,794 | 18.1% | 1,312 |
| Metro Fusion (11C) | 2,444 | 2.6% | 186 | 4,347 | 2.6% | 202 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 20,725 | 22.2% | 565 | 44,366 | 26.9% | 601 |
| International Marketplace (13A) | 1,161 | 1.2% | 101 | 2,220 | 1.3% | 97 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 19,564 | 21.0% | 2,696 | 42,146 | 25.5% | 2,966 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

5901 Westheimer Rd, Houston, Texas, 77057 2
 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

| Tapestry Urbanization Groups | 2016 Households | | | 2016 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 93,377 | 100.0% | | 165,018 | 100.0% | |
| 1. Principal Urban Center | 40,740 | 43.6% | 619 | 72,975 | 44.2% | 667 |
| Laptops and Lattes (3A) | 4,394 | 4.7% | 447 | 6,733 | 4.1% | 472 |
| Metro Renters (3B) | 15,733 | 16.8% | 1,117 | 22,434 | 13.6% | 1,143 |
| Trendsetters (3C) | 1,049 | 1.1% | 105 | 1,662 | 1.0% | 105 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 19,564 | 21.0% | 2,696 | 42,146 | 25.5% | 2,966 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Urban Periphery | 5,897 | 6.3% | 37 | 11,982 | 7.3% | 41 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 1,513 | 1.6% | 151 | 3,885 | 2.4% | 160 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 779 | 0.8% | 80 | 1,530 | 0.9% | 74 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals (8C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Fusion (11C) | 2,444 | 2.6% | 186 | 4,347 | 2.6% | 202 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 1,161 | 1.2% | 101 | 2,220 | 1.3% | 97 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 23,383 | 25.0% | 136 | 36,774 | 22.3% | 131 |
| In Style (5B) | 2,523 | 2.7% | 120 | 3,645 | 2.2% | 105 |
| Emerald City (8B) | 1,232 | 1.3% | 93 | 1,777 | 1.1% | 88 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 1,105 | 1.2% | 97 | 1,558 | 0.9% | 93 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 18,523 | 19.8% | 1,158 | 29,794 | 18.1% | 1,312 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

5901 Westheimer Rd, Houston, Texas, 77057 2
 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

| Tapestry Urbanization Groups | 2016 Households | | | 2016 Adult Population | | |
|---------------------------------|-----------------|--------------|-----------|-----------------------|--------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 93,377 | 100.0% | | 165,018 | 100.0% | |
| 4. Suburban Periphery | 23,357 | 25.0% | 79 | 43,287 | 26.2% | 81 |
| Top Tier (1A) | 11,018 | 11.8% | 688 | 22,147 | 13.4% | 742 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 2,519 | 2.7% | 139 | 4,402 | 2.7% | 137 |
| Urban Chic (2A) | 4,371 | 4.7% | 355 | 7,847 | 4.8% | 382 |
| Pleasantville (2B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 1,807 | 1.9% | 139 | 2,773 | 1.7% | 129 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 241 | 0.3% | 13 | 555 | 0.3% | 17 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 3 | 0.0% | 0 | 6 | 0.0% | 1 |
| Golden Years (9B) | 3,398 | 3.6% | 271 | 5,557 | 3.4% | 283 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Rural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

