

# Retail Site Analysis

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Beltway 8 and W. Bellfort Avenue  
Houston, Texas 77031

## Project Summary

It has been proposed to develop a new generation convenience facility with Valero branded fuel and proprietary deli along Beltway 8 at W. Bellfort Avenue in Houston, Texas.

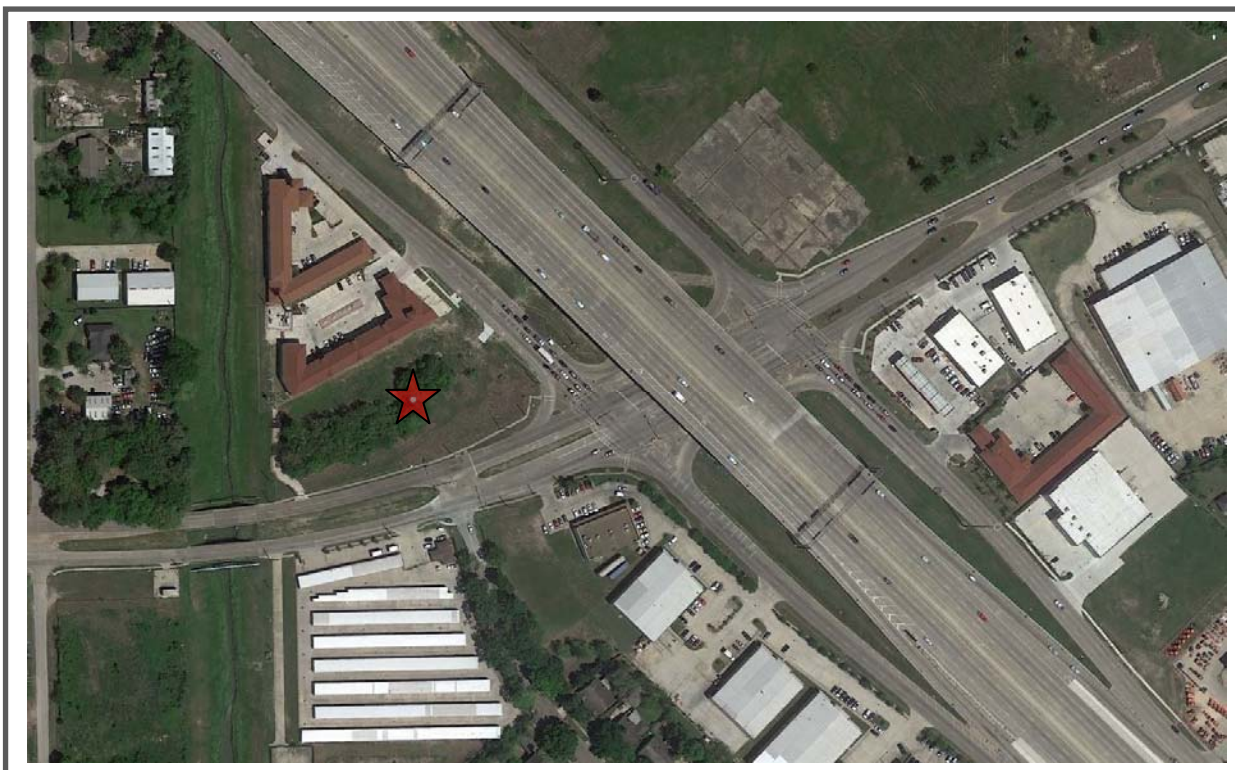
The focus of this evaluation is the anticipated fuel and convenience store sales volumes during the first three years of planned facility operation. A development strategy has been created and analyzed for volume and sales projection purposes.

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## Site Characteristics

- The site is located within the northwest quadrant of the Beltway 8 and W. Bellfort Avenue interchange in Houston, Harris County, Texas 77031.
- Beltway 8 South Frontage Road is a three-lane, one-way artery with designated right turn lane running along the eastern edge of the site. Beltway 8 (Sam Houston Parkway) is a limited access, six-lane toll road that forms an overpass at W. Bellfort Street. Posted speed- 50 MPH.
- W. Bellfort Avenue is a divided, four-lane, east/west artery with designated turn lanes and median crossover relative to the site. Posted speed – 45 MPH.
- The site is an 88,000 square foot undeveloped land parcel that affords 200' direct frontage along Beltway 8 South Frontage Road and 400' along W. Bellfort Avenue.
- Site access will exist via two drive cuts along W. Bellfort Avenue and one drive cut along Beltway 8 Frontage Road.
- Vehicular movement is electronically regulated at the Beltway 8 Frontage Road and W. Bellfort Avenue intersection.
- Intersection stacking occurs along Beltway 8 Frontage Road during peak movement periods. Moderate stacking occurs along W. Bellfort Avenue relative to the site.
- Site visibility is partially restricted along Beltway 8 Frontage Road by adjacent hotel. Adequate facility visibility/reaction ratios will exist via exterior signage, lighting, and canopy.





## Competition

Competitive Summary: Gasoline/Convenience Store	
Fuel Brands/Chains	CITGO, Shell, Gulf, Texaco, Valero, Murphy USA
# of Competitors	9
Gasoline/Diesel Positions	68/18
Convenience Store SF	14,580 SF
Average Distance from Site	1.2-Miles

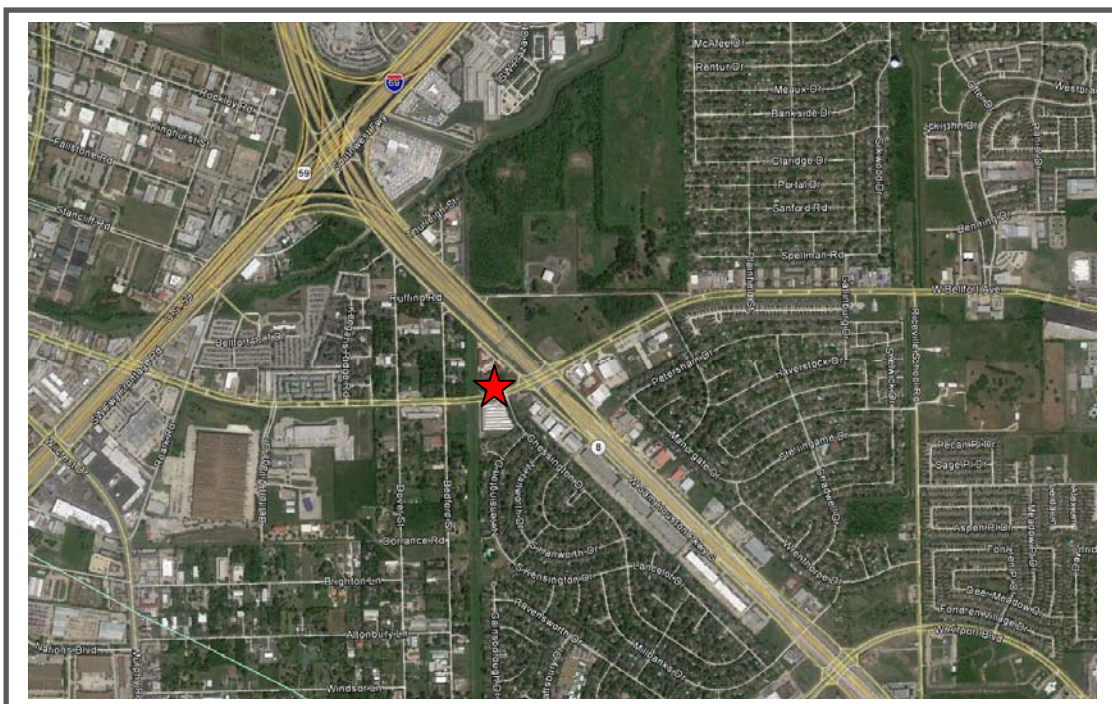
## Traffic

IMST Traffic Counts Based on 24-Hour Count (2014)
Beltway 8 South Frontage Road
15,316
W. Bellfort Avenue
26,281
Combined Intersection
41,597

## Trade Area

The trade area is an established suburban section of southwest Houston centered at the interchange of W. Bellfort Street and Beltway 8. The trade area is positioned southeast of the U.S. Highway 59 and Beltway 8 interchange. A mix of residential, employee, and commuter populations support the trade area. Household residents are ethnically diverse with 46% Hispanic, 25% Black, and 8% Asian. Household income levels are average and reflect suburban households with multiple workers.

Trade Area		
2014 Population	1-Mile	9,923
2014 Households	1-Mile	3,259
% Household Change 2014-2019	1-Mile	6.7%
2014 Average HH Income	1-Mile	\$69,760
2014 Median HH Income	1-Mile	\$57,805
Total Household Vehicles	1-Mile	7,321
Total Employees	1-Mile	4,323
Total Daytime at Home Population	1-Mile	5,123



## Facility Development Strategy:

- Six (6) MPD's with twelve (12) fueling positions, diesel hoses, and "dive-in" configuration.
- Valero brand fuel with full exterior brand image and competitive fuel pricing.
- 3,500 square foot convenience store building featuring proprietary fast food.
- Twelve (12) up-front convenience store parking with additional perimeter site parking.
- Standard convenience store merchandising mix with beer/wine, cigarette, snack food, hot/cold beverage, deli, and consumable convenience emphasis. Competitive store pricing.
- Eighteen (18) door walk-in cooler with LED lighting and Beer Cave.
- Expanded fountain beverage counter with frozen categories and iced teas.
- Expanded coffee counter with full product/condiment selection.
- Open display cooler with single-serve beverages.
- Four (4) freezer doors with ice merchandising and novelty ice cream.
- Integrated hot express taqueria fast food program with breakfast, lunch, and snack categories. "Grab and go" and "made to order" fast food items.
- Interior restrooms with good appearance and cleanliness.
- Two (2) cashier stations with good standards of customer service. ATM. Lottery.
- Convenience store operational 18 hours per day, 7 days per week.

