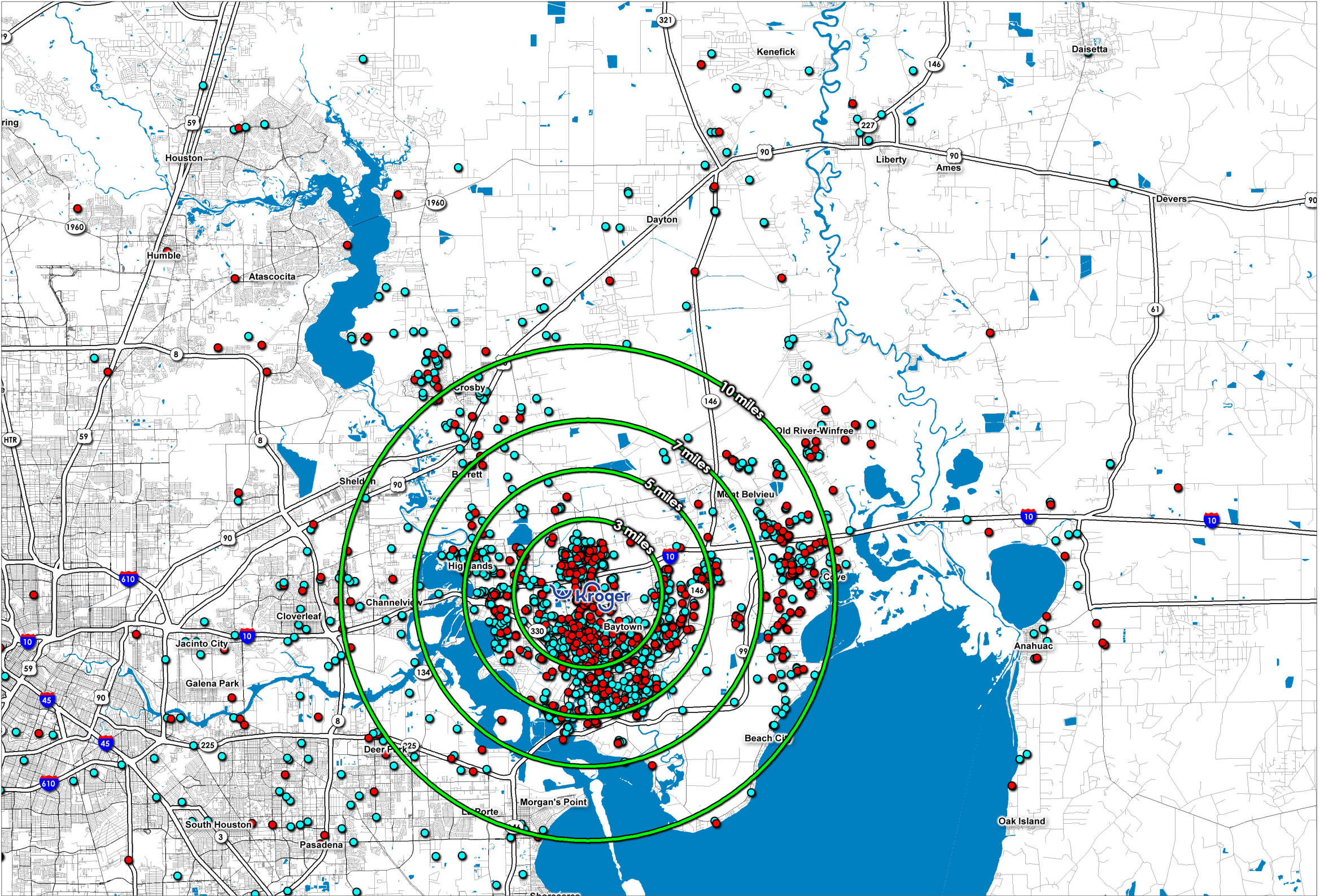


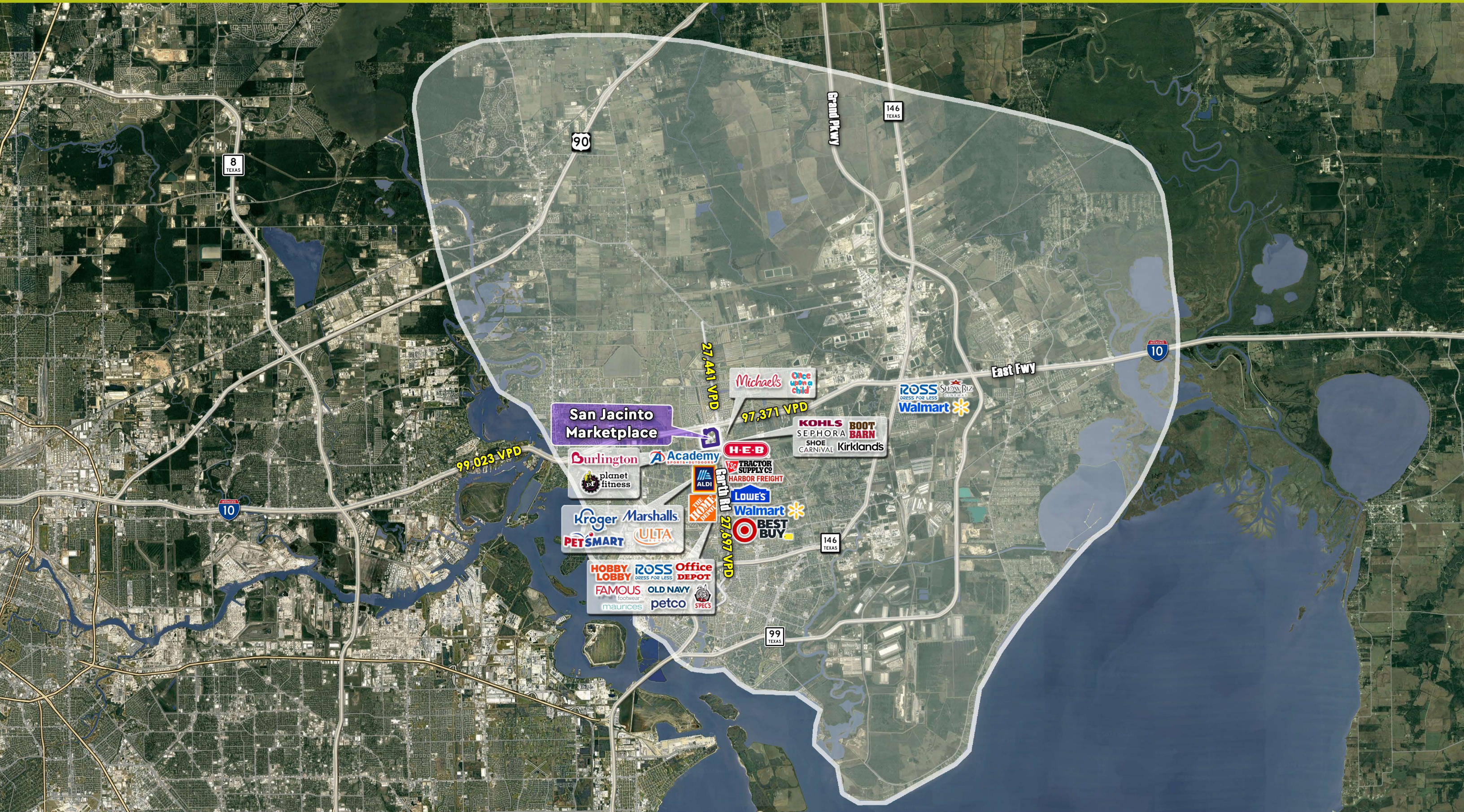
Study Period: Jun 13, 2022 - Jun 12, 2023

Unique Visits: 6 or more

Weekday Daytime Samples (red) - 510

Night/Weekend Samples (blue) - 1,523





Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area
Baytown, Texas		
Population		
Estimated Population (2023)	181,310	
Projected Population (2028)	196,010	
Census Population (2020)	175,599	
Census Population (2010)	137,902	
Projected Annual Growth (2023-2028)	14,699	1.6%
Historical Annual Growth (2020-2023)	5,711	1.1%
Historical Annual Growth (2010-2020)	37,697	2.7%
Estimated Population Density (2023)	629	psm
Trade Area Size	288.2	sq mi
Households		
Estimated Households (2023)	62,820	
Projected Households (2028)	67,985	
Census Households (2020)	60,237	
Census Households (2010)	47,191	
Projected Annual Growth (2023-2028)	5,165	1.6%
Historical Annual Change (2010-2023)	15,629	2.5%
Average Household Income		
Estimated Average Household Income (2023)	\$96,464	
Projected Average Household Income (2028)	\$91,328	
Census Average Household Income (2010)	\$63,882	
Census Average Household Income (2000)	\$52,516	
Projected Annual Change (2023-2028)	-\$5,136	-1.1%
Historical Annual Change (2000-2023)	\$43,948	3.6%
Median Household Income		
Estimated Median Household Income (2023)	\$79,819	
Projected Median Household Income (2028)	\$76,945	
Census Median Household Income (2010)	\$55,578	
Census Median Household Income (2000)	\$45,862	
Projected Annual Change (2023-2028)	-\$2,874	-0.7%
Historical Annual Change (2000-2023)	\$33,957	3.2%
Per Capita Income		
Estimated Per Capita Income (2023)	\$33,449	
Projected Per Capita Income (2028)	\$31,701	
Census Per Capita Income (2010)	\$21,861	
Census Per Capita Income (2000)	\$18,364	
Projected Annual Change (2023-2028)	-\$1,748	-1.0%
Historical Annual Change (2000-2023)	\$15,085	3.6%
Estimated Average Household Net Worth (2023)	\$465,492	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Race and Ethnicity			
Total Population (2023)	181,310		
White (2023)	93,499	51.6%	
Black or African American (2023)	27,757	15.3%	
American Indian or Alaska Native (2023)	1,822	1.0%	