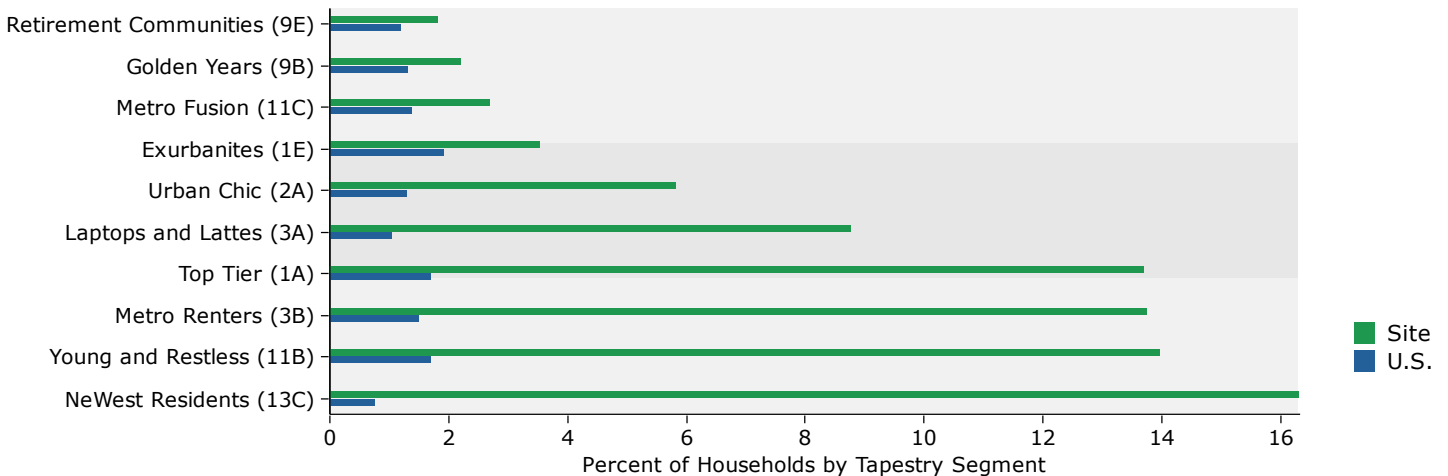
5901 Westheimer Rd, Houston, Texas, 77057 2
 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2016 Households | | 2016 U.S. Households | | Index |
|-----------------|---------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | NeWest Residents (13C) | 16.3% | 16.3% | 0.8% | 0.8% | 2100 |
| 2 | Young and Restless (11B) | 14.0% | 30.3% | 1.7% | 2.5% | 815 |
| 3 | Metro Renters (3B) | 13.8% | 44.1% | 1.5% | 4.0% | 913 |
| 4 | Top Tier (1A) | 13.7% | 57.8% | 1.7% | 5.7% | 799 |
| 5 | Laptops and Lattes (3A) | 8.8% | 66.6% | 1.1% | 6.8% | 835 |
| Subtotal | | 66.6% | | 6.8% | | |
| 6 | Urban Chic (2A) | 5.8% | 72.4% | 1.3% | 8.1% | 443 |
| 7 | Exurbanites (1E) | 3.6% | 76.0% | 1.9% | 10.0% | 183 |
| 8 | Metro Fusion (11C) | 2.7% | 78.7% | 1.4% | 11.4% | 193 |
| 9 | Golden Years (9B) | 2.2% | 80.9% | 1.3% | 12.7% | 166 |
| 10 | Retirement Communities (9E) | 1.8% | 82.7% | 1.2% | 13.9% | 151 |
| Subtotal | | 16.1% | | 7.1% | | |
| 11 | In Style (5B) | 1.8% | 84.5% | 2.3% | 16.2% | 79 |
| 12 | American Dreamers (7C) | 1.7% | 86.2% | 1.5% | 17.7% | 117 |
| 13 | Enterprising Professionals (2D) | 1.5% | 87.7% | 1.4% | 19.1% | 111 |
| 14 | International Marketplace (13A) | 1.5% | 89.2% | 1.2% | 20.3% | 119 |
| 15 | Emerald City (8B) | 1.4% | 90.6% | 1.4% | 21.7% | 97 |
| Subtotal | | 7.9% | | 7.8% | | |
| 16 | Urban Villages (7B) | 1.2% | 91.8% | 1.1% | 22.8% | 115 |
| 17 | Trendsetters (3C) | 1.1% | 92.9% | 1.1% | 23.9% | 105 |
| 18 | Southwestern Families (7F) | 1.1% | 94.0% | 0.8% | 24.7% | 128 |
| 19 | Old and Newcomers (8F) | 1.0% | 95.0% | 2.3% | 27.0% | 43 |
| 20 | Parks and Rec (5C) | 0.8% | 95.8% | 2.0% | 29.0% | 42 |
| Subtotal | | 5.2% | | 7.3% | | |
| Total | | 95.9% | | 29.1% | | 330 |