## Volume & Sales Projections

Average Monthly Volume Projections			
	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	102,309	105,342	106,197
Convenience Store Sales (Dollars)	\$101,212	\$104,538	\$105,605

## Summary

It has been proposed to develop a new generation Valero convenience facility along W. Bellfort Street at Beltway 8 in southwest Houston. The site is strategically positioned to serve the high traffic W. Bellfort Street and Beltway 8 interchange with frontage road and roadway traffic volumes in excess of 40,000 vehicles per day. Eastbound W. Bellfort Street traffic will utilize a median crossover to access the site. Stacking occurs southbound along the Beltway 8 frontage road during peak traffic periods.

Site demand is traffic dependent and volume penetration will rely on the capture of southbound and westbound traffic patterns. The planned facility must be attractively designed, maintained, and professionally operated in order to create habitual patterns of commuter support at the targeted interchange. The site will rely on pricing and brand recognition to attract daily commuters. Targeted traffic volumes are commuter driven, habitual, and conducive to establishing daily and weekly purchase patterns. Traffic volumes are well supported by local residential and employee populations. The proposed deli program featuring Mexican fast food categories will augment interior store sales.

The proposed facility must meet a strong standard of design and operation to meet the competitive trade area standard. Nine (9) fuel convenience competitors were identified within two miles of the site. Modern Shell, Valero, Texaco, and Wal-Mart units are located within the trade area.

## Site Photos



Beltway 8 Frontage Road facing south



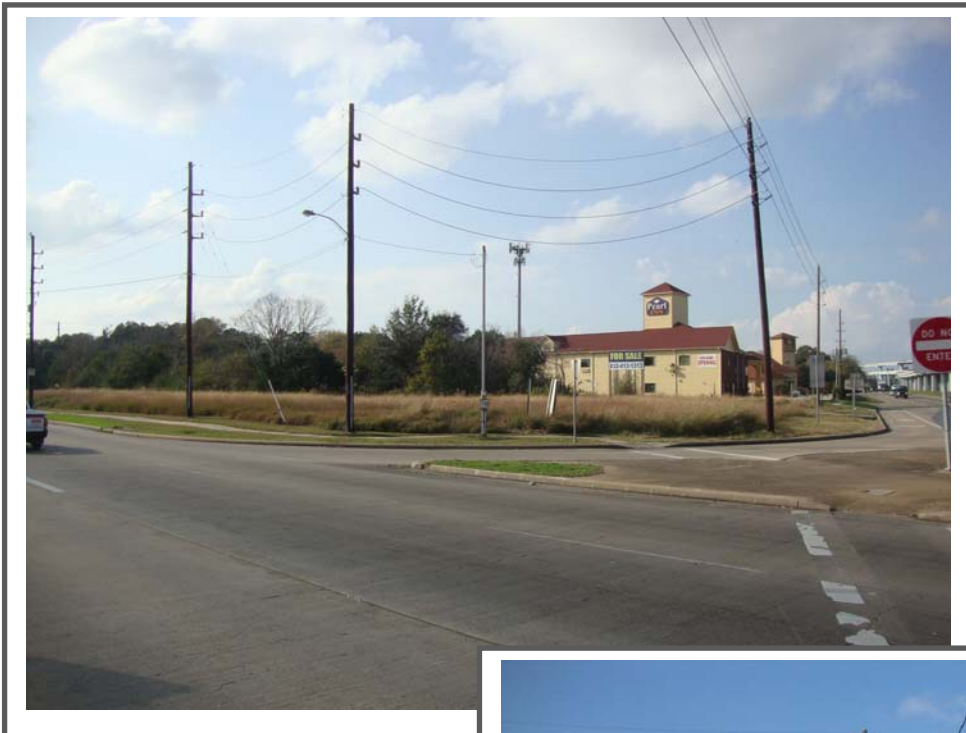
Beltway 8 Frontage Road facing north



W. Belfort Avenue facing east



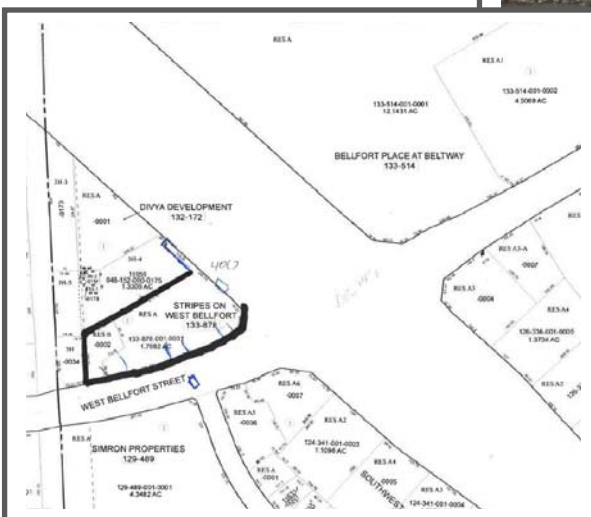
## Site Photos and Site Survey



Site viewed from the east



Site viewed from the south



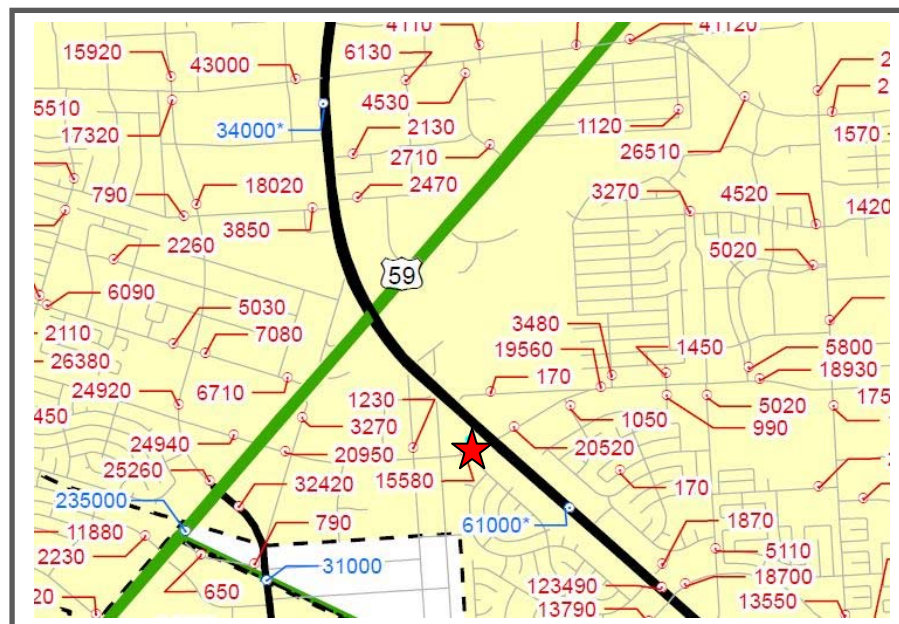
Site Survey

# Traffic Summary

Beltway 8 and W. Bellfort Avenue


## Traffic Counts

Average Daily Traffic Counts Texas DOT (2011)		
<b>Highway Artery:</b> Beltway 8	Combined movement north of the site	34,000
	Combined movement south of the site	61,000
<b>Secondary Artery:</b> W. Bellfort Avenue	Combined movement east of the site	20,520
	Combined movement west of the site	15,580
Average Daily Traffic Counts Determined by IMST (2014)		
<b>Primary Artery:</b> Beltway 8 Frontage Road	Southbound movement (non-truck/truck)	14,502/814
	<b>Total Beltway 8 South Frontage Road</b>	<b>15,316</b>
<b>Secondary Artery:</b> W. Bellfort Avenue	Eastbound movement (non-truck/truck)	12,846/585
	Westbound movement (non-truck/truck)	12,247/603
	<b>Total W. Bellfort Avenue movement</b>	<b>26,281</b>
	<b>Total Intersection (non-truck/truck)</b>	<b>39,595/2,002</b>
	<b>Total Intersection Traffic</b>	<b>41,597</b>





## Facility Development Strategy

<b>Name:</b>	Proposed Facility	<b>Brand:</b>	Valero	<b>Case #</b>	<b>1</b>	
<b>Location:</b>	Beltway 8 and W. Bellfort Avenue	<b>Intersection:</b>	NW			
<b>Type:</b>	Convenience Store	<b>Impact:</b>	177.1			

<b>Forecourt &amp; Exterior</b>	<b>Posted Prices</b>
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6	MPD's	Updated	Canopy	Unleaded	\$2.39 <sup>9</sup>					
	Electronic	Pay	Air/Water	Midgrade						
12	# of Gas Hoses	Yes	CRIND's	Premium						
3	# of Gas Grades	3	Brand Sign Facings	Diesel	\$3.39 <sup>9</sup>					
12	# of Fueling Positions	2	Price Sign Facings	Card Discount						
4	# of Diesel Hoses		Pre Pay Fuel							
	# of Truck Lanes	4	# of Access Points	Strategy	0.02					
	# of Kerosene Hoses	Average	Visibility		0.00					
	# of E-85 Hoses	Electronic	Traffic Regulation	<div>Competitive Impact</div> <table><tr><td>Gasoline Score</td></tr><tr><td>Diesel Score</td></tr><tr><td>Convenience Store Score</td></tr><tr><td>Fast Food Score</td></tr><tr><td>Distance Score</td></tr></table>		Gasoline Score	Diesel Score	Convenience Store Score	Fast Food Score	Distance Score
Gasoline Score										
Diesel Score										
Convenience Store Score										
Fast Food Score										
Distance Score										
	# of EV Stations	LtdAccess	Road Configuration							
16	# of Self Service Hoses	Average	On Site Movement							
	# of Full Service Hoses	50	Posted Speed							
Dive In	Fuel Configuration	3,500	Size of Store							
None	Car Wash	12	Up Front Parking							

