

MICRO MARKET ANALYSIS*



SOUTHWEST PARTNERS

* NOTE: DUE TO POPULATION SIZE AND ECONOMIC SCALE OF THE HOUSTON CBSA, IT IS APPROPRIATELY EXCLUDED IN SOME GRAPHICS



Houston-Sugar Land- Baytown 10 County CBSA (“Houston CBSA”) and CBSAs

Core Based Statistical Areas (“CBSAs”) are defined by the [U.S. Office of Management and Budget](#) and used by Federal statistical agencies and researchers. (CBSA).

A metro CBSA contains a core urban area of 50,000 or more population. A micro CBSA contains an urban core of at least 10,000 (but less than 50,000) population.

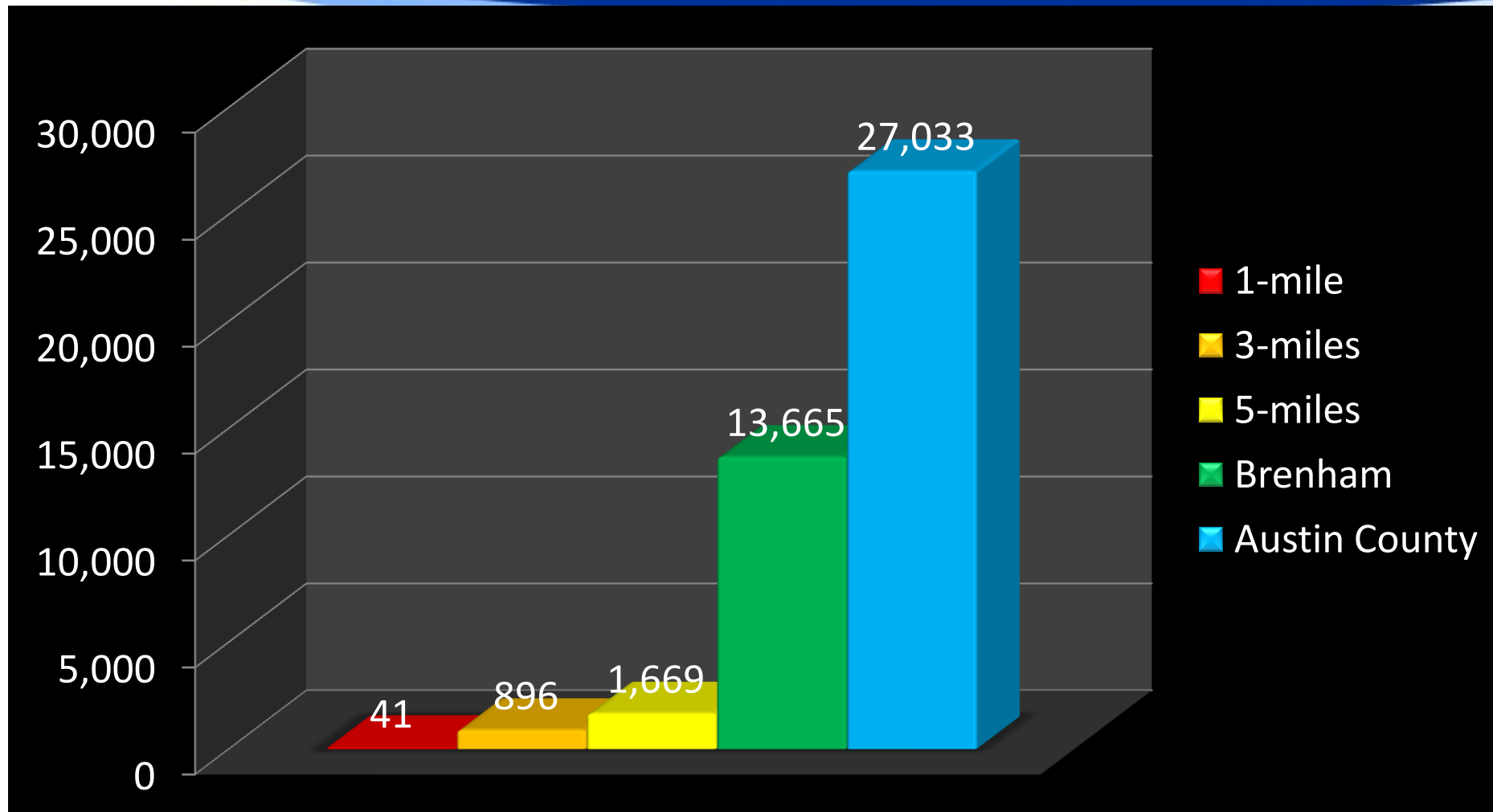
A CBSA is one or more counties containing a core urban area, as well as adjacent counties with a high degree of social and economic integration (measured by commuting to work) with the urban core.

Houston CBSA 2008 key statistical indicators:

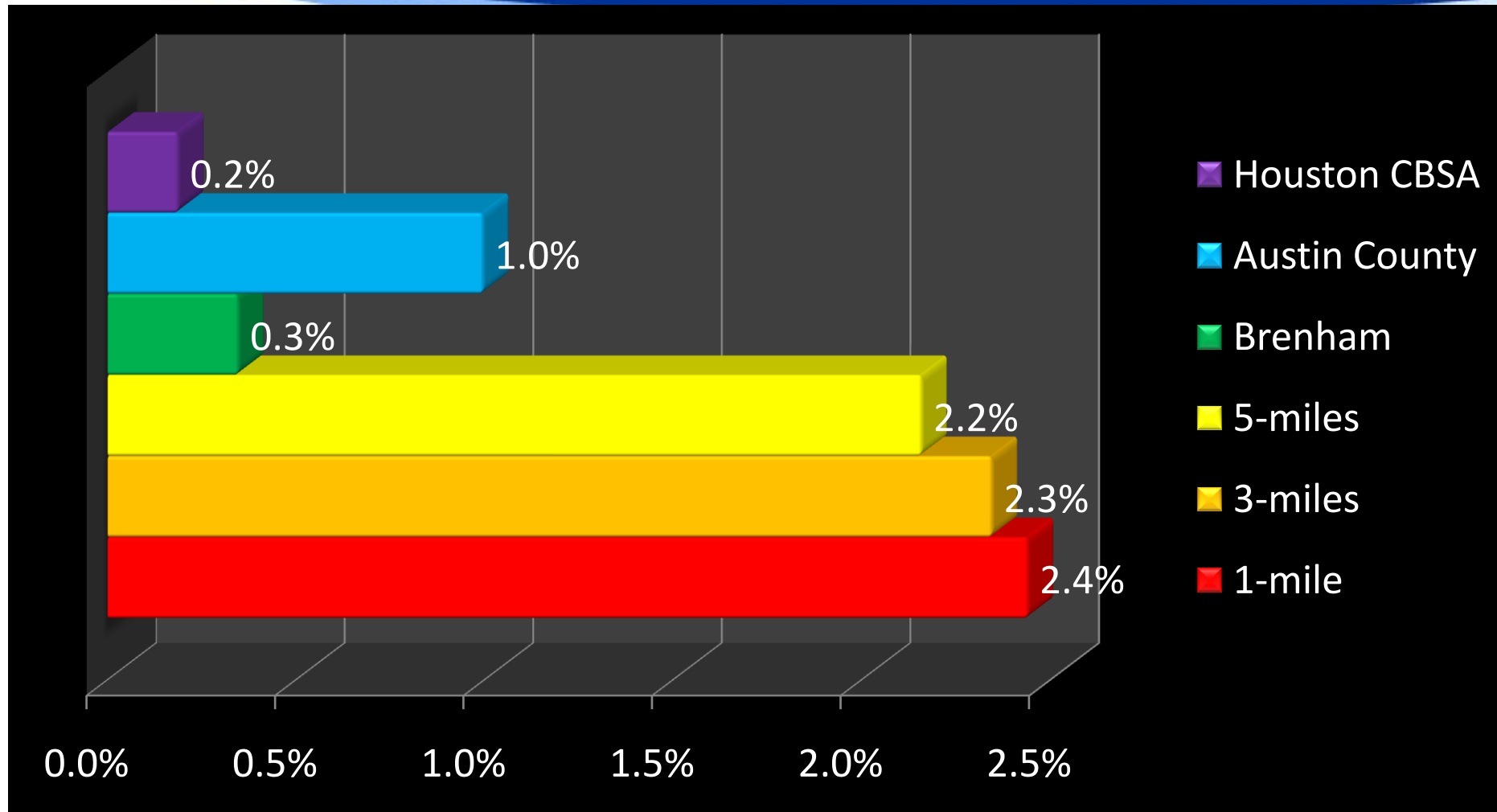
- ✓ 5,665,000 population
- ✓ \$140,000,000,000 economy
- ✓ \$72,329 average household income
- ✓ 15% of all households have at least \$100K income