Asian (2023)	3,692	2.0%	
Hawaiian or Pacific Islander (2023)	87	-	
Other Race (2023)	26,148	14.4%	
Two or More Races (2023)	28,304	15.6%	
Population < 18 (2023)	50,282	27.7%	
White Not Hispanic	15,733	31.3%	
Black or African American	7,584	15.1%	
Asian	757	1.5%	
Other Race Not Hispanic	1,238	2.5%	
Hispanic	24,969	49.7%	
Not Hispanic or Latino Population (2023)	105,801	58.4%	
Not Hispanic White	72,349	68.4%	
Not Hispanic Black or African American	26,842	25.4%	
Not Hispanic American Indian or Alaska Native	251	0.2%	
Not Hispanic Asian	3,528	3.3%	
Not Hispanic Hawaiian or Pacific Islander	32	-	
Not Hispanic Other Race	384	0.4%	
Not Hispanic Two or More Races	2,414	2.3%	
Hispanic or Latino Population (2023)	75,509	41.6%	
Hispanic White	21,150	28.0%	
Hispanic Black or African American	915	1.2%	
Hispanic American Indian or Alaska Native	1,571	2.1%	
Hispanic Asian	164	0.2%	
Hispanic Hawaiian or Pacific Islander	55	-	
Hispanic Other Race	25,764	34.1%	
Hispanic Two or More Races	25,890	34.3%	
Not Hispanic or Latino Population (2020)	103,827	59.1%	
Hispanic or Latino Population (2020)	71,772	40.9%	
Not Hispanic or Latino Population (2010)	91,230	66.2%	
Hispanic or Latino Population (2010)	46,671	33.8%	
Not Hispanic or Latino Population (2028)	115,000	58.7%	
Hispanic or Latino Population (2028)	81,009	41.3%	
Projected Annual Growth (2023-2028)	5,500	1.5%	
Historical Annual Growth (2010-2020)	25,100	5.4%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Total Age Distribution (2023)			
Total Population	181,310		
Age Under 5 Years	12,686	7.0%	
Age 5 to 9 Years	13,906	7.7%	
Age 10 to 14 Years	15,029	8.3%	
Age 15 to 19 Years	13,687	7.5%	
Age 20 to 24 Years	11,400	6.3%	
Age 25 to 29 Years	12,079	6.7%	
Age 30 to 34 Years	13,153	7.3%	
Age 35 to 39 Years	13,167	7.3%	
Age 40 to 44 Years	12,427	6.9%	
Age 45 to 49 Years	11,179	6.2%	
Age 50 to 54 Years	10,948	6.0%	
Age 55 to 59 Years	10,361	5.7%	
Age 60 to 64 Years	9,843	5.4%	
Age 65 to 69 Years	7,999	4.4%	
Age 70 to 74 Years	5,925	3.3%	
Age 75 to 79 Years	3,578	2.0%	
Age 80 to 84 Years	2,079	1.1%	
Age 85 Years or Over	1,864	1.0%	
Median Age	33.9		
Age 19 Years or Less	55,308	30.5%	