### Convenience Store

18	Walk In Cooler Doors	Average	Maintenance	Interior	Restrooms
	Reach In Cooler Doors	Average	Interior Lighting	Average	Snack Merchandising
Yes	LED Cooler Lighting	Average	Interior Signage	Average	Tobacco Merchandising
	Walk In Freezer Doors	Average	Fountain Beverage	Full	Credit/Debit Card
4	Reach In Freezer Doors	Average	Frozen/Specialty	18	Hours of Operation
2	Open Coolers	Average	Coffee Bar	2	Cashier Stations
2	Interior Ice Doors	4	Beer/Wine Doors	Yes	Lottery
	Exterior Ice Doors	Yes	Beer Cave	Yes	ATM
2	Novelty Freezers		Fast Food Brand	Yes	Uniforms
Average	Interior Visibility	Taqueria	Fast Food	Average	Customer Service/Experience



# Projections, Analytical Range, & Metrics

Beltway 8 & W. Bellfort Avenue - Houston

## Trade Area Metrics

- Primary Area of Influence – 1-Mile
- Total Intersection Traffic – 41,597 VPD
- Explained Intersection Traffic – 55.9%
- Passing Intersection Traffic – 44.1%
- Trade Area in Square Miles – 3.14 sq. mi
- Trade Area Population Density – 3,819

## Projection Metrics

- Annual Fuel Volume Year 1 – 1,227,708 gallons
- Fuel Gallons per Dispenser – 17,052 gallons
- Annual Convenience Sales Year 1 – \$1,214,544
- Convenience Store Sales per Square Foot - \$28.92

## Average Monthly Volume & Sales Projections

	Year 1	Year 2	Year 3
Gasoline Volume (Gallons)	90,829	93,522	94,281
Diesel Volume (Gallons)	11,480	11,820	11,916
Fuel Volume (Gallons)	<b>102,309</b>	<b>105,342</b>	<b>106,197</b>
Convenience Sales (Dollars)	87,397	90,253	91,155
Fast Food Sales (Dollars)	13,815	14,285	14,450
Convenience Store Sales (Dollars)	<b>\$101,212</b>	<b>\$104,538</b>	<b>\$105,605</b>

## Analytical Volume & Sales Range

<b>LOW</b>	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	<b>87,678</b>	<b>91,216</b>	<b>91,649</b>
Convenience Sales (Dollars)	<b>\$89,622</b>	<b>\$92,694</b>	<b>\$93,598</b>

<b>HIGH</b>	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	<b>108,662</b>	<b>112,937</b>	<b>113,960</b>
Convenience Sales (Dollars)	<b>\$109,936</b>	<b>\$113,691</b>	<b>\$114,865</b>

## Competitive Analysis Summary

### Trade Area Summary

9	Total Competitive Units
1.2	Average Distance in Miles
68	Total Gasoline Fueling Positions
18	Total Auto Diesel Fueling Positions
18,580	Total Convenience Store Square Footage
2,064	Average Convenience Store Square Footage

### Brands and Convenience Chains



### Competitive Impact Scores

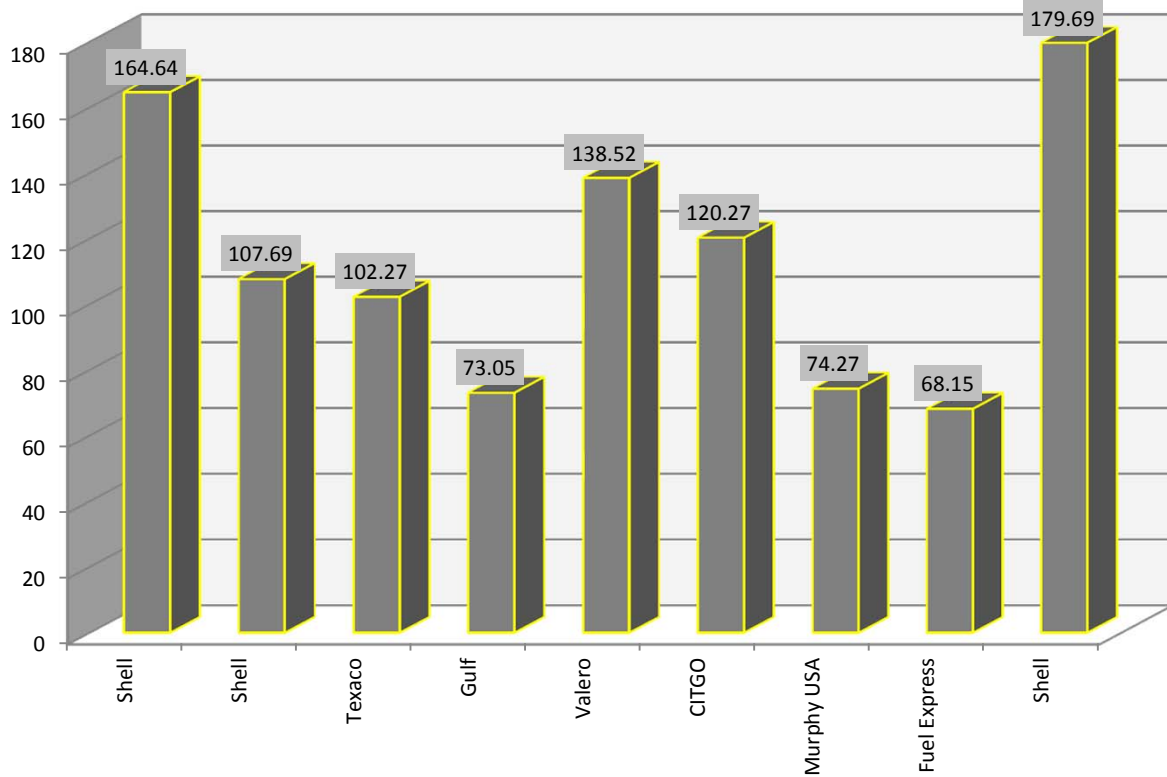
49.0	Average Gasoline Impact Score
4.6	Average Diesel Impact Score
60.7	Average Convenience Impact Score
9.7	Average Fast Food Impact Score
0.3	Average Distance Impact Score
179.7	Maximum Competitor Impact Score
68.1	Minimum Competitor Impact Score

### Posted Prices

Market Price Gasoline	\$2.37 <sup>9</sup>
Lead Price Gasoline	\$2.27 <sup>9</sup>
Market Price Diesel	\$3.39 <sup>9</sup>
Lead Price Diesel	\$3.39 <sup>9</sup>


Date: 12/15/2014

### Impact Scores





## Competition Analysis: Convenience Store and Fuel

<b>Name:</b>	Express Fuel Shell	<b>Brand:</b>	Shell	<b>Map #:</b>	<b>1</b>	
<b>Location:</b>	U.S. Highway 59 and W. Bellfort Avenue	<b>Intersection:</b>	SE	<b>Distance:</b>	1.5	
<b>Type:</b>	Convenience Store					

Forecourt & Exterior	Posted Prices
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5	MPD's	Standard	Canopy	Unleaded	\$2.39 <sup>9</sup>
	Electronic	Pay	Air/Water	Midgrade	
10	# of Gas Hoses	Yes	CRIND's	Premium	
3	# of Gas Grades	2	Brand Sign Facings	Diesel	\$3.39 <sup>9</sup>
10	# of Fueling Positions	2	Price Sign Facings	Card Discount	
4	# of Diesel Hoses	Yes	Pre Pay Fuel		
	# of Truck Lanes	3	# of Access Points	Strategy	0.02
	# of Kerosene Hoses	Average	Visibility		0.00

	# of E-85 Hoses	Electronic	Traffic Regulation	<b>Competitive Impact</b>	
	# of EV Stations	Undivided	Road Configuration	<b>Gasoline Score</b>	67.5
14	# of Self Service Hoses	Average	On Site Movement	<b>Diesel Score</b>	12.5
	# of Full Service Hoses	45	Posted Speed	<b>Convenience Store Score</b>	101.1
Dive In	Fuel Configuration	3,000	Size of Store	<b>Fast Food Score</b>	0.0
	Car Wash	10	Up Front Parking	<b>Distance Score</b>	0.19


Convenience Store
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16	Walk In Cooler Doors	Average	Maintenance	Interior	Restrooms
	Reach In Cooler Doors	Average	Interior Lighting	Average	Snack Merchandising
Yes	LED Cooler Lighting	Average	Interior Signage	Average	Tobacco Merchandising
	Walk In Freezer Doors	Average	Fountain Beverage	Full	Credit/Debit Card
4	Reach In Freezer Doors	Average	Frozen/Specialty	24	Hours of Operation
1	Open Coolers	Average	Coffee Bar	2	Cashier Stations
2	Interior Ice Doors	6	Beer/Wine Doors	Yes	Lottery
	Exterior Ice Doors		Beer Cave	Yes	ATM
1	Novelty Freezers		Fast Food Brand	Yes	Uniforms
Average	Interior Visibility		Fast Food	Average	Customer Service/Experience