#	Counties in the Houston CBSA
1	Austin
2	Brazoria
3	Chambers
4	Fort Bend
5	Galveston
6	Harris
7	Liberty
8	Montgomery
9	San Jacinto
10	Waller

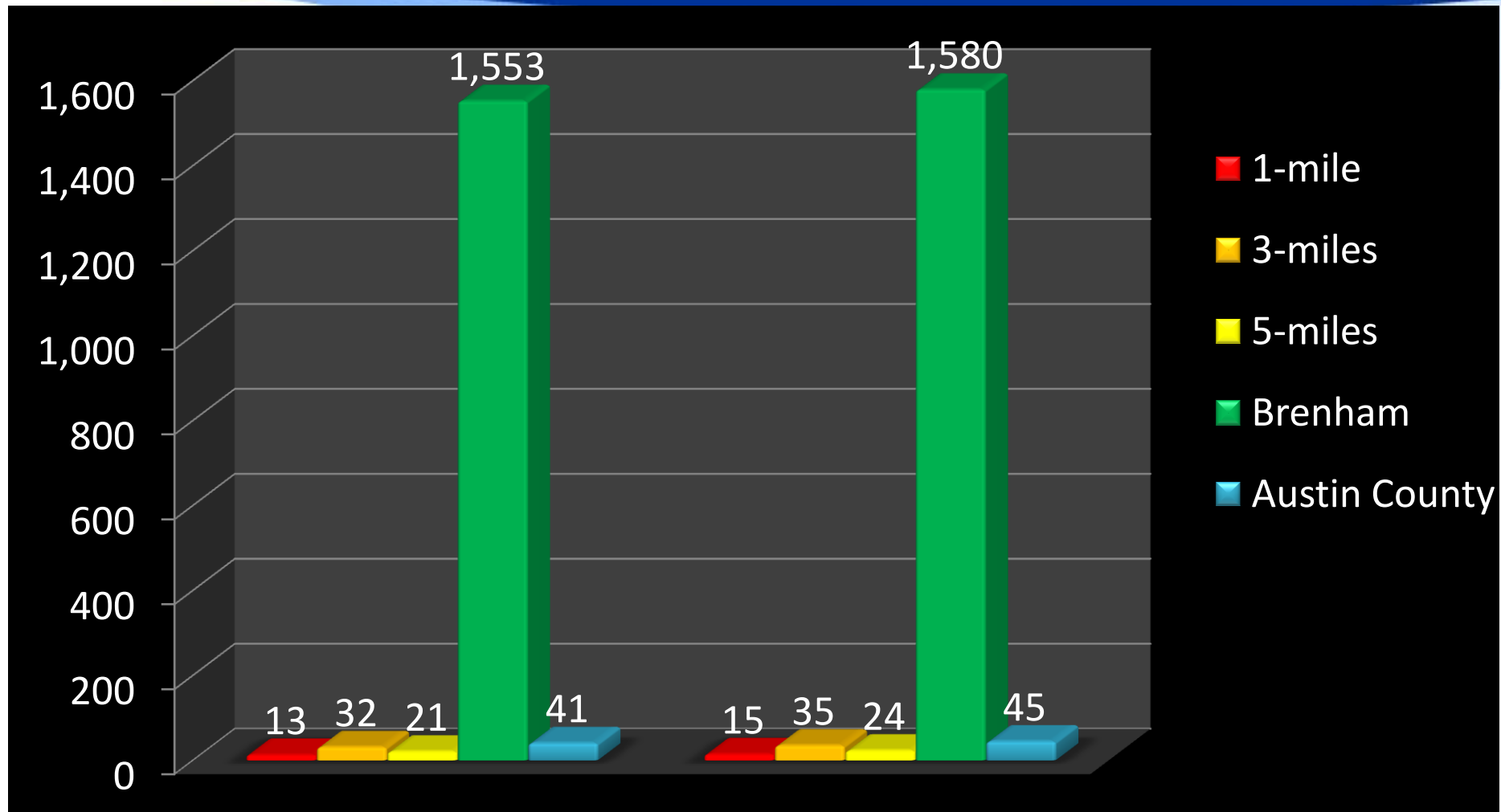
Micro 2008 estimated population without CBSA



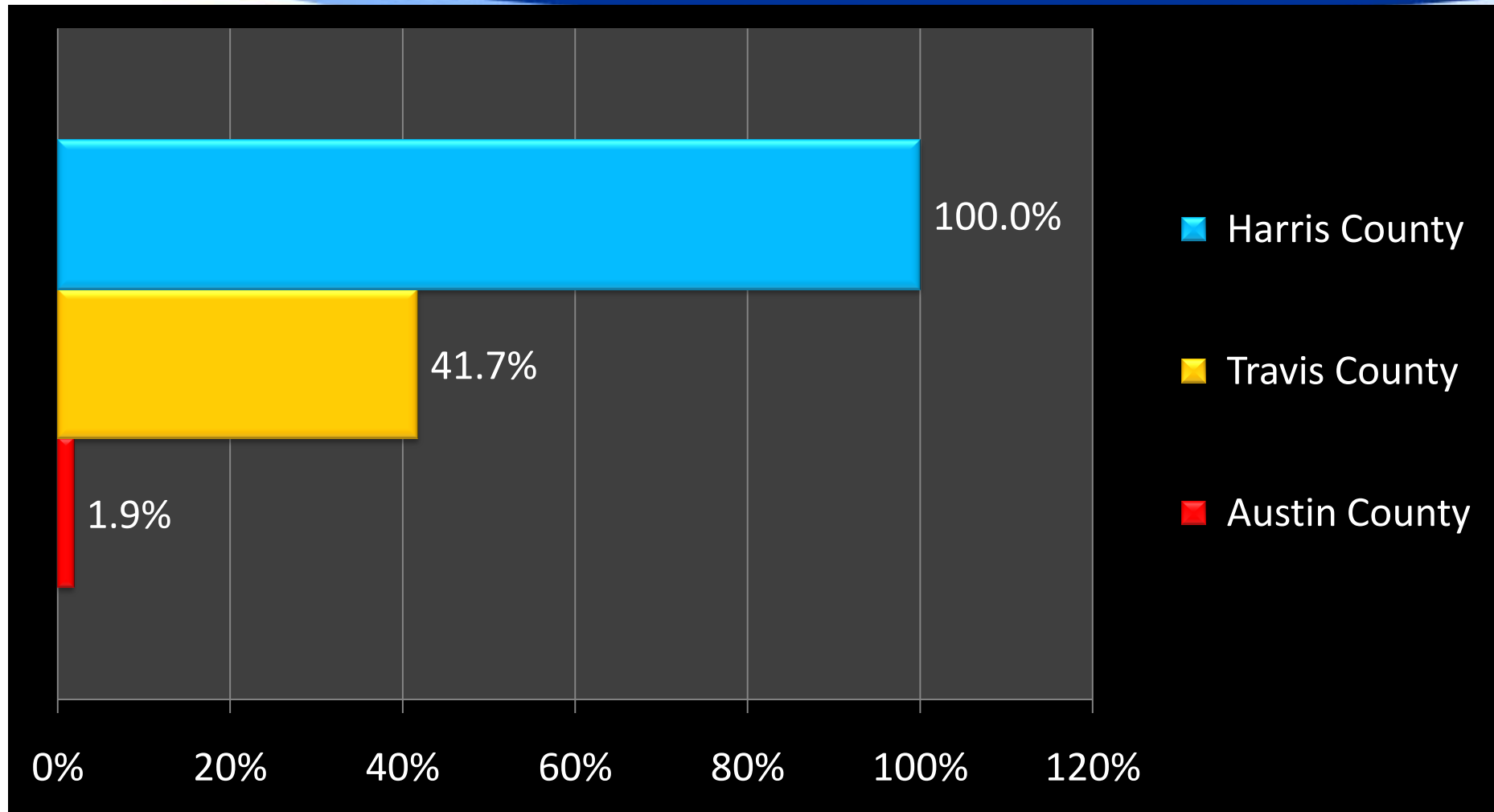
Micro 2008-2013 annual % population growth