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

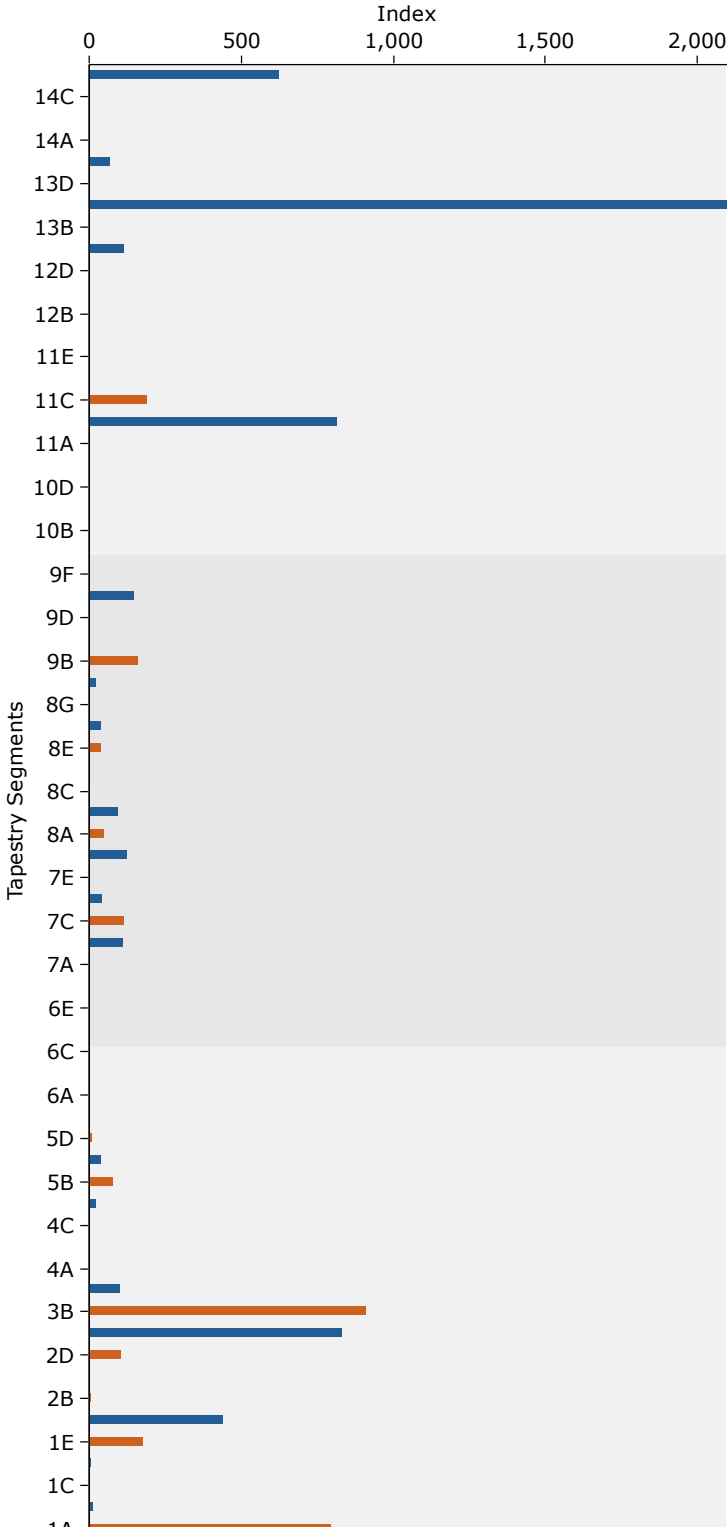


Tapestry Segmentation Area Profile

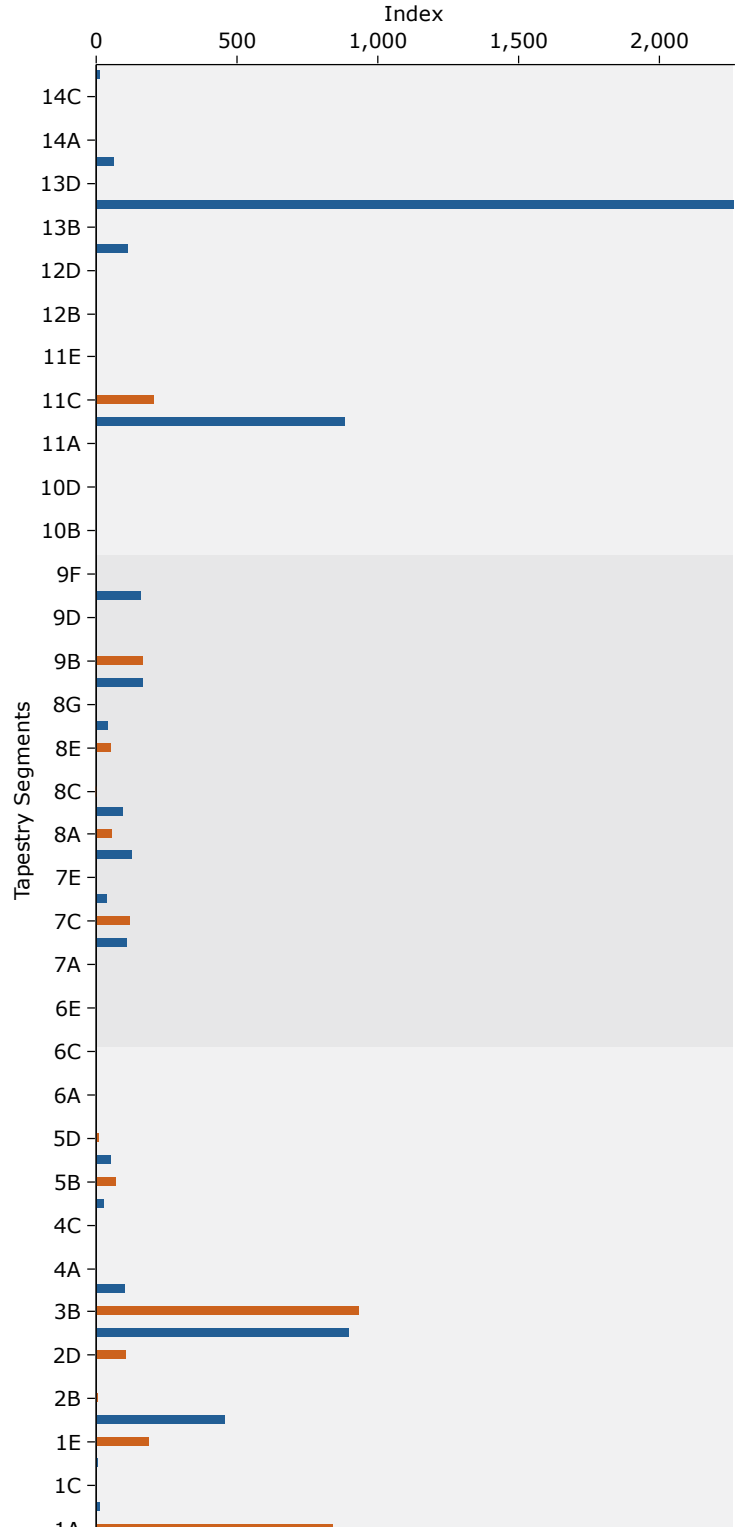
5901 Westheimer Rd, Houston, Texas, 77057 2
5901 Westheimer Rd, Houston, Texas, 77057
Ring: 5 mile radius

Prepared by Esri
Latitude: 29.73778
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2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