Date: 12/15/2014



## Competition Analysis: Convenience Store and Fuel

<b>Name:</b>	Food Mart Shell	<b>Brand:</b>	Shell	<b>Map #:</b>	<b>2</b>	
<b>Location:</b>	W. Belfort Avenue and Roark Road			<b>Intersection:</b>	NE	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	1.5	

Forecourt & Exterior	Posted Prices
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3	MPD's	Standard	Canopy	Unleaded	\$2.39 <sup>9</sup>
	Electronic	Pay	Air/Water	Midgrade	\$2.59 <sup>9</sup>
6	# of Gas Hoses	Yes	CRIND's	Premium	\$2.79 <sup>9</sup>
3	# of Gas Grades	2	Brand Sign Facings	Diesel	
6	# of Fueling Positions	2	Price Sign Facings	Card Discount	
	# of Diesel Hoses	Yes	Pre Pay Fuel		
	# of Truck Lanes	2	# of Access Points	Strategy	0.02
	# of Kerosene Hoses	Average	Visibility		
	# of E-85 Hoses	Electronic	Traffic Regulation		
	# of EV Stations	Crossover	Road Configuration		
6	# of Self Service Hoses	BelowAvg	On Site Movement		
	# of Full Service Hoses	45	Posted Speed		
Dive In	Fuel Configuration	2,000	Size of Store		
	Car Wash	10	Up Front Parking		

Competitive Impact	
<b>Gasoline Score</b>	49.5
<b>Diesel Score</b>	0.0
<b>Convenience Store Score</b>	70.3
<b>Fast Food Score</b>	0.0
<b>Distance Score</b>	0.19


Convenience Store
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12	Walk In Cooler Doors	Below Avg	Maintenance	Interior	Restrooms
	Reach In Cooler Doors	Below Avg	Interior Lighting	Average	Snack Merchandising
	LED Cooler Lighting	Below Avg	Interior Signage	Average	Tobacco Merchandising
	Walk In Freezer Doors	Poor	Fountain Beverage	Full	Credit/Debit Card
	Reach In Freezer Doors		Frozen/Specialty	0	Hours of Operation
1	Open Coolers	Poor	Coffee Bar	2	Cashier Stations
1	Interior Ice Doors	6	Beer/Wine Doors	Yes	Lottery
	Exterior Ice Doors		Beer Cave	Yes	ATM
	Novelty Freezers		Fast Food Brand	Yes	Uniforms
Average	Interior Visibility		Fast Food	Average	Customer Service/Experience

Date: 12/15/2014



## Competition Analysis: Convenience Store and Fuel

<b>Name:</b>	Foodway Texaco	<b>Brand:</b>	Texaco	<b>Map #:</b>	<b>3</b>	
<b>Location:</b>	Beltway 8 and Millbanks Drive	<b>Intersection:</b>	SW	<b>Distance:</b>	0.9	
<b>Type:</b>	Convenience Store					

Forecourt & Exterior	Posted Prices
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4	MPD's	Standard	Canopy	Unleaded	\$2.39 <sup>9</sup>
	Electronic	Pay	Air/Water	Midgrade	
8	# of Gas Hoses	Yes	CRIND's	Premium	
3	# of Gas Grades	3	Brand Sign Facings	Diesel	\$3.39 <sup>9</sup>
8	# of Fueling Positions	2	Price Sign Facings	Card Discount	
4	# of Diesel Hoses	Yes	Pre Pay Fuel		
	# of Truck Lanes	3	# of Access Points	Strategy	0.02
	# of Kerosene Hoses	Average	Visibility		0.00
	# of E-85 Hoses	None	Traffic Regulation		
	# of EV Stations	Undivided	Road Configuration		
12	# of Self Service Hoses	Average	On Site Movement		
	# of Full Service Hoses	50	Posted Speed		
Dive In	Fuel Configuration	3,000	Size of Store		
	Car Wash		Up Front Parking		

Competitive Impact	
<b>Gasoline Score</b>	62.0
<b>Diesel Score</b>	8.0
<b>Convenience Store Score</b>	47.4
<b>Fast Food Score</b>	40.0
<b>Distance Score</b>	0.32

Convenience Store
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	Walk In Cooler Doors	Average	Maintenance	Interior	Restrooms
	Reach In Cooler Doors	Average	Interior Lighting	Average	Snack Merchandising
	LED Cooler Lighting	Average	Interior Signage	Average	Tobacco Merchandising
	Walk In Freezer Doors	Average	Fountain Beverage	Full	Credit/Debit Card
	Reach In Freezer Doors	Average	Frozen/Specialty	24	Hours of Operation
	Open Coolers	Average	Coffee Bar	2	Cashier Stations
	Interior Ice Doors	7	Beer/Wine Doors	Yes	Lottery
	Exterior Ice Doors		Beer Cave	Yes	ATM
	Novelty Freezers	Chesters Chicke	Fast Food Brand	Yes	Uniforms
Average	Interior Visibility		Fast Food	Below Avg	Customer Service/Experience

Date: 12/15/2014





## Competition Analysis: Convenience Store and Fuel

<b>Name:</b>	Beltway Gulf	<b>Brand:</b>	Gulf	<b>Map #:</b>	<b>4</b>	
<b>Location:</b>	Beltway 8 and S. Gessner Road	<b>Intersection:</b>	NE	<b>Distance:</b>	1.5	
<b>Type:</b>	Convenience Store					

Forecourt & Exterior	Posted Prices
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3	MPD's	NonStand	Canopy	Unleaded	\$2.39 <sup>9</sup>
	Electronic	Pay	Air/Water	Midgrade	
6	# of Gas Hoses	Yes	CRIND's	Premium	
3	# of Gas Grades	2	Brand Sign Facings	Diesel	
6	# of Fueling Positions	2	Price Sign Facings	Card Discount	
	# of Diesel Hoses	Yes	Pre Pay Fuel		
	# of Truck Lanes	3	# of Access Points	Strategy	0.02
	# of Kerosene Hoses	Average	Visibility		
	# of E-85 Hoses	Electronic	Traffic Regulation		
	# of EV Stations	Crossover	Road Configuration		
6	# of Self Service Hoses	BelowAvg	On Site Movement		
	# of Full Service Hoses	45	Posted Speed		
Dive In	Fuel Configuration	1,500	Size of Store		
	Car Wash	8	Up Front Parking		

Competitive Impact	
<b>Gasoline Score</b>	44.5
<b>Diesel Score</b>	0.0
<b>Convenience Store Score</b>	39.4
<b>Fast Food Score</b>	0.0
<b>Distance Score</b>	0.19


Convenience Store
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10	Walk In Cooler Doors	Below Avg	Maintenance		Restrooms
	Reach In Cooler Doors	Average	Interior Lighting	Average	Snack Merchandising
	LED Cooler Lighting	Below Avg	Interior Signage	Limited	Tobacco Merchandising
	Walk In Freezer Doors		Fountain Beverage	Full	Credit/Debit Card
	Reach In Freezer Doors		Frozen/Specialty	0	Hours of Operation
2	Open Coolers		Coffee Bar	1	Cashier Stations
2	Interior Ice Doors	5	Beer/Wine Doors	Yes	Lottery
	Exterior Ice Doors		Beer Cave	Yes	ATM
2	Novelty Freezers		Fast Food Brand	Yes	Uniforms
Restricted	Interior Visibility		Fast Food	Below Avg	Customer Service/Experience

Date: 12/15/2014



## Competition Analysis: Convenience Store and Fuel

<b>Name:</b>	Beltway Express	<b>Brand:</b>	Valero	<b>Map #:</b>	5	
<b>Location:</b>	Beltway 8 and Oglethorpe Drive			<b>Intersection:</b>	NE	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	1.0	

Forecourt & Exterior	Posted Prices
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4	MPD's	Standard	Canopy	Unleaded	\$2.39 <sup>9</sup>
	Electronic	Pay	Air/Water	Midgrade	
8	# of Gas Hoses	Yes	CRIND's	Premium	
3	# of Gas Grades	3	Brand Sign Facings	Diesel	\$3.39 <sup>9</sup>
8	# of Fueling Positions	2	Price Sign Facings	Card Discount	
4	# of Diesel Hoses	Yes	Pre Pay Fuel		
	# of Truck Lanes	3	# of Access Points	Strategy	0.02
	# of Kerosene Hoses	Average	Visibility		0.00
	# of E-85 Hoses	None	Traffic Regulation		
	# of EV Stations	Undivided	Road Configuration		
12	# of Self Service Hoses	Average	On Site Movement		
	# of Full Service Hoses	45	Posted Speed		
Dive In	Fuel Configuration	2,500	Size of Store		
	Car Wash	8	Up Front Parking		

Competitive Impact	
<b>Gasoline Score</b>	57.5
<b>Diesel Score</b>	8.5
<b>Convenience Store Score</b>	86.6
<b>Fast Food Score</b>	0.0
<b>Distance Score</b>	0.29


Convenience Store
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13	Walk In Cooler Doors	Average	Maintenance	Interior	Restrooms
	Reach In Cooler Doors	Average	Interior Lighting	Average	Snack Merchandising
	LED Cooler Lighting	Average	Interior Signage	Average	Tobacco Merchandising
	Walk In Freezer Doors	Average	Fountain Beverage	Full	Credit/Debit Card
2	Reach In Freezer Doors	Average	Frozen/Specialty	18	Hours of Operation
2	Open Coolers	Average	Coffee Bar	2	Cashier Stations
2	Interior Ice Doors	5	Beer/Wine Doors	Yes	Lottery
	Exterior Ice Doors		Beer Cave	Yes	ATM
2	Novelty Freezers		Fast Food Brand	Yes	Uniforms
Average	Interior Visibility		Fast Food	Average	Customer Service/Experience