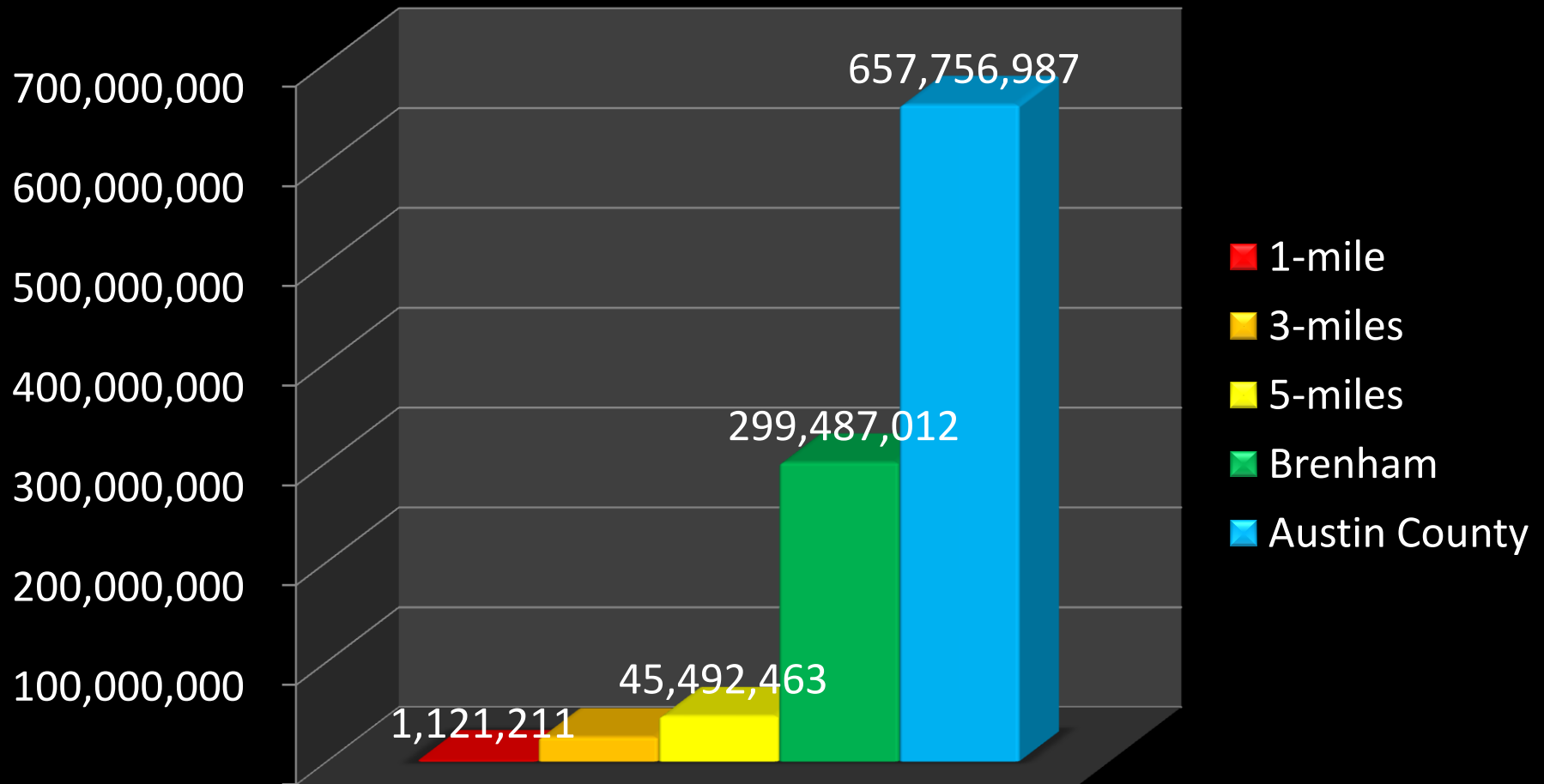
Micro 2008-2013 density (population per square mile) without CBSA



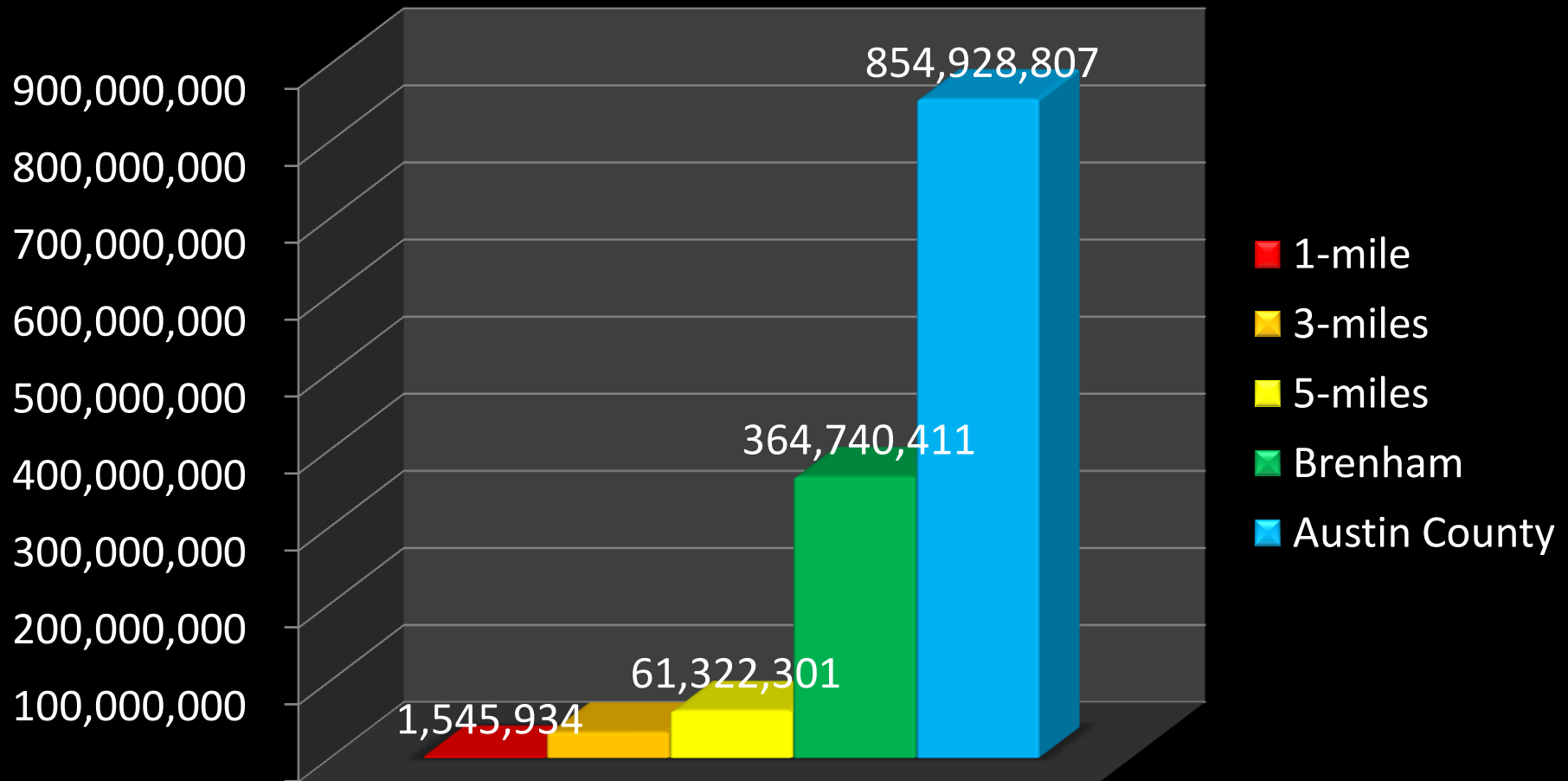
County density comparison: Austin, Travis (City of Austin) & Harris (City of Houston)