Age 20 to 64 Years	104,557	57.7%	
Age 65 Years or Over	21,445	11.8%	
Female Age Distribution (2023)			
Female Population	91,047	50.2%	
Age Under 5 Years	6,258	6.9%	
Age 5 to 9 Years	6,756	7.4%	
Age 10 to 14 Years	7,350	8.1%	
Age 15 to 19 Years	6,641	7.3%	
Age 20 to 24 Years	5,723	6.3%	
Age 25 to 29 Years	6,265	6.9%	
Age 30 to 34 Years	6,719	7.4%	
Age 35 to 39 Years	6,527	7.2%	
Age 40 to 44 Years	6,174	6.8%	
Age 45 to 49 Years	5,596	6.1%	
Age 50 to 54 Years	5,377	5.9%	
Age 55 to 59 Years	5,123	5.6%	
Age 60 to 64 Years	4,961	5.4%	
Age 65 to 69 Years	4,077	4.5%	
Age 70 to 74 Years	3,095	3.4%	
Age 75 to 79 Years	2,019	2.2%	
Age 80 to 84 Years	1,220	1.3%	
Age 85 Years or Over	1,166	1.3%	
Female Median Age	34.3		
Age 19 Years or Less	27,005	29.7%	
Age 20 to 64 Years	52,465	57.6%	
Age 65 Years or Over	11,578	12.7%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Male Age Distribution (2023)			
Male Population		90,263	49.8%
Age Under 5 Years		6,428	7.1%
Age 5 to 9 Years		7,150	7.9%
Age 10 to 14 Years		7,679	8.5%
Age 15 to 19 Years		7,046	7.8%
Age 20 to 24 Years		5,677	6.3%
Age 25 to 29 Years		5,813	6.4%
Age 30 to 34 Years		6,435	7.1%
Age 35 to 39 Years		6,640	7.4%
Age 40 to 44 Years		6,253	6.9%
Age 45 to 49 Years		5,583	6.2%
Age 50 to 54 Years		5,571	6.2%
Age 55 to 59 Years		5,238	5.8%
Age 60 to 64 Years		4,882	5.4%
Age 65 to 69 Years		3,922	4.3%
Age 70 to 74 Years		2,830	3.1%
Age 75 to 79 Years		1,559	1.7%
Age 80 to 84 Years		859	1.0%
Age 85 Years or Over		698	0.8%
Male Median Age		33.4	
Age 19 Years or Less		28,303	31.4%
Age 20 to 64 Years		52,092	57.7%
Age 65 Years or Over		9,867	10.9%
Males per 100 Females (2023)			
Overall Comparison		99	
Age Under 5 Years		103	50.7%
Age 5 to 9 Years		106	51.4%
Age 10 to 14 Years		104	51.1%
Age 15 to 19 Years		106	51.5%
Age 20 to 24 Years		99	49.8%
Age 25 to 29 Years		93	48.1%
Age 30 to 34 Years		96	48.9%
Age 35 to 39 Years		102	50.4%
Age 40 to 44 Years		101	50.3%
Age 45 to 49 Years		100	49.9%
Age 50 to 54 Years		104	50.9%
Age 55 to 59 Years		102	50.6%
Age 60 to 64 Years		98	49.6%
Age 65 to 69 Years		96	49.0%
Age 70 to 74 Years		91	47.8%
Age 75 to 79 Years		77	43.6%