Date: 12/15/2014



## Competition Analysis: Convenience Store and Fuel

<b>Name:</b>	Food Mart	<b>Brand:</b>	CITGO	<b>Map #:</b>	6	
<b>Location:</b>	W. Belfort Avenue and S. Gessner Road	<b>Intersection:</b>	SE	<b>Distance:</b>	2.1	
<b>Type:</b>	Convenience Store					

Forecourt & Exterior	Posted Prices
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4	MPD's	Standard	Canopy	Unleaded	\$2.29 <sup>9</sup>
	Electronic	Pay	Air/Water	Midgrade	
8	# of Gas Hoses		CRIND's	Premium	
3	# of Gas Grades	2	Brand Sign Facings	Diesel	
8	# of Fueling Positions	2	Price Sign Facings	Card Discount	
	# of Diesel Hoses	Yes	Pre Pay Fuel		
	# of Truck Lanes	4	# of Access Points	Strategy	-0.08
	# of Kerosene Hoses	Average	Visibility		
	# of E-85 Hoses	Electronic	Traffic Regulation		
	# of EV Stations	Crossover	Road Configuration		
8	# of Self Service Hoses	Average	On Site Movement		
	# of Full Service Hoses		Posted Speed		
Dive In	Fuel Configuration	1,200	Size of Store		
	Car Wash	9	Up Front Parking		

Competitive Impact	
<b>Gasoline Score</b>	48.0
<b>Diesel Score</b>	0.0
<b>Convenience Store Score</b>	36.0
<b>Fast Food Score</b>	0.0
<b>Distance Score</b>	0.14

Convenience Store
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10	Walk In Cooler Doors	Average	Maintenance	Interior	Restrooms
	Reach In Cooler Doors	Below Avg	Interior Lighting	Average	Snack Merchandising
	LED Cooler Lighting	Below Avg	Interior Signage	Average	Tobacco Merchandising
	Walk In Freezer Doors	Poor	Fountain Beverage	Full	Credit/Debit Card
	Reach In Freezer Doors		Frozen/Specialty	16	Hours of Operation
	Open Coolers	Poor	Coffee Bar	1	Cashier Stations
	Interior Ice Doors		Beer/Wine Doors	Yes	Lottery
1	Exterior Ice Doors		Beer Cave	Yes	ATM
2	Novelty Freezers		Fast Food Brand		Uniforms
Average	Interior Visibility		Fast Food	Below Avg	Customer Service/Experience

Date: 12/15/2014





## Competition Analysis: Convenience Store and Fuel

<b>Name:</b>	Walmart	<b>Brand:</b>	Murphy USA	<b>Map #:</b>	7	
<b>Location:</b>	W. Belfort Avenue			<b>Intersection:</b>	N	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	2.0	

Forecourt & Exterior	Posted Prices
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4	MPD's	NonStand	Canopy	Unleaded	\$2.27 <sup>9</sup>
	Electronic	Pay	Air/Water	Midgrade	
8	# of Gas Hoses	Yes	CRIND's	Premium	
3	# of Gas Grades		Brand Sign Facings	Diesel	
8	# of Fueling Positions	2	Price Sign Facings	Card Discount	
2	# of Diesel Hoses	Yes	Pre Pay Fuel		
	# of Truck Lanes	2	# of Access Points	Strategy	-0.10
	# of Kerosene Hoses	Average	Visibility		
	# of E-85 Hoses	None	Traffic Regulation		
	# of EV Stations	Crossover	Road Configuration		
10	# of Self Service Hoses	Average	On Site Movement		
	# of Full Service Hoses	35	Posted Speed		
Dive In	Fuel Configuration	180	Size of Store		
	Car Wash		Up Front Parking		

Competitive Impact	
<b>Gasoline Score</b>	29.3
<b>Diesel Score</b>	6.5
<b>Convenience Store Score</b>	17.0
<b>Fast Food Score</b>	0.0
<b>Distance Score</b>	0.14


Convenience Store
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	Walk In Cooler Doors		Maintenance		Restrooms
12	Reach In Cooler Doors		Interior Lighting		Snack Merchandising
	LED Cooler Lighting		Interior Signage	Average	Tobacco Merchandising
	Walk In Freezer Doors		Fountain Beverage	Full	Credit/Debit Card
	Reach In Freezer Doors		Frozen/Specialty	24	Hours of Operation
	Open Coolers		Coffee Bar	3	Cashier Stations
	Interior Ice Doors		Beer/Wine Doors	Yes	Lottery
2	Exterior Ice Doors		Beer Cave	Yes	ATM
	Novelty Freezers		Fast Food Brand		Uniforms
	Interior Visibility		Fast Food	Average	Customer Service/Experience

Date: 12/15/2014



## Competition Analysis: Convenience Store and Fuel

<b>Name:</b>	Fuel Express	<b>Brand:</b>	Unbranded	<b>Map #:</b>	8	
<b>Location:</b>	W. Belfort Avenue			<b>Intersection:</b>	NE	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	0.6	

Forecourt & Exterior	Posted Prices
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2	MPD's	NonStand	Canopy	Unleaded	\$2.39 <sup>9</sup>
	Electronic	Pay	Air/Water	Midgrade	
4	# of Gas Hoses	Yes	CRIND's	Premium	\$2.89 <sup>9</sup>
3	# of Gas Grades	2	Brand Sign Facings	Diesel	
4	# of Fueling Positions	2	Price Sign Facings	Cash Discount	\$2.29 <sup>9</sup>
	# of Diesel Hoses	Yes	Pre Pay Fuel		
	# of Truck Lanes	3	# of Access Points	Strategy	0.02
	# of Kerosene Hoses	Average	Visibility		
	# of E-85 Hoses	None	Traffic Regulation		
	# of EV Stations	Crossover	Road Configuration		
4	# of Self Service Hoses	Average	On Site Movement		
	# of Full Service Hoses	35	Posted Speed		
Parallel	Fuel Configuration	1,200	Size of Store		
	Car Wash	8	Up Front Parking		

Competitive Impact	
<b>Gasoline Score</b>	36.5
<b>Diesel Score</b>	0.0
<b>Convenience Store Score</b>	40.6
<b>Fast Food Score</b>	3.0
<b>Distance Score</b>	0.48


Convenience Store
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12	Walk In Cooler Doors	Below Avg	Maintenance	Interior	Restrooms
4	Reach In Cooler Doors	Below Avg	Interior Lighting	Average	Snack Merchandising
	LED Cooler Lighting	Below Avg	Interior Signage	Average	Tobacco Merchandising
	Walk In Freezer Doors	Poor	Fountain Beverage	Full	Credit/Debit Card
	Reach In Freezer Doors		Frozen/Specialty	18	Hours of Operation
3	Open Coolers	Poor	Coffee Bar	1	Cashier Stations
1	Interior Ice Doors	5	Beer/Wine Doors	Yes	Lottery
	Exterior Ice Doors		Beer Cave	Yes	ATM
2	Novelty Freezers		Fast Food Brand		Uniforms
Restricted	Interior Visibility	Mexican	Fast Food	Below Avg	Customer Service/Experience

Date: 12/15/2014



## Competition Analysis: Convenience Store and Fuel

<b>Name:</b>	Prime Time Shell	<b>Brand:</b>	Shell	<b>Map #:</b>	9	
<b>Location:</b>	Beltway 8 and W. Bellfort Avenue	<b>Intersection:</b>	SE	<b>Distance:</b>	0.1	
<b>Type:</b>	Convenience Store					

Forecourt & Exterior	Posted Prices
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5	MPD's	Standard	Canopy	Unleaded	\$2.39 <sup>9</sup>
	Electronic	Pay	Air/Water	Midgrade	
10	# of Gas Hoses	Yes	CRIND's	Premium	
3	# of Gas Grades	3	Brand Sign Facings	Diesel	\$3.39 <sup>9</sup>
10	# of Fueling Positions	4	Price Sign Facings	Card Discount	
4	# of Diesel Hoses	Yes	Pre Pay Fuel		
	# of Truck Lanes	2	# of Access Points	Strategy	0.02
	# of Kerosene Hoses	Average	Visibility		0.00

	# of E-85 Hoses	Electronic	Traffic Regulation	Competitive Impact	
	# of EV Stations	Undivided	Road Configuration	Gasoline Score	79.0
14	# of Self Service Hoses	Average	On Site Movement	Diesel Score	12.0
	# of Full Service Hoses	50	Posted Speed	Convenience Store Score	108.0
Dive In	Fuel Configuration	4,000	Size of Store	Fast Food Score	44.0
	Car Wash	10	Up Front Parking	Distance Score	1.00

Convenience Store
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20	Walk In Cooler Doors	Average	Maintenance	Interior	Restrooms
4	Reach In Cooler Doors	Average	Interior Lighting	Average	Snack Merchandising
Yes	LED Cooler Lighting	Average	Interior Signage	Average	Tobacco Merchandising
	Walk In Freezer Doors	Average	Fountain Beverage	Full	Credit/Debit Card
	Reach In Freezer Doors	Average	Frozen/Specialty	18	Hours of Operation
1	Open Coolers	Average	Coffee Bar	2	Cashier Stations
	Interior Ice Doors	10	Beer/Wine Doors	Yes	Lottery
2	Exterior Ice Doors		Beer Cave	Yes	ATM
1	Novelty Freezers	French's Chicke	Fast Food Brand	Yes	Uniforms
Average	Interior Visibility	Taqueria	Fast Food	Average	Customer Service/Experience