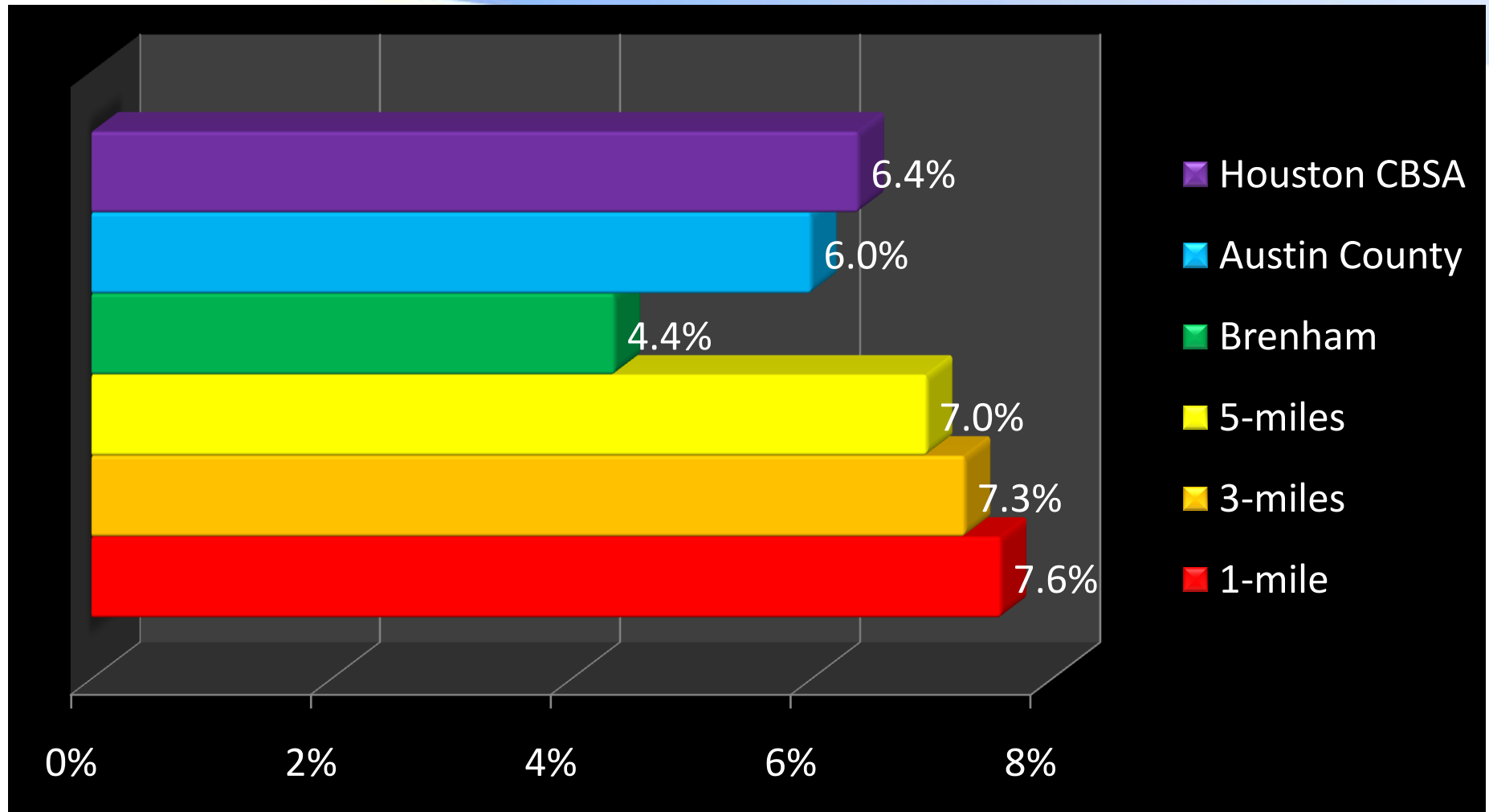
Micro 2008 total economy without CBSA



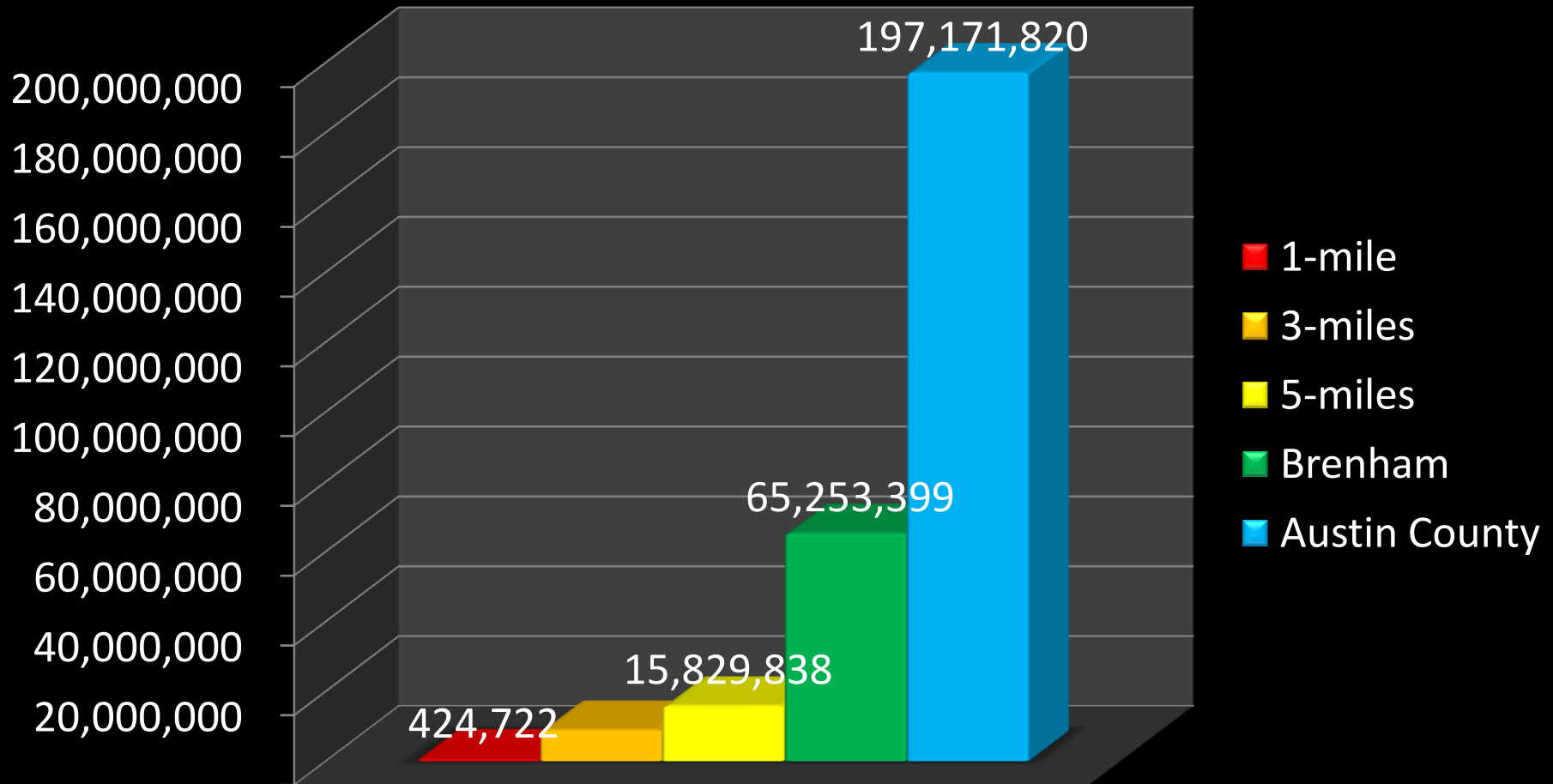
Micro 2013 total economy without CBSA



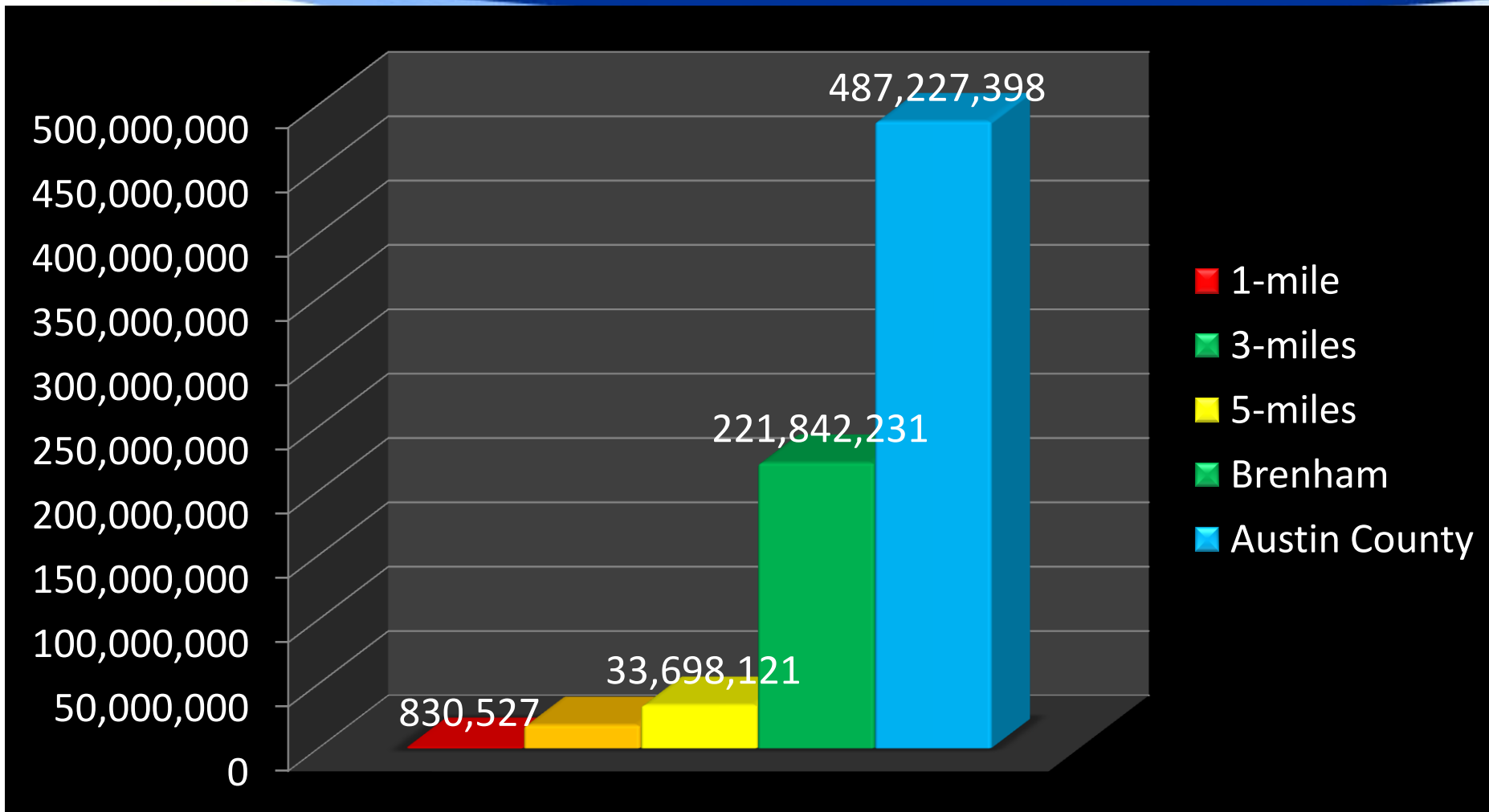