Age 80 to 84 Years		70	41.3%
Age 85 Years or Over		60	37.4%
Age 19 Years or Less		105	51.2%
Age 20 to 39 Years		97	49.3%
Age 40 to 64 Years		101	50.3%
Age 65 Years or Over		85	46.0%

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Household Type (2023)			
Total Households	62,820		
Households with Children	25,294	40.3%	
Average Household Size	2.9		
Household Density per Square Mile	218		
Population Family	160,700	88.6%	
Population Non-Family	19,947	11.0%	
Population Group Quarters	663	0.4%	
Family Households	46,963	74.8%	
Married Couple Households	32,597	69.4%	
Other Family Households with Children	14,365	30.6%	
Family Households with Children	25,255	53.8%	
Married Couple with Children	17,126	67.8%	
Other Family Households with Children	8,129	32.2%	
Family Households No Children	21,708	46.2%	
Married Couple No Children	15,472	71.3%	
Other Family Households No Children	6,236	28.7%	
Non-Family Households	15,857	25.2%	
Non-Family Households with Children	39	0.2%	
Non-Family Households No Children	15,818	99.8%	
Average Family Household Size	3.4		
Average Family Income	\$107,432		
Median Family Income	\$93,319		
Average Non-Family Household Size	1.3		
Marital Status (2023)			
Population Age 15 Years or Over	139,690		
Never Married	45,253	32.4%	
Currently Married	66,727	47.8%	
Previously Married	27,710	19.8%	
Separated	6,345	22.9%	
Widowed	6,907	24.9%	
Divorced	14,458	52.2%	
Educational Attainment (2023)			
Adult Population Age 25 Years or Over	114,602		
Elementary (Grade Level 0 to 8)	9,941	8.7%	
Some High School (Grade Level 9 to 11)	9,656	8.4%	
High School Graduate	32,946	28.7%	
Some College	27,387	23.9%	
Associate Degree Only	11,751	10.3%	
Bachelor Degree Only	15,066	13.1%	
Graduate Degree	7,854	6.9%	
Any College (Some College or Higher)	62,058	54.2%	
College Degree + (Bachelor Degree or Higher)	22,920	20.0%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Housing			
Total Housing Units (2023)	68,754		
Total Housing Units (2020)	65,307		
Historical Annual Growth (2020-2023)	3,447	-	
Housing Units Occupied (2023)	62,820	91.4%	
Housing Units Owner-Occupied	42,940	68.4%	
Housing Units Renter-Occupied	19,880	31.6%	