Date: 12/15/2014





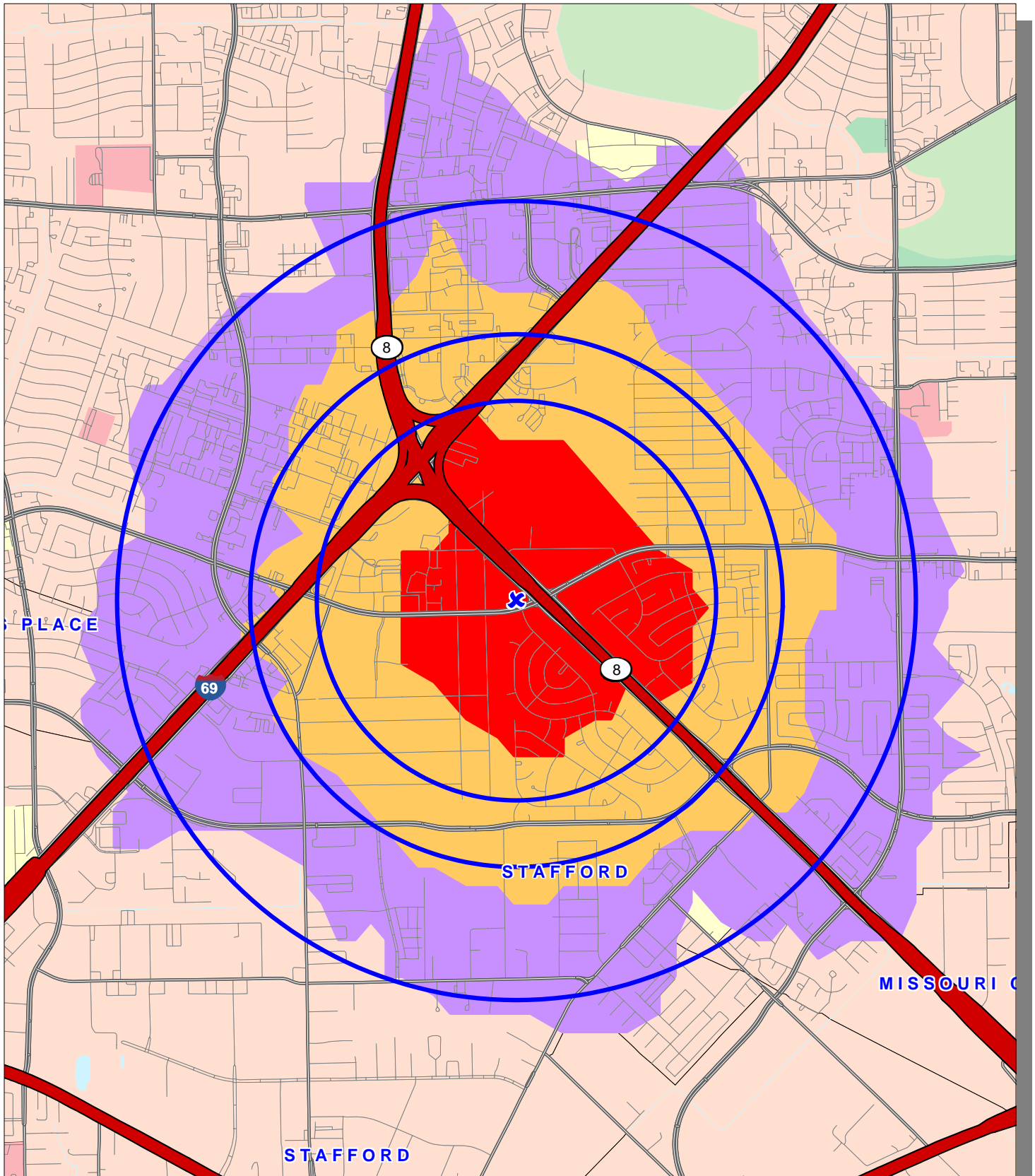
Competition Map



● = Gasoline/Convenience Store

**Trade Area Map**  
**.75-, 1-, and 1.5-Mile Radii**

**Beltway 8 and W. Bellfort Avenue**  
**Houston, Texas 77031**



**X = Site**

**Red = 1-Minute Drive Time**  
**Orange = 2-Minute Drive Time**  
**Purple = 3-Minute Drive Time**

# Demand Report

Beltway 8 and W. Bellfort Avenue  
Houston, Texas 77031

	1 MINUTE DRIVE TIME 0.93 SQ/MI	2 MINUTE DRIVE TIME 3.78 SQ/MI	3 MINUTE DRIVE TIME 8.19 SQ/MI
<b>POPULATION TREND</b>			
2010 Total Population	2,947	13,296	34,619
2014 Total Population	3,218	14,536	36,761
2019 Total Population	3,501	15,463	38,411
% Population Change 2000 to 2010	-8.1%	-7.8%	1.0%
% Population Change 2000 to 2014	.4%	.8%	7.2%
% Population Change 2010 to 2019	18.8%	16.3%	11.0%
% Population Change 2014 to 2019	8.8%	6.4%	4.5%
2014 Total Daytime Population	3,125	13,345	45,146
2014 Total Employees	1,558	5,625	25,319
2014 Total Daytime at Home Population	1,567	7,720	19,826
2014 Total Employees (% of Daytime Population)	49.9%	42.2%	56.1%
2014 Total Daytime at Home Population (% of Daytime Popul	50.1%	57.8%	43.9%
<b>DENSITY</b>			
2014 Population Density	3,528	4,766	4,076
2014 Employee Density	1,708	1,844	2,807
<b>HOUSEHOLDS TREND</b>			
2010 Households	938	4,711	12,313
2014 Households	992	4,977	12,600
2019 Households	1,067	5,226	13,007
% Household Change 2000 to 2010	-4.2%	-10.8%	-4.2%
% Household Change 2000 to 2014	1.3%	-5.8%	-2.0%
% Household Change 2010 to 2019	13.8%	10.9%	5.6%
% Household Change 2014 to 2019	7.6%	5.0%	3.2%
2014 Average household size: Owner occupied	1.8	1.6	1.3
2014 Average household size: Renter occupied	1.2	1.4	1.6
<b>INCOME</b>			
2010 Household income: Median	\$52,771	\$39,966	\$37,384
2010 Household income: Average	\$66,268	\$54,515	\$51,186
2014 Household income: Median	\$59,865	\$49,339	\$44,082
2014 Household income: Average	\$72,712	\$59,733	\$56,223
2019 Household income: Median	\$70,644	\$57,028	\$54,148
2019 Household income: Average	\$80,404	\$66,906	\$63,351
<b>HOUSEHOLD VEHICLES</b>			
2014 Households: Number of vehicles available	2,206	10,293	25,124
2014 Owner occupied: Number of vehicles available	1,623	6,577	13,227
2014 Renter occupied: Number of vehicles available	608	3,860	11,955

# Demand Report

Beltway 8 and W. Bellfort Avenue  
Houston, Texas 77031

	1 MINUTE DRIVE TIME 0.93 SQ/MI	2 MINUTE DRIVE TIME 3.78 SQ/MI	3 MINUTE DRIVE TIME 8.19 SQ/MI
<b>RACE &amp; ETHNICITY</b>			
% 2014 White alone	45.5%	37.9%	32.8%
% 2014 Black or African American alone	21.0%	32.8%	36.3%
% 2014 American Indian and Alaska Native alone	.7%	.6%	.5%
% 2014 Asian alone	8.9%	8.2%	10.1%
% 2014 Native Hawaiian and OPI alone	.1%	.0%	.0%
% 2014 Some Other Race alone	19.2%	16.4%	16.4%
% 2014 Two or More Races alone	4.6%	4.1%	3.8%
% 2014 Hispanic	47.3%	42.4%	41.5%
% 2014 Not Hispanic	52.7%	57.6%	58.5%
<b>EDUCATION &amp; OCCUPATION</b>			
<b>Education</b>			
% 2014 No High School Diploma	24.3%	26.5%	28.7%
% 2014 High school graduate, GED, or alternative	19.2%	21.2%	22.3%
% 2014 College No Degree	23.2%	24.0%	23.1%
% 2014 College Degree	22.8%	20.7%	19.1%
% 2014 Advanced Degree	10.4%	7.7%	6.8%
% 2014 College or Advanced Degree	33.2%	28.4%	25.9%
<b>Occupation</b>			
% 2010 Occupation: White collar	49.0%	46.5%	46.3%
% 2010 Occupation: Blue collar	51.0%	53.5%	53.7%
% 2014 Occupation: White collar	49.4%	46.7%	46.5%
% 2014 Occupation: Blue collar	50.5%	53.3%	53.5%
<b>AGE &amp; OCCUPANCY</b>			
<b>Age</b>			
2014 Total population: Median age	36	33	31
2014 Male population: Median age	35	33	31
2014 Female population: Median age	37	34	32
<b>Occupancy</b>			
2014 Households	992	4977	12600
% 2014 Owner occupied housing units	63.3%	53.7%	41.1%
% 2014 Renter occupied housing units	36.7%	46.3%	58.9%