Micro 2008 & 2013 comparison of annual % economic growth



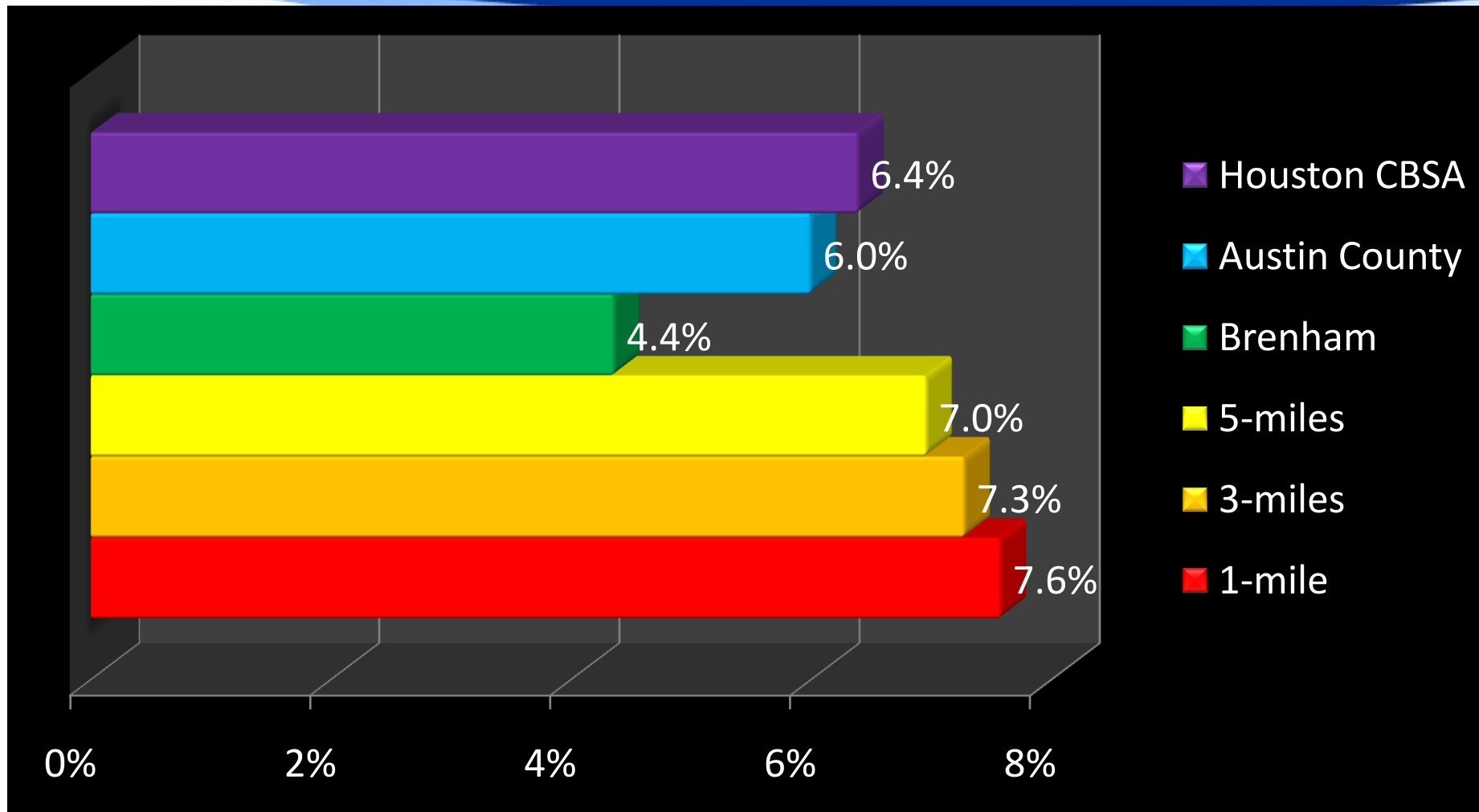
Micro 2008-2013 comparison of total projected \$ economic growth without CBSA