5901 Westheimer Rd, Houston, Texas, 77057 2
 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

| Tapestry LifeMode Groups | 2016 Households | | | 2016 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 213,824 | 100.0% | | 389,756 | 100.0% | |
| 1. Affluent Estates | 38,049 | 17.8% | 180 | 76,176 | 19.5% | 188 |
| Top Tier (1A) | 29,323 | 13.7% | 799 | 59,406 | 15.2% | 843 |
| Professional Pride (1B) | 532 | 0.2% | 16 | 1,106 | 0.3% | 16 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 593 | 0.3% | 9 | 1,216 | 0.3% | 10 |
| Exurbanites (1E) | 7,601 | 3.6% | 183 | 14,448 | 3.7% | 190 |
| 2. Upscale Avenues | 16,174 | 7.6% | 133 | 28,667 | 7.4% | 124 |
| Urban Chic (2A) | 12,501 | 5.8% | 443 | 22,305 | 5.7% | 460 |
| Pleasantville (2B) | 362 | 0.2% | 8 | 759 | 0.2% | 8 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 3,311 | 1.5% | 111 | 5,603 | 1.4% | 111 |
| 3. Uptown Individuals | 50,640 | 23.7% | 647 | 77,466 | 19.9% | 660 |
| Laptops and Lattes (3A) | 18,785 | 8.8% | 835 | 30,299 | 7.8% | 899 |
| Metro Renters (3B) | 29,439 | 13.8% | 913 | 43,295 | 11.1% | 934 |
| Trendsetters (3C) | 2,416 | 1.1% | 105 | 3,872 | 1.0% | 104 |
| 4. Family Landscapes | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. GenXurban | 7,525 | 3.5% | 30 | 14,056 | 3.6% | 33 |
| Comfortable Empty Nesters (5A) | 1,350 | 0.6% | 26 | 3,070 | 0.8% | 32 |
| In Style (5B) | 3,825 | 1.8% | 79 | 5,846 | 1.5% | 71 |
| Parks and Rec (5C) | 1,802 | 0.8% | 42 | 4,034 | 1.0% | 53 |
| Rustbelt Traditions (5D) | 548 | 0.3% | 12 | 1,106 | 0.3% | 14 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Ethnic Enclaves | 9,659 | 4.5% | 64 | 21,499 | 5.5% | 68 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 2,633 | 1.2% | 115 | 6,447 | 1.7% | 112 |
| American Dreamers (7C) | 3,691 | 1.7% | 117 | 8,032 | 2.1% | 124 |
| Barrios Urbanos (7D) | 1,044 | 0.5% | 47 | 2,111 | 0.5% | 43 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 2,291 | 1.1% | 128 | 4,909 | 1.3% | 131 |

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

5901 Westheimer Rd, Houston, Texas, 77057 2
 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

| Tapestry LifeMode Groups | 2016 Households | | | 2016 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 213,824 | 100.0% | | 389,756 | 100.0% | |
| 8. Middle Ground | 8,215 | 3.8% | 35 | 14,908 | 3.8% | 38 |
| City Lights (8A) | 1,600 | 0.7% | 51 | 3,345 | 0.9% | 57 |
| Emerald City (8B) | 2,948 | 1.4% | 97 | 4,802 | 1.2% | 101 |
| Bright Young Professionals (8C) | 57 | 0.0% | 1 | 102 | 0.0% | 1 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 1,489 | 0.7% | 43 | 3,184 | 0.8% | 53 |
| Old and Newcomers (8F) | 2,121 | 1.0% | 43 | 3,475 | 0.9% | 44 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 9. Senior Styles | 9,074 | 4.2% | 73 | 14,891 | 3.8% | 76 |
| Silver & Gold (9A) | 393 | 0.2% | 24 | 667 | 0.2% | 25 |
| Golden Years (9B) | 4,757 | 2.2% | 166 | 7,759 | 2.0% | 168 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 3,924 | 1.8% | 151 | 6,465 | 1.7% | 163 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 10. Rustic Outposts | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 35,677 | 16.7% | 267 | 58,168 | 14.9% | 272 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 29,866 | 14.0% | 815 | 47,534 | 12.2% | 886 |
| Metro Fusion (11C) | 5,811 | 2.7% | 193 | 10,634 | 2.7% | 209 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 38,793 | 18.1% | 461 | 83,763 | 21.5% | 480 |
| International Marketplace (13A) | 3,138 | 1.5% | 119 | 6,342 | 1.6% | 117 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 34,905 | 16.3% | 2,100 | 76,046 | 19.5% | 2,266 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 750 | 0.4% | 70 | 1,375 | 0.4% | 69 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 18 | 0.0% | 626 | 162 | 0.0% | 19 |