# Demand Report

Beltway 8 and W. Bellfort Avenue  
Houston, Texas 77031

	1 MINUTE DRIVE TIME 0.93 SQ/MI	2 MINUTE DRIVE TIME 3.78 SQ/MI	3 MINUTE DRIVE TIME 8.19 SQ/MI
<b>RETAIL SALES POTENTIAL</b>			
2014 Convenience stores	\$1,153,837	\$5,427,417	\$12,836,265
2014 Gasoline stations with convenience stores	\$3,424,850	\$16,591,620	\$41,310,891
2014 Beer, wine, & liquor stores	\$222,296	\$1,038,641	\$2,482,493
2014 Supermarkets & other grocery (except convenience) stores	\$3,899,007	\$18,946,924	\$48,992,899
2014 Restaurant Expenditures	\$1,164,011	\$5,530,364	\$14,464,738
<b>HOUSEHOLD EXPENDITURES</b>			
<b>Automotive</b>			
2013 Gasoline (Household Average)	\$2,217	\$2,186	\$2,205
2013 Diesel fuel (Household Average)	\$48	\$44	\$43
2013 Gasoline on out-of-town trips (Household Average)	\$133	\$125	\$118
2013 Motor oil (Household Average)	\$14	\$13	\$11
2013 Lube, oil change, and oil filters (Household Average)	\$87	\$85	\$89
2013 Maintenance and repairs (Household Average)	\$886	\$842	\$886
<b>Food/Alcohol/Tobacco</b>			
2014 Food at home	\$3,666,268	\$17,744,442	\$45,794,655
2014 Food at home (Household Average)	\$3,696	\$3,565	\$3,634
2014 Food away from home (Household Average)	\$2,951	\$2,774	\$2,758
2014 Meals at restaurants carry outs (Household Average)	\$2,359	\$2,218	\$2,180
2014 Alcoholic beverages	\$402,523	\$2,046,362	\$5,104,431
2014 Alcoholic beverages (Household Average)	\$406	\$411	\$405
2014 At home (Household Average)	\$224	\$209	\$197
2014 Away from home (Household Average)	\$182	\$202	\$208
2014 Beer and ale (at home)	\$80,848	\$442,570	\$1,124,812
2014 Beer and ale (Household Average)	\$82	\$89	\$89
2014 Wine (at home)	\$24,314	\$130,312	\$268,509
2014 Wine (Household Average)	\$104	\$89	\$81
2014 Other alcoholic beverages	\$30,888	\$116,275	\$241,077
2014 Other alcoholic beverages (Household Average)	\$31	\$23	\$19
2014 Tobacco products and smoking supplies	\$355,207	\$1,817,739	\$4,887,162
2014 Tobacco products and smoking supplies (Household Average)	\$358	\$365	\$388
2014 Cigarettes	\$315,923	\$1,651,894	\$4,423,528
2014 Cigarettes (Household Average)	\$318	\$332	\$351
2014 Other tobacco products	\$38,670	\$161,314	\$451,263
2014 Other tobacco products (Household Average)	\$39	\$32	\$36
2014 Smoking accessories	\$613	\$4,531	\$12,372
2014 Smoking accessories (Household Average)	\$1	\$1	\$1

# Demand Report

Beltway 8 and W. Bellfort Avenue  
Houston, Texas 77031

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.5 MILE RING 7.07 SQ/MI
<b>POPULATION TREND</b>			
2010 Total Population	5,404	8,973	27,461
2014 Total Population	5,885	9,923	29,249
2019 Total Population	6,357	10,697	30,943
% Population Change 2000 to 2010	-13.0%	-9.3%	4.0%
% Population Change 2000 to 2014	-5.2%	.3%	10.7%
% Population Change 2010 to 2019	17.6%	19.2%	12.7%
% Population Change 2014 to 2019	8.0%	7.8%	5.8%
2014 Total Daytime Population	5,683	9,446	38,485
2014 Total Employees	2,835	4,323	22,873
2014 Total Daytime at Home Population	2,848	5,123	15,612
2014 Total Employees (% of Daytime Population)	49.9%	45.8%	59.4%
2014 Total Daytime at Home Population (% of Daytime Popul	50.1%	54.2%	40.6%
<b>DENSITY</b>			
2014 Population Density	3,594	3,819	3,881
2014 Employee Density	1,732	1,664	3,035
<b>HOUSEHOLDS TREND</b>			
2010 Households	1,805	3,043	9,795
2014 Households	1,906	3,259	10,054
2019 Households	2,037	3,477	10,510
% Household Change 2000 to 2010	-8.6%	-8.2%	-.8%
% Household Change 2000 to 2014	-3.5%	-1.7%	1.8%
% Household Change 2010 to 2019	12.9%	14.3%	7.3%
% Household Change 2014 to 2019	6.9%	6.7%	4.5%
2014 Average household size: Owner occupied	1.8	1.9	1.4
2014 Average household size: Renter occupied	1.3	1.1	1.5
<b>INCOME</b>			
2010 Household income: Median	\$51,713	\$51,101	\$39,665
2010 Household income: Average	\$65,098	\$64,000	\$53,441
2014 Household income: Median	\$58,990	\$57,805	\$47,772
2014 Household income: Average	\$71,453	\$69,760	\$58,684
2019 Household income: Median	\$69,282	\$66,886	\$56,576
2019 Household income: Average	\$79,170	\$77,133	\$65,901
<b>HOUSEHOLD VEHICLES</b>			
2014 Households: Number of vehicles available	4,207	7,321	20,538
2014 Owner occupied: Number of vehicles available	3,024	5,537	11,484
2014 Renter occupied: Number of vehicles available	1,228	1,858	9,152

# Demand Report

Beltway 8 and W. Bellfort Avenue  
Houston, Texas 77031

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.5 MILE RING 7.07 SQ/MI
<b>RACE &amp; ETHNICITY</b>			
% 2014 White alone	45.3%	44.9%	31.9%
% 2014 Black or African American alone	21.6%	24.9%	38.2%
% 2014 American Indian and Alaska Native alone	.7%	.6%	.5%
% 2014 Asian alone	8.0%	7.6%	11.2%
% 2014 Native Hawaiian and OPI alone	.1%	.1%	.0%
% 2014 Some Other Race alone	19.6%	17.6%	14.5%
% 2014 Two or More Races alone	4.7%	4.3%	3.8%
% 2014 Hispanic	48.8%	45.6%	37.2%
% 2014 Not Hispanic	51.2%	54.4%	62.8%
<b>EDUCATION &amp; OCCUPATION</b>			
<b>Education</b>			
% 2014 No High School Diploma	24.4%	24.7%	26.8%
% 2014 High school graduate, GED, or alternative	19.5%	19.8%	22.1%
% 2014 College No Degree	23.2%	23.7%	23.7%
% 2014 College Degree	22.8%	22.5%	20.1%
% 2014 Advanced Degree	10.0%	9.3%	7.2%
% 2014 College or Advanced Degree	32.8%	31.7%	27.3%
<b>Occupation</b>			
% 2010 Occupation: White collar	48.7%	49.7%	48.0%
% 2010 Occupation: Blue collar	51.3%	50.3%	52.0%
% 2014 Occupation: White collar	49.1%	49.9%	48.1%
% 2014 Occupation: Blue collar	50.9%	50.1%	51.9%
<b>AGE &amp; OCCUPANCY</b>			
<b>Age</b>			
2014 Total population: Median age	35	35	32
2014 Male population: Median age	35	34	32
2014 Female population: Median age	37	37	33
<b>Occupancy</b>			
2014 Households	1906	3259	10054
% 2014 Owner occupied housing units	62.3%	66.0%	44.8%
% 2014 Renter occupied housing units	37.7%	34.0%	55.2%

# Demand Report

Beltway 8 and W. Bellfort Avenue  
Houston, Texas 77031

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.5 MILE RING 7.07 SQ/MI
<b>RETAIL SALES POTENTIAL</b>			
2014 Convenience stores	\$2,229,180	\$3,515,715	\$10,000,027
2014 Gasoline stations with convenience stores	\$6,688,724	\$10,845,524	\$32,345,227
2014 Beer, wine, & liquor stores	\$426,479	\$675,425	\$1,912,352
2014 Supermarkets & other grocery (except convenience) stores	\$7,645,980	\$12,359,401	\$37,954,851
2014 Restaurant Expenditures	\$2,214,047	\$3,605,809	\$11,273,606
<b>HOUSEHOLD EXPENDITURES</b>			
<b>Automotive</b>			
2013 Gasoline (Household Average)	\$2,265	\$2,185	\$2,173
2013 Diesel fuel (Household Average)	\$48	\$40	\$40
2013 Gasoline on out-of-town trips (Household Average)	\$131	\$124	\$116
2013 Motor oil (Household Average)	\$15	\$14	\$12
2013 Lube, oil change, and oil filters (Household Average)	\$88	\$84	\$87
2013 Maintenance and repairs (Household Average)	\$898	\$853	\$868
<b>Food/Alcohol/Tobacco</b>			
2014 Food at home	\$7,188,034	\$11,622,932	\$35,529,904
2014 Food at home (Household Average)	\$3,771	\$3,566	\$3,534
2014 Food away from home (Household Average)	\$2,945	\$2,775	\$2,693
2014 Meals at restaurants carry outs (Household Average)	\$2,353	\$2,205	\$2,129
2014 Alcoholic beverages	\$770,157	\$1,226,311	\$3,936,769
2014 Alcoholic beverages (Household Average)	\$404	\$376	\$392
2014 At home (Household Average)	\$224	\$207	\$190
2014 Away from home (Household Average)	\$180	\$169	\$201
2014 Beer and ale (at home)	\$164,063	\$262,713	\$874,267
2014 Beer and ale (Household Average)	\$86	\$81	\$87
2014 Wine (at home)	\$48,246	\$77,133	\$211,386
2014 Wine (Household Average)	\$98	\$93	\$78
2014 Other alcoholic beverages	\$60,036	\$85,425	\$177,247
2014 Other alcoholic beverages (Household Average)	\$31	\$26	\$18
2014 Tobacco products and smoking supplies	\$690,114	\$1,121,537	\$3,786,472
2014 Tobacco products and smoking supplies (Household Average)	\$362	\$344	\$377
2014 Cigarettes	\$614,784	\$1,008,021	\$3,439,815
2014 Cigarettes (Household Average)	\$323	\$309	\$342
2014 Other tobacco products	\$74,005	\$110,578	\$336,249
2014 Other tobacco products (Household Average)	\$39	\$34	\$33
2014 Smoking accessories	\$1,325	\$2,938	\$10,408
2014 Smoking accessories (Household Average)	\$1	\$1	\$1