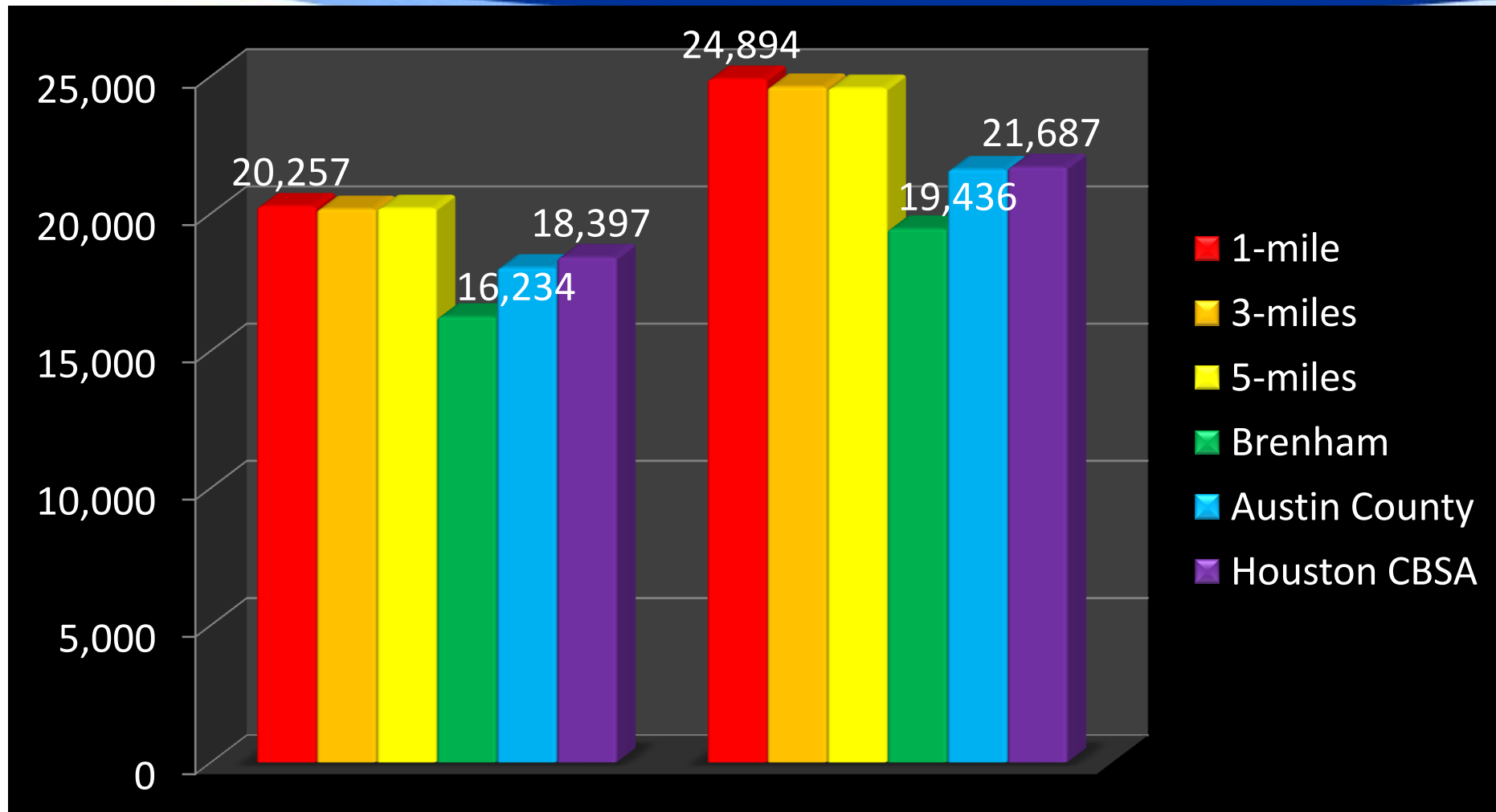
Micro 2008 total consumer spending without CBSA



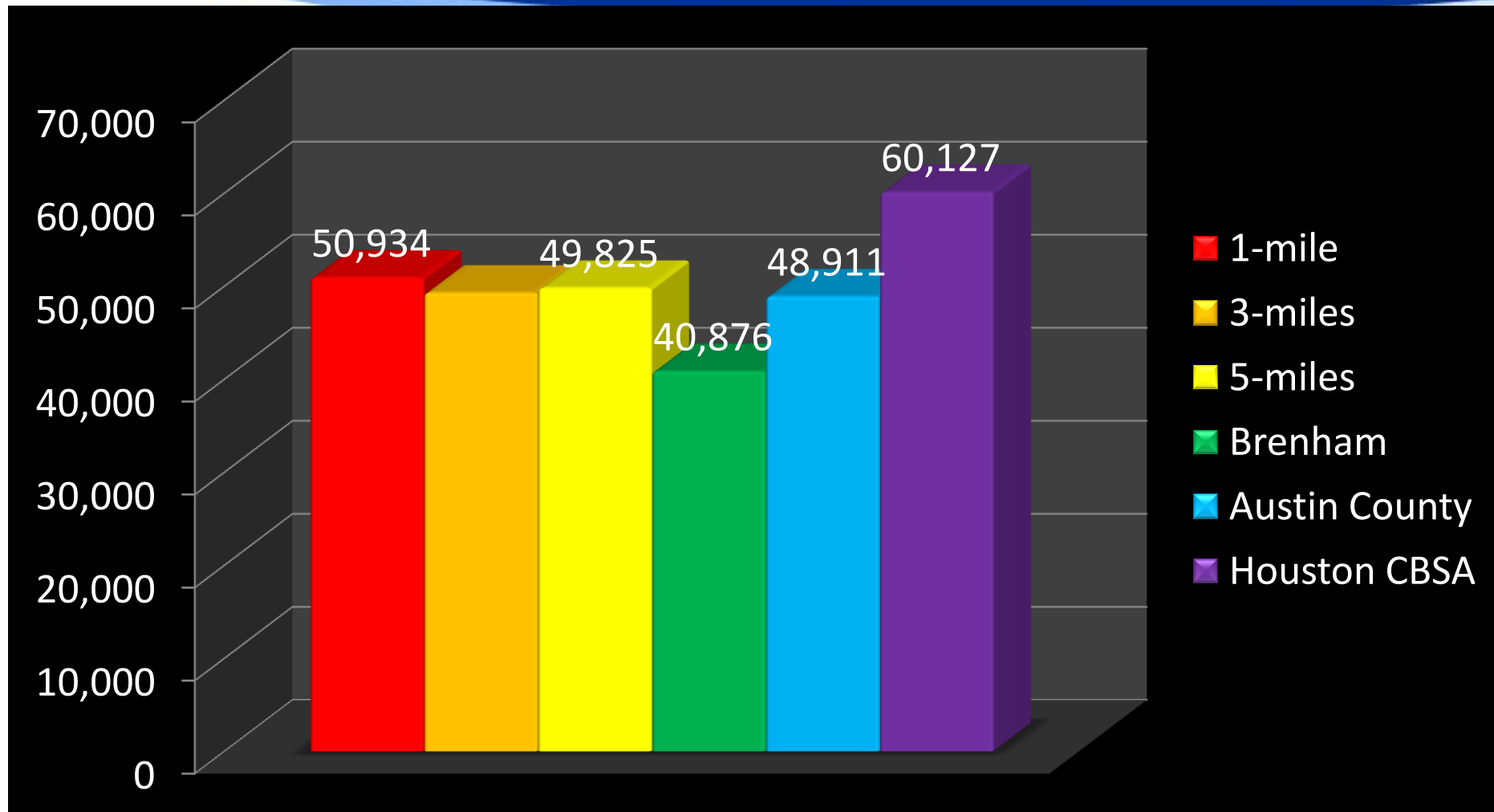
Micro 2008-2013 annual % growth in consumer spending