Housing Units Vacant (2023)	5,934	8.6%	
Household Size (2023)			
Total Households	62,820		
1 Person Households	13,222	21.0%	
2 Person Households	19,155	30.5%	
3 Person Households	11,503	18.3%	
4 Person Households	10,082	16.0%	
5 Person Households	5,366	8.5%	
6 Person Households	2,325	3.7%	
7 or More Person Households	1,167	1.9%	
Household Income Distribution (2023)			
HH Income \$200,000 or More	5,712	9.1%	
HH Income \$150,000 to \$199,999	6,650	10.6%	
HH Income \$125,000 to \$149,999	4,877	7.8%	
HH Income \$100,000 to \$124,999	5,614	8.9%	
HH Income \$75,000 to \$99,999	7,871	12.5%	
HH Income \$50,000 to \$74,999	9,631	15.3%	
HH Income \$35,000 to \$49,999	6,685	10.6%	
HH Income \$25,000 to \$34,999	4,836	7.7%	
HH Income \$15,000 to \$24,999	4,363	6.9%	
HH Income \$10,000 to \$14,999	2,241	3.6%	
HH Income Under \$10,000	4,340	6.9%	
Household Vehicles (2023)			
Households 0 Vehicles Available	3,467	5.5%	
Households 1 Vehicle Available	17,592	28.0%	
Households 2 Vehicles Available	25,690	40.9%	
Households 3 or More Vehicles Available	16,072	25.6%	
Total Vehicles Available	124,256		
Average Vehicles per Household	2.0		
Owner-Occupied Household Vehicles	95,527	76.9%	
Average Vehicles per Owner-Occupied Household	2.2		
Renter-Occupied Household Vehicles	28,729	23.1%	
Average Vehicles per Renter-Occupied Household	1.4		
Travel Time (2023)			
Worker Base Age 16 years or Over	84,839		
Travel to Work in 14 Minutes or Less	15,719	18.5%	
Travel to Work in 15 to 29 Minutes	27,757	32.7%	
Travel to Work in 30 to 59 Minutes	26,057	30.7%	
Travel to Work in 60 Minutes or More	6,973	8.2%	
Work at Home	8,333	9.8%	
Average Minutes Travel to Work	24.7		

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Transportation To Work (2023)			
Worker Base Age 16 years or Over	84,839		
Drive to Work Alone	64,630	76.2%	
Drive to Work in Carpool	7,990	9.4%	
Travel to Work by Public Transportation	1,040	1.2%	
Drive to Work on Motorcycle	51	-	
Bicycle to Work	247	0.3%	
Walk to Work	1,007	1.2%	
Other Means	1,542	1.8%	
Work at Home	8,333	9.8%	
Daytime Demographics (2023)			
Total Businesses	5,058		
Total Employees	43,618		
Company Headquarter Businesses	126	2.5%	