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

5901 Westheimer Rd, Houston, Texas, 77057 2
 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

| Tapestry Urbanization Groups | 2016 Households | | | 2016 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 213,824 | 100.0% | | 389,756 | 100.0% | |
| 1. Principal Urban Center | 86,295 | 40.4% | 572 | 154,887 | 39.7% | 599 |
| Laptops and Lattes (3A) | 18,785 | 8.8% | 835 | 30,299 | 7.8% | 899 |
| Metro Renters (3B) | 29,439 | 13.8% | 913 | 43,295 | 11.1% | 934 |
| Trendsetters (3C) | 2,416 | 1.1% | 105 | 3,872 | 1.0% | 104 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 34,905 | 16.3% | 2,100 | 76,046 | 19.5% | 2,266 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 750 | 0.4% | 70 | 1,375 | 0.4% | 69 |
| 2. Urban Periphery | 20,813 | 9.7% | 57 | 43,028 | 11.0% | 62 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 548 | 0.3% | 12 | 1,106 | 0.3% | 14 |
| Urban Villages (7B) | 2,633 | 1.2% | 115 | 6,447 | 1.7% | 112 |
| American Dreamers (7C) | 3,691 | 1.7% | 117 | 8,032 | 2.1% | 124 |
| Barrios Urbanos (7D) | 1,044 | 0.5% | 47 | 2,111 | 0.5% | 43 |
| Southwestern Families (7F) | 2,291 | 1.1% | 128 | 4,909 | 1.3% | 131 |
| City Lights (8A) | 1,600 | 0.7% | 51 | 3,345 | 0.9% | 57 |
| Bright Young Professionals (8C) | 57 | 0.0% | 1 | 102 | 0.0% | 1 |
| Metro Fusion (11C) | 5,811 | 2.7% | 193 | 10,634 | 2.7% | 209 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 3,138 | 1.5% | 119 | 6,342 | 1.6% | 117 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 44,173 | 20.7% | 112 | 71,306 | 18.3% | 108 |
| In Style (5B) | 3,825 | 1.8% | 79 | 5,846 | 1.5% | 71 |
| Emerald City (8B) | 2,948 | 1.4% | 97 | 4,802 | 1.2% | 101 |
| Front Porches (8E) | 1,489 | 0.7% | 43 | 3,184 | 0.8% | 53 |
| Old and Newcomers (8F) | 2,121 | 1.0% | 43 | 3,475 | 0.9% | 44 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 3,924 | 1.8% | 151 | 6,465 | 1.7% | 163 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 29,866 | 14.0% | 815 | 47,534 | 12.2% | 886 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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Source: Esri



Tapestry Segmentation Area Profile

5901 Westheimer Rd, Houston, Texas, 77057 2
 5901 Westheimer Rd, Houston, Texas, 77057
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 29.73778
 Longitude: -95.48469

| Tapestry Urbanization Groups | 2016 Households | | | 2016 Adult Population | | |
|---------------------------------|-----------------|--------------|-----------|-----------------------|--------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 213,824 | 100.0% | | 389,756 | 100.0% | |
| 4. Suburban Periphery | 62,525 | 29.2% | 92 | 120,373 | 30.9% | 96 |
| Top Tier (1A) | 29,323 | 13.7% | 799 | 59,406 | 15.2% | 843 |
| Professional Pride (1B) | 532 | 0.2% | 16 | 1,106 | 0.3% | 16 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 593 | 0.3% | 9 | 1,216 | 0.3% | 10 |
| Exurbanites (1E) | 7,601 | 3.6% | 183 | 14,448 | 3.7% | 190 |
| Urban Chic (2A) | 12,501 | 5.8% | 443 | 22,305 | 5.7% | 460 |
| Pleasantville (2B) | 362 | 0.2% | 8 | 759 | 0.2% | 8 |
| Enterprising Professionals (2D) | 3,311 | 1.5% | 111 | 5,603 | 1.4% | 111 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 1,350 | 0.6% | 26 | 3,070 | 0.8% | 32 |
| Parks and Rec (5C) | 1,802 | 0.8% | 42 | 4,034 | 1.0% | 53 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 393 | 0.2% | 24 | 667 | 0.2% | 25 |
| Golden Years (9B) | 4,757 | 2.2% | 166 | 7,759 | 2.0% | 168 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Rural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 18 | 0.0% | 626 | 162 | 0.0% | 19 |

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