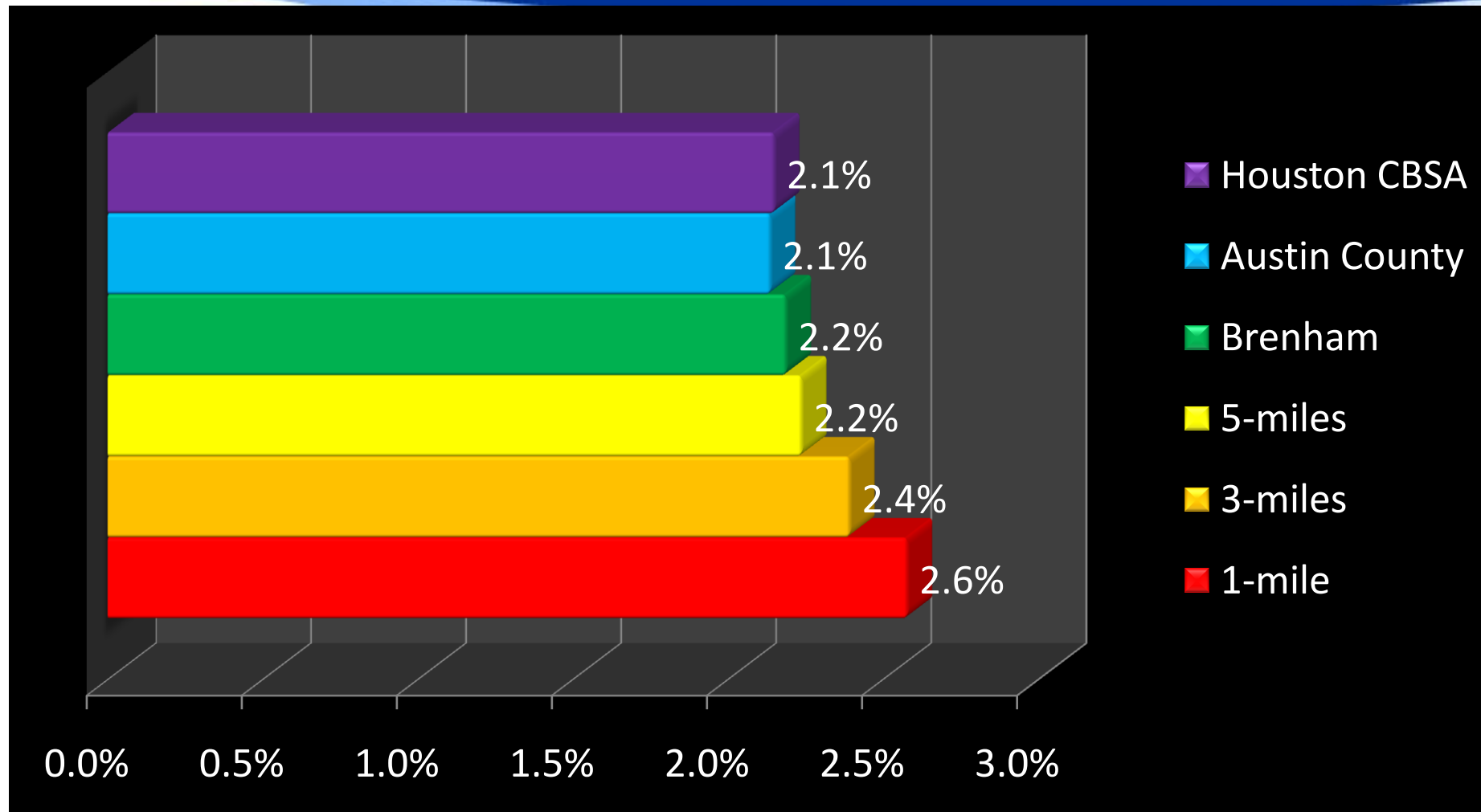
Micro 2008 & 2013 estimated consumer spending per person



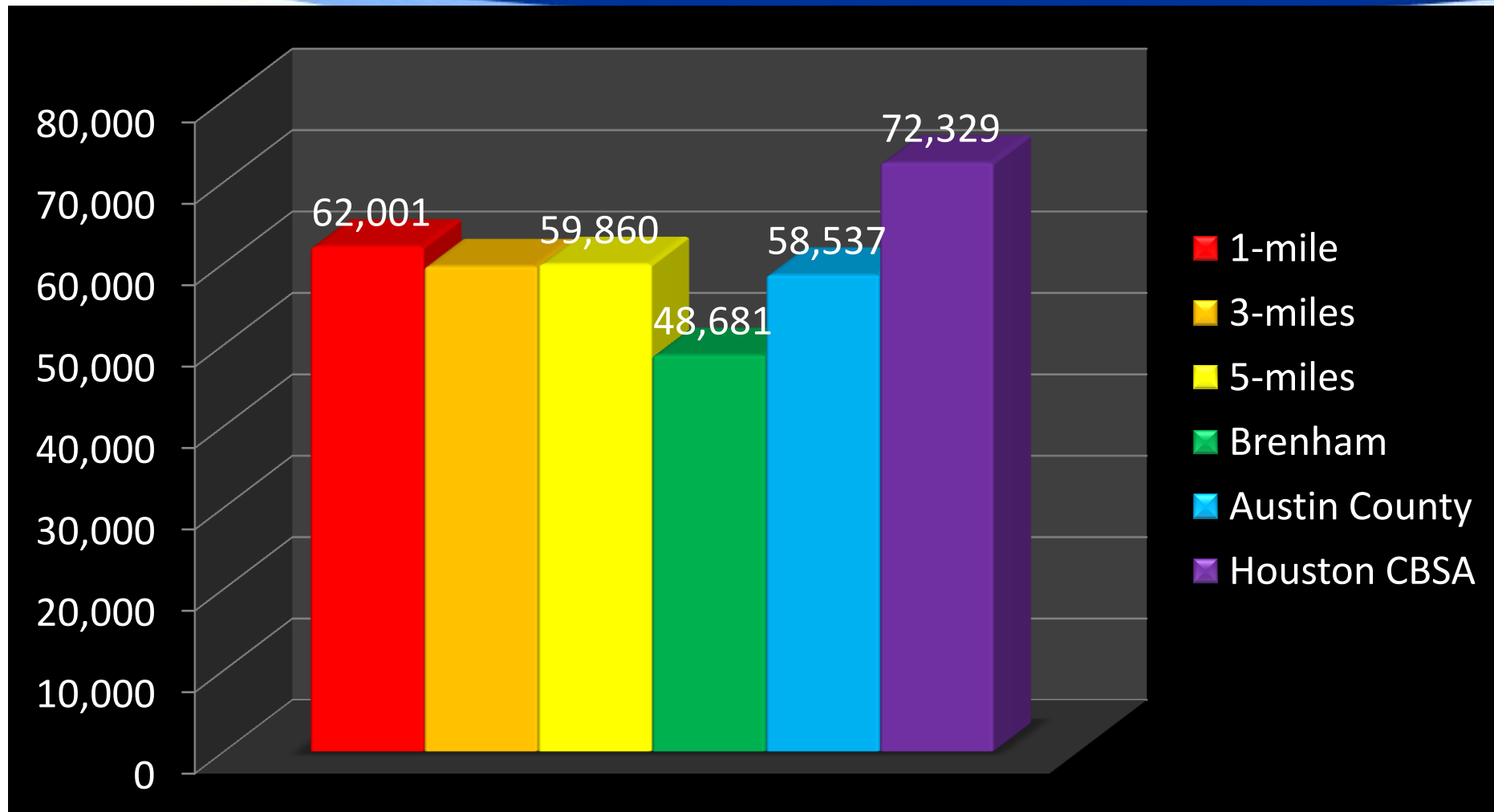
Micro 2008 average effective buying income