Company Headquarter Employees	4,382	10.0%	
Employee Population per Business	8.6	to 1	
Residential Population per Business	35.8	to 1	
Adj. Daytime Demographics Age 16 Years or Over	95,273		
Labor Force			
Labor Population Age 16 Years or Over (2023)	136,739		
Labor Force Total Males (2023)	67,484	49.4%	
Male Civilian Employed	47,541	70.4%	
Male Civilian Unemployed	3,253	4.8%	
Males in Armed Forces	246	0.4%	
Males Not in Labor Force	16,443	24.4%	
Labor Force Total Females (2023)	69,255	50.6%	
Female Civilian Employed	37,297	53.9%	
Female Civilian Unemployed	2,138	3.1%	
Females in Armed Forces	-	-	
Females Not in Labor Force	29,820	43.1%	
Unemployment Rate	5,391	3.9%	
Occupation (2023)			
Occupation Population Age 16 Years or Over	84,839		
Occupation Total Males	47,541	56.0%	
Occupation Total Females	37,297	44.0%	
Management, Business, Financial Operations	11,610	13.7%	
Professional, Related	16,637	19.6%	
Service	13,541	16.0%	
Sales, Office	15,448	18.2%	
Farming, Fishing, Forestry	111	0.1%	
Construction, Extraction, Maintenance	12,716	15.0%	
Production, Transport, Material Moving	14,775	17.4%	
White Collar Workers	43,695	51.5%	
Blue Collar Workers	41,144	48.5%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Units In Structure (2023)			
Total Units	62,820		
1 Detached Unit	43,790	69.7%	
1 Attached Unit	1,252	2.0%	
2 Units	541	0.9%	
3 to 4 Units	1,680	2.7%	
5 to 9 Units	1,989	3.2%	
10 to 19 Units	3,116	5.0%	
20 to 49 Units	1,656	2.6%	
50 or More Units	2,712	4.3%	
Mobile Home or Trailer	5,861	9.3%	
Other Structure	222	0.4%	
Homes Built By Year (2023)			
Homes Built 2020 or later	685	1.0%	
Homes Built 2010 to 2019	11,633	16.9%	
Homes Built 2000 to 2009	13,870	20.2%	
Homes Built 1990 to 1999	7,519	10.9%	
Homes Built 1980 to 1989	7,562	11.0%	
Homes Built 1970 to 1979	8,702	12.7%	
Homes Built 1960 to 1969	5,113	7.4%	
Homes Built 1950 to 1959	3,704	5.4%	
Homes Built 1940 to 1949	2,528	3.7%	
Homes Built Before 1939	1,504	2.2%	
Median Age of Homes	36.0	yrs	
Home Values (2023)			
Owner Specified Housing Units	42,940		
Home Values \$1,000,000 or More	465	1.1%	
Home Values \$750,000 to \$999,999	638	1.5%	