# Full Demographic Report

Beltway 8 and W. Bellfort Avenue  
Houston, Texas 77031

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.5 MILE RING 7.07 SQ/MI
<b>POPULATION OVERVIEW</b>			
<b>Population Trend</b>			
2000 Total Population	6,210	9,894	26,414
2010 Total Population	5,404	8,973	27,461
2014 Total Population	5,885	9,923	29,249
2019 Total Population	6,357	10,697	30,943
% Population Change 2000 to 2010	-13.0%	-9.3%	4.0%
% Population Change 2000 to 2014	-5.2%	.3%	10.7%
% Population Change 2010 to 2019	17.6%	19.2%	12.7%
% Population Change 2014 to 2019	8.0%	7.8%	5.8%
<b>2014 Race and Ethnicity</b>			
White alone	45.3%	44.9%	31.9%
Black or African American alone	21.6%	24.9%	38.2%
Asian alone	8.0%	7.6%	11.2%
Other Race	25.1%	22.5%	18.7%
<b>Hispanic or Latino</b>			
Hispanic	48.8%	45.6%	37.2%
Not Hispanic	51.2%	54.4%	62.8%
<b>Age Trend</b>			
2014 Median Age	35	35	32
2014 Male population: Median age	35	34	32
2014 Female population: Median age	37	37	33
2014 Total population: Median age	36	36	33
19 and Under	26.2%	27.1%	30.0%
20 to 29	15.0%	14.5%	16.8%
30 to 39	15.9%	15.1%	15.6%
40 to 49	13.5%	13.3%	13.5%
50 to 64	19.7%	20.0%	17.1%
65 and Over	9.6%	9.9%	7.0%
<b>Male Population</b>			
% 2014 Male population: Under 5 years	3.5%	3.6%	4.1%
% 2014 Male population: 5 to 9 years	3.2%	3.5%	3.9%
% 2014 Male population: 10 to 14 years	3.3%	3.5%	3.6%
% 2014 Male population: 15 to 19 years	3.7%	3.5%	3.4%
% 2014 Male population: 20 to 24 years	4.1%	3.7%	3.9%
% 2014 Male population: 25 to 29 years	5.0%	4.5%	4.6%
% 2014 Male population: 30 to 34 years	4.8%	4.2%	4.0%
% 2014 Male population: 35 to 39 years	4.6%	4.1%	3.9%
% 2014 Male population: 40 to 44 years	4.5%	4.1%	3.7%
% 2014 Male population: 45 to 49 years	3.3%	3.2%	3.2%
% 2014 Male population: 50 to 54 years	3.7%	3.5%	3.3%

# Full Demographic Report

Beltway 8 and W. Bellfort Avenue  
Houston, Texas 77031

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.5 MILE RING 7.07 SQ/MI
% 2014 Male population: 55 to 59 years	3.1%	3.1%	2.7%
% 2014 Male population: 60 to 64 years	2.7%	2.8%	2.1%
% 2014 Male population: 65 to 69 years	2.1%	2.1%	1.4%
% 2014 Male population: 70 to 74 years	1.4%	1.4%	.9%
% 2014 Male population: 75 to 79 years	.7%	.7%	.4%
% 2014 Male population: 80 to 84 years	.4%	.4%	.3%
% 2014 Male population: 85 years and over	.3%	.2%	.2%
<b>Female Population</b>			
% 2014 Female population: Under 5 years	3.1%	3.2%	4.2%
% 2014 Female population: 5 to 9 years	3.4%	3.5%	3.8%
% 2014 Female population: 10 to 14 years	3.3%	3.4%	3.5%
% 2014 Female population: 15 to 19 years	2.7%	3.0%	3.4%
% 2014 Female population: 20 to 24 years	2.7%	2.8%	3.8%
% 2014 Female population: 25 to 29 years	3.2%	3.4%	4.5%
% 2014 Female population: 30 to 34 years	3.4%	3.5%	4.1%
% 2014 Female population: 35 to 39 years	3.1%	3.3%	3.7%
% 2014 Female population: 40 to 44 years	2.9%	3.0%	3.3%
% 2014 Female population: 45 to 49 years	2.8%	3.1%	3.4%
% 2014 Female population: 50 to 54 years	3.2%	3.4%	3.4%
% 2014 Female population: 55 to 59 years	3.5%	3.7%	3.1%
% 2014 Female population: 60 to 64 years	3.5%	3.6%	2.4%
% 2014 Female population: 65 to 69 years	1.9%	2.0%	1.5%
% 2014 Female population: 70 to 74 years	1.2%	1.2%	.9%
% 2014 Female population: 75 to 79 years	.6%	.7%	.5%
% 2014 Female population: 80 to 84 years	.4%	.5%	.4%
% 2014 Female population: 85 years and over	.6%	.6%	.5%
<b>HOUSEHOLD OVERVIEW</b>			
<b>Household Trend</b>			
2000 Households	1,975	3,314	9,872
2010 Households	1,805	3,043	9,795
2014 Households	1,906	3,259	10,054
2019 Households	2,037	3,477	10,510
% Household Change 2000 to 2010	-8.6%	-8.2%	-.8%
% Household Change 2000 to 2014	-3.5%	-1.7%	1.8%
% Household Change 2010 to 2019	12.9%	14.3%	7.3%
% Household Change 2014 to 2019	6.9%	6.7%	4.5%
<b>2014 Household Size</b>			
Average Household Size	3.0	3.0	2.9
% Family Households	69.0%	70.7%	66.7%
% Nonfamily households	31.0%	29.3%	33.3%

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<b>Household Income Trend</b>			
2000 Median Income	\$46,689	\$49,321	\$38,523
2010 Median Income	\$51,713	\$51,101	\$39,665
2014 Median Income	\$58,990	\$57,805	\$47,772
2019 Median Income	\$69,282	\$66,886	\$56,576
% Median Income Change 2000 to 2010	10.8%	3.6%	3.0%
% Median Income Change 2000 to 2014	26.3%	17.2%	24.0%
% Median Income Change 2010 to 2019	34.0%	30.9%	42.6%
% Median Income Change 2014 to 2019	17.4%	15.7%	18.4%
2000 Household income: Average	\$63,977	\$62,739	\$49,035
2010 Household income: Average	\$65,098	\$64,000	\$53,441
2014 Household income: Average	\$71,453	\$69,760	\$58,684
2019 Household income: Average	\$79,170	\$77,133	\$65,901
<b>2014 Household Income</b>			
up to \$24,999	17.7%	18.1%	25.8%
\$25,000 to \$49,999	22.2%	22.9%	26.1%
\$50,000 to \$74,999	21.5%	22.1%	21.3%
\$75,000 to \$124,999	24.7%	24.0%	18.1%
\$125,000 to \$199,999	11.2%	10.5%	6.9%
\$200,000 or more	2.7%	2.5%	1.8%
<b>HOUSING UNITS OVERVIEW</b>			
<b>2014 Home Value</b>			
Median Home Value	\$125,579	\$123,549	\$117,766
Average Home Value	\$130,930	\$129,369	\$126,332
<b>2014 Occupancy</b>			
Households	1,906	3,259	10,054
Owner Occupied	62.3%	66.0%	44.8%
Renter Occupied	37.7%	34.0%	55.2%
<b>Occupancy by Number of Units</b>			
1 Unit, Detached	67.2%	68.7%	45.6%
1 Unit, Attached	2.1%	2.6%	4.0%
2 to 9	5.5%	5.3%	8.8%
10 to 49	20.9%	19.5%	34.5%
50 or more Units	4.2%	3.7%	6.6%
Mobile Home	.2%	.2%	.5%
Boat, RV, Van, etc.	.0%	.0%	.0%

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<b>2014 Occupation</b>			
Civilian employed population 16 years and over	3,201	5,051	14,416
White collar	49.1%	49.9%	48.1%
Blue collar	50.9%	50.1%	51.9%
<b>2014 Educational Attainment</b>			
Population 25 years and over	3,943	6,581	18,219
No High School Diploma	24.4%	24.7%	26.8%
High school graduate, GED, or alternative	19.5%	19.8%	22.1%
College No Degree	23.2%	23.7%	23.7%
College or Advanced Degree	32.8%	31.7%	27.3%
<b>2014 Marital Status</b>			
Population 15 years and over	4,715	7,883	22,472
Married	49.2%	48.8%	46.8%
Not Married	50.7%	51.2%	53.2%
<b>Average Travel Time to Work Trend</b>			
2000 Travel time: Average (in minutes)	28	27	28
2010 Travel time: Average (in minutes)	28	28	29
2014 Travel time: Average (in minutes)	28	28	29
<b>Work at Home Trend</b>			
% 2000 Workers 16+ years who work at home	2.8%	2.8%	1.7%
% 2010 Workers 16 years and over who work at home	.9%	1.1%	2.2%
% 2014 Workers 16+ years who work at home	.9%	1.1%	2.2%
<b>Did Not Work at Home Trend</b>			
% 2000 Workers 16+ years not work at home	97.2%	97.2%	98.3%
% 2010 Workers 16+ years not work at home	99.2%	98.9%	97.8%
% 2014 Workers 16+ years not work at home	99.1%	98.9%	97.8%
<b>Mode of Transportation to Work</b>			
Car, truck, or van - Drove alone	64.9%	67.2%	71.6%