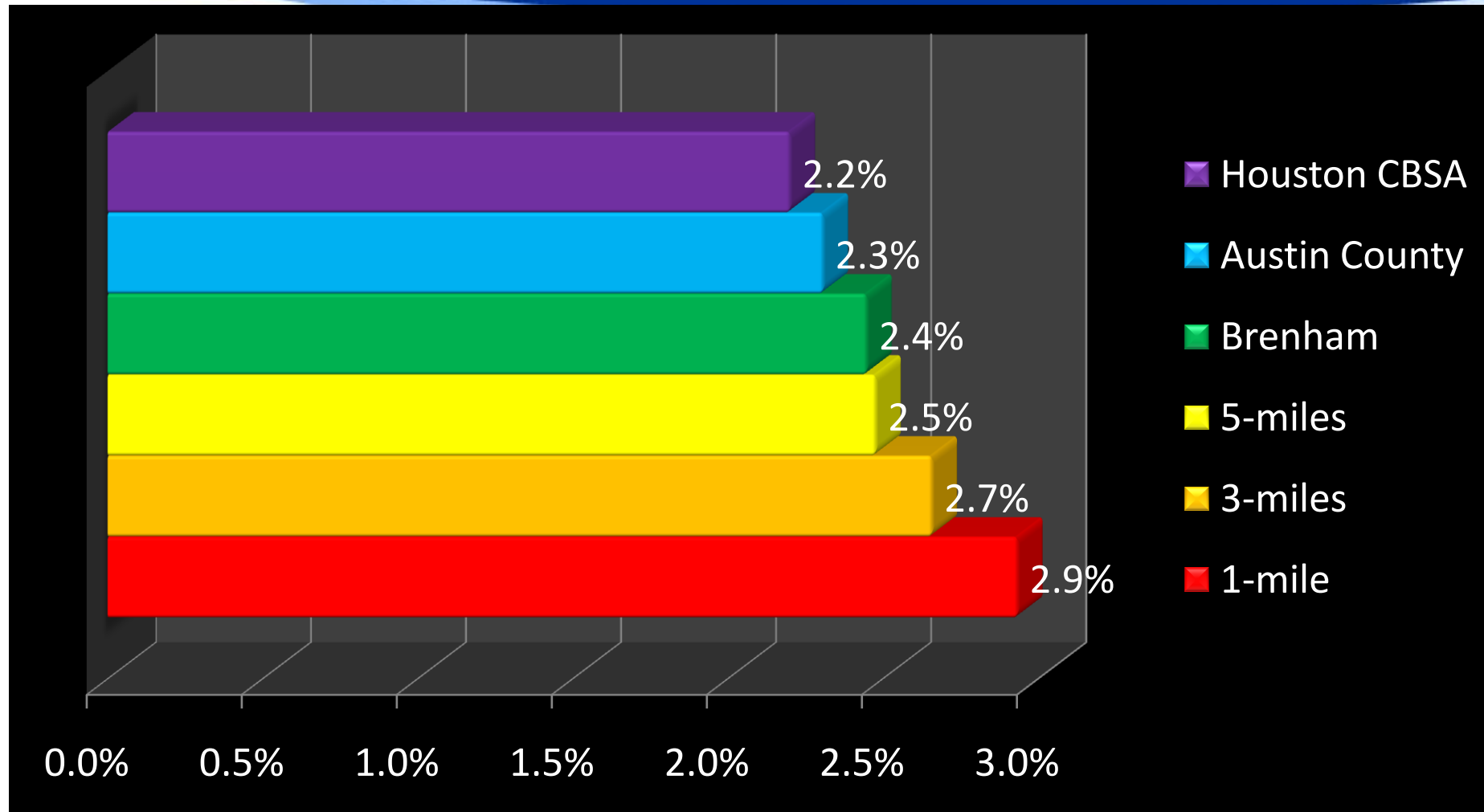
Micro 2008-2013 annual % growth in average effective buying income



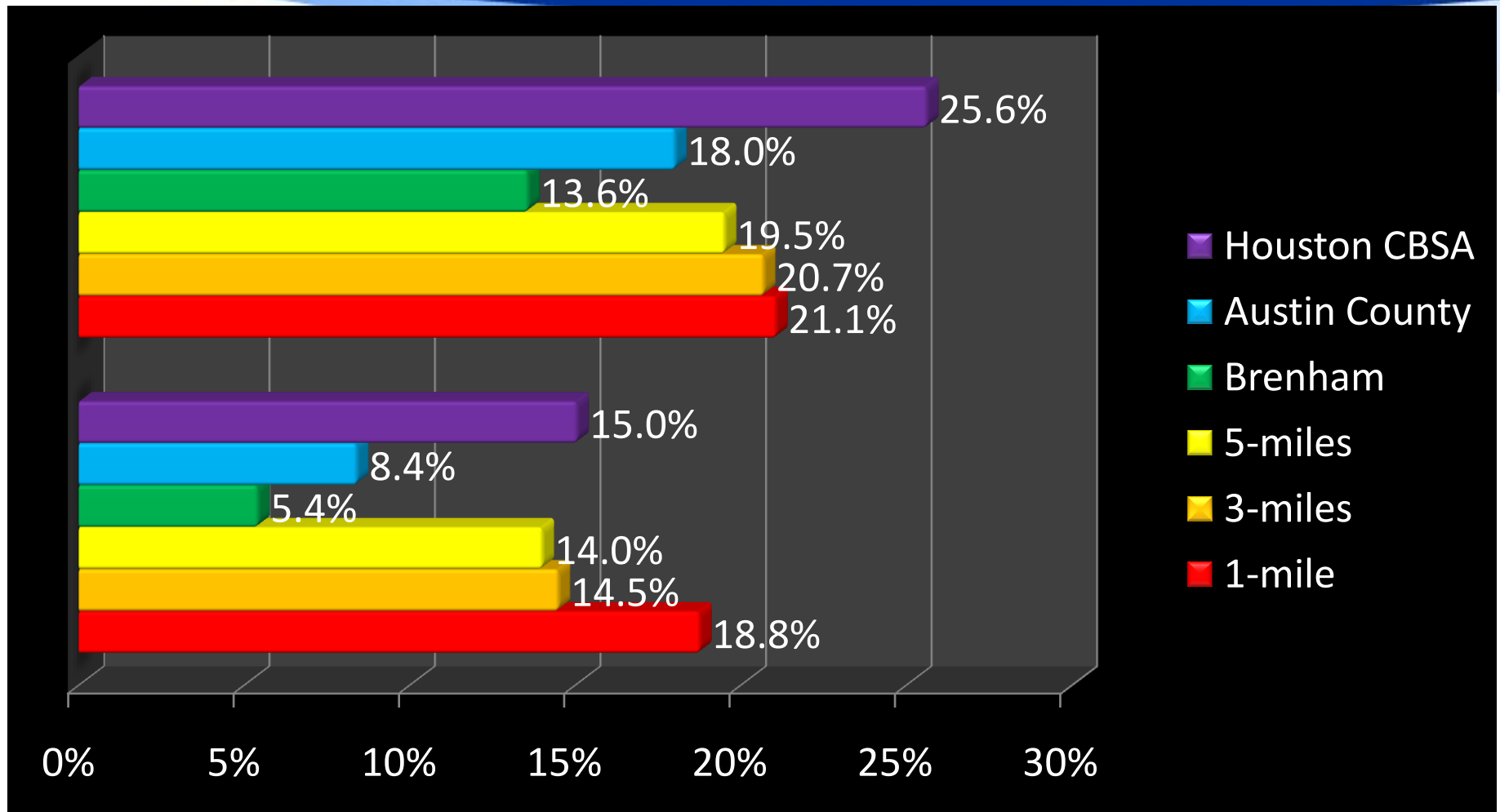
Micro 2008 estimated average household income



Micro 2008-2013 annual % growth in household income



Micro 2008 & 2013 % of households with annual income of at least \$100K



Micro 2008 & 2013

% of households with annual income of at least \$150K