Home Values \$500,000 to \$749,999	1,686	3.9%	
Home Values \$400,000 to \$499,999	2,631	6.1%	
Home Values \$300,000 to \$399,999	5,498	12.8%	
Home Values \$250,000 to \$299,999	5,222	12.2%	
Home Values \$200,000 to \$249,999	6,910	16.1%	
Home Values \$175,000 to \$199,999	4,157	9.7%	
Home Values \$150,000 to \$174,999	3,788	8.8%	
Home Values \$125,000 to \$149,999	2,211	5.1%	
Home Values \$100,000 to \$124,999	3,111	7.2%	
Home Values \$90,000 to \$99,999	768	1.8%	
Home Values \$80,000 to \$89,999	832	1.9%	
Home Values \$70,000 to \$79,999	727	1.7%	
Home Values \$60,000 to \$69,999	664	1.5%	
Home Values \$50,000 to \$59,999	450	1.0%	
Home Values \$35,000 to \$49,999	708	1.6%	
Home Values \$25,000 to \$34,999	445	1.0%	
Home Values \$10,000 to \$24,999	1,423	3.3%	
Home Values Under \$10,000	608	1.4%	
Owner-Occupied Median Home Value	\$216,967		
Renter-Occupied Median Rent	\$980		

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Total Annual Consumer Expenditure (2023)			
Total Household Expenditure		\$4.28 B	
Total Non-Retail Expenditure		\$2.26 B	
Total Retail Expenditure		\$2.02 B	
Apparel		\$153.01 M	
Contributions		\$141.32 M	
Education		\$135.66 M	
Entertainment		\$244.71 M	
Food and Beverages		\$629.01 M	
Furnishings and Equipment		\$151.62 M	
Gifts		\$106.22 M	
Health Care		\$355.25 M	
Household Operations		\$169.02 M	
Miscellaneous Expenses		\$80.9 M	
Personal Care		\$57.43 M	
Personal Insurance		\$30.9 M	
Reading		\$9.28 M	
Shelter		\$902.61 M	
Tobacco		\$24.75 M	
Transportation		\$779.65 M	
Utilities		\$309.93 M	
Monthly Household Consumer Expenditure (2023)			
Total Household Expenditure		\$5,679	
Total Non-Retail Expenditure		\$3,000	52.8%
Total Retail Expenditures		\$2,679	47.2%
Apparel		\$203	3.6%
Contributions		\$187	3.3%
Education		\$180	3.2%
Entertainment		\$325	5.7%
Food and Beverages		\$834	14.7%
Furnishings and Equipment		\$201	3.5%
Gifts		\$141	2.5%
Health Care		\$471	8.3%
Household Operations		\$224	3.9%
Miscellaneous Expenses		\$107	1.9%
Personal Care		\$76	1.3%
Personal Insurance		\$41	0.7%
Reading		\$12	0.2%
Shelter		\$1,197	21.1%
Tobacco		\$33	0.6%
Transportation		\$1,034	18.2%
Utilities		\$411	7.